



First carmaker in the national blockchain ecosystem

SEAT joins Alastria for the development of blockchain technology-based solutions

- / Alastria is a semi-public multisectorial blockchain infrastructure promoted by Spanish businesses and institutions
- / Different company departments will explore the benefits of this technology
- / SEAT took its first steps in blockchain with Telefónica in recent months

Martorell, 18/12/2018. - SEAT joins the Alastria infrastructure, the first semi-public multisectorial consortium which aims to provide a venue for digital cooperation in an independent, neutral network where blockchain technology-based products and services are developed. With this new move, which makes SEAT the first car manufacturer in joining this pioneering network of over 70 major businesses and institutions, the company aims to test and further progress the development of blockchain technology and encourage synergies with other participating companies.

Blockchain technology has been around since 2009 and represents an evolution with respect to the networked communications we know today. Easy accessibility to information, which is increasingly instantaneous, sometimes leads to unreliable data, diminished security and insufficient verification of those involved in the communication processes with external suppliers. In this sense, the aim of this technology is to transform industries by generating an exchange of goods and services without the need to include third parties, and therefore enhance procedural security.

SEAT President Luca de Meo pointed out that **“being a part of the Alastria network opens up new possibilities for developing services and products with complete confidence and security”**, adding that **“we are the first carmaker to join this ecosystem which comprises the country’s major companies. We are convinced of the importance that blockchain technology will have in the future, and for this reason we want to be involved from the outset.”**

Applying the technology in strategic areas

The aim of SEAT’s move to join the Alastria network is to enable several company divisions to have a first contact with blockchain technology and learn about the possible benefits that this knowledge can bring to different areas. More specifically, production will be the first department to reinforce the development of this technology, with the main goal of studying the potential advances of Industry 4.0. Another area where SEAT wants to put blockchain solutions to work is finance, beginning with testing new initiatives to improve standard procedures.



SEAT's blockchain experience

SEAT joining the Alastria network is another example of bringing this technology closer to the company. In this sense, it has already taken its first steps in applying blockchain in its processes. For example, in collaboration with Telefónica, the company is working on a blockchain-based proof of concept to improve the traceability of parts in the Martorell factory's supply chain.

As the company that invests the most in R&D in Spain, SEAT is adapting its processes to the digital transformation that the automotive industry is undergoing. The company is developing and implementing digital solutions aimed at car production that will enable it to be more efficient, flexible, agile and digital.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting 80% of its vehicles, and is present in over 80 countries on all five continents. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 cars and achieved a record turnover of more than 9.5 billion euros.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.

SEAT Communications

Cristina Vall-Llosada
Head of Corporate Communications
T / +34 93 708 53 78
M/ +34 646 295 296
cristina.vall-llosada@seat.es
<http://seat-mediacycenter.com>

Daniel Martínez
Corporate Communications
M/ +34 648 280 851
daniel.martinez@seat.es