

SEAT, from hardware to software

- **The Software House announced at the Mobile World Congress will be called SEAT:CODE**
- **New structure led by brand CIO Sebastian Grams, and Carlos Buenosvinos as CTO of the new software centre**
- **This centre of excellence will be located in Barcelona**
- **Open selection process to recruit more than 100 software development specialists**

Barcelona, 24/07/2019. In order to adapt to a context that is marked by change and to successfully tackle the company's digital transformation, at the 2019 Mobile World Congress SEAT announced the creation of a software development centre.

Today, the brand has revealed that the new laboratory is going to be called SEAT:CODE [Centre of Digital Excellence]. SEAT:CODE is going to work to boost two major dimensions within SEAT and the Volkswagen Group. On one hand, it seeks to continue to further the company's digital transformation and increase efficiency through process digitalisation. On the other, it aims to strengthen new business models centred on new concepts of vehicle mobility, connectivity and digitalisation with special emphasis on SEAT.

SEAT President Luca de Meo stated that **“if we want to transform from a car producer into a mobility company and we want to engage in the so called industry 4.0, we have to make of software a core competence. The new SEAT:CODE will give a boost to this new scenario where we must be resolute and add value for our customers.”** Additionally, de Meo shared that **“the new centre will be located in Barcelona, fulfilling our dream of making the city one of the global hotspots of digitalization.”**

Reinforcing the structure to foster synergies

The company also announced the creation of its new IT structure, led by Sebastian Grams as SEAT's new CIO. Furthermore, Carlos Buenosvinos will be the CTO of the newly created centre. In this sense, the team at the Metropolis:Lab will be integrated in the new centre to continue developing innovative solutions for better mobility and to harness synergies with the team at the software development centre.

SEAT CIO Sebastian Grams emphasised that **“the SEAT:CODE confirms the company's commitment to becoming a benchmark of vehicle digitalisation and of developing new mobility solutions. Moreover, this new centre will enable us to enhance synergies within the company with other teams, such as XMOBA, which are dedicated to developing and implementing new mobility concepts.”**

Dr. Sebastian Grams, 39, has two degrees in Industrial Engineering and a PhD from the University of Karlsruhe. He has developed his career in the Volkswagen Group working at AUDI, where he held various positions of responsibility in areas related with information technology and technical development. Since January 2019 he has also been a part of the Metropolis:Lab management team.

Furthermore, Carlos Buenosvinos, 36, has a degree in Advanced IT Engineering from the Polytechnic University of Catalonia (UPC) and has spent his career working in the tech sector. Until last April, he was the Vice-president for Technology at XING, Germany's professional social media, a position he held for three years. He previously held several positions of responsibility in the tech field; among others, he was the CTO of Atrápalo and Emagister.

Now recruiting more than 100 specialists

The new SEAT:CODE will be led by CTO Carlos Buenosvinos, who will manage a team made up of more than 100 software development specialists. In this sense, the selection process to identify these new digital profiles is still active, with the aim of putting together a team that can make the SEAT:CODE a world benchmark centre of software development applied to the mobility sector. The company has set up a platform for anyone who wants to join in on the recruitment process: www.welovesoftware.seat.

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 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 focused 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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