

SEAT and Primavera Sound, taking the music experience to the next level

- SEAT returns another year to Primavera Sound as strategic partner
- The SEAT Village Stage adds 13 hip hop artists to the programme
- The SEAT Stage is showcasing artists such as Miley Cyrus, Solange, Interpol, Carly Rae Jepsen or James Blake
- The brand will contribute to visitor mobility, both at the festival and in the city
- Finding friends will be much easier with the new SEAT Lost&Sound app

Barcelona, 28/05/2019. SEAT is celebrating its third consecutive year as strategic partner of Primavera Sound, one of the benchmark music festivals on the international scene, which this year expects to draw over 220,000 visitors. With this move, the carmaker connects with Barcelona's youthful, urban spirit and passion for music and international talent.

This collaboration includes several brand activations, prominently featuring the new Radio Primavera Sound digital and audiovisual platform, as well as the SEAT Village Stage, which is going to showcase 13 national and international hip hop artists in the festival's line-up, in addition to three DJs from three historic international indie bands who will bring each night to a close. Also continuing with last year's tradition, the brand is lending its name to the public grandstand 'Created in Barcelona'.

SEAT global Marketing director Susanne Franz pointed out that **"Primavera Sound is one of the world's most important festivals with its roots in Barcelona. Participating yet another year at the festival confirms our commitment to urban talent and strengthens our connection and commitment to music and the city. Through our presence this year at Primavera Sound, we aim to take the festivalgoers' experience to the next level by featuring major musical talent and helping visitors get to and from the festival as well as get around inside the venue."**

From Barcelona to the world to the beat of hip hop

Where last year the SEAT Village space hosted a relaxing seaside venue with DJ sessions, this year it is adding 13 artists to the festival line-up who perform all kinds of hip hop and trap in its multiple variations. This approach will give visitors the chance to explore the present and future of the genre in an exceptional setting featuring performances by Little Simz, Mucho Muchacho, Junglepsy and Kaydy Cain, among others, all joining the festival's official headliners. Furthermore, three DJs from mythical indie bands, Jarvis Cocker (Pulp), Tim Burgess (The Charlatans) and Richard Colburn (Belle & Sebastian), will liven up the stage until closing time every night.

In addition, the SEAT Stage will be host to Miley Cyrus just one day after she presents her newest release to the world. Other internationally renowned artists performing on the brand's stage to the delight of audiences include Solange, Interpol, Carly Rae Jepsen or James Blake.

Radio Primavera Sound, catering to the youthful, urban spirit

The new digital and audiovisual radio platform offers on-demand music and cultural programming via streaming 24/7, 365 days a year. As strategic partner, SEAT has two radio shows in operation. At this year's edition, Radio Primavera Sound and SEAT are moving the recording studios to the heart of the festival to broadcast a special Primavera Sound programme that will include interviews as well as the latest musical hits. Listeners can tune in to the programme via a mobile app, which is now available for IOS and soon for Android, or via the webpage <https://www.primaverasound.com/radio>.

A different way to experience music

At this new edition, SEAT is also carrying out actions linked to street art in order to add colour and creativity to the festival. The brand is promoting a collaboration space for more than 15 national and international artists committed to interpreting and expressing historic Primavera Sound songs on murals scattered around the festival.

SEAT Lost&Sound app

Music festivals are generally crowded events, and it is easy to lose sight of your friends. To prevent this, the brand has created "**SEAT Lost&Sound**", an essential app for all festivalgoers. The mobile app enables you to find your friends using augmented reality. To find someone, just open the app, scan the area with your camera lens, and the icon chosen for that individual will appear on the screen where he or she is located.

Festival Subtitles, an exclusive collection of stickers for Instagram Stories

At this year's edition, SEAT is launching a collection of stickers for Instagram Stories for the first time, exclusively designed for use during Primavera Sound. The goal of this action is to give fans a tool so they can share their experiences in an original way. To locate the stickers, users only have to type "Primavera Sound" in the GIFS finder tab on Instagram.

Urban mobility that moves to the music

As part of its commitment to providing mobility services, at this new edition of the festival SEAT is offering all festivalgoers a free bus service at peak times connecting the Parc del F3rum with downtown Barcelona. Moreover, as in previous years, the company is also providing two bus routes inside the venue that connect four major hubs, including Primavera Bits and the main stage, which is also sponsored by SEAT.

Year after year, SEAT confirms its commitment to music and street art through its partnerships with the world's leading international festivals. The brand from Barcelona is also collaborating with the urban festivals Lollapalooza in Paris and Berlin and Wireless Germany. These events are recognised as the ideal platforms for sharing passion for music and street art and SEAT's youthful, optimistic spirit.

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 2018, SEAT sold 517,600 cars, the highest figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 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 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.

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