

## SEAT chairs the Mobility Commission of the Spanish Chamber of Commerce

- **The Mobility Commission was created with the aim of spearheading initiatives to promote sustainable urban mobility and being a reference point in the national dialogue for mobility**
- **SEAT's General Director of Global Communications and Institutional Relations for the Volkswagen Group in Spain takes the Chair of the newly created sector commission**
- **The Commission is composed of the Ministries of Industry, Trade and Tourism; Interior; Ecological Transition and Demographic Challenge; and Transport, Mobility and Urban Agenda, as well as city councils and private sector representatives**

**Madrid, 05/03/2020.** The Spanish Chamber of Commerce has announced the launch of the Mobility Commission, which will be chaired by Christian Stein, General Director of Global Communications at SEAT and Institutional Relations for the Volkswagen Group in Spain, at a ceremony attended by the Secretary of State for Transport, Mobility and Urban Agenda, Pedro Saura, and the President of the Spanish Chamber of Commerce, José Luis Bonet.

The Commission was created with the aim of heading up initiatives to promote sustainable urban mobility, creating a framework for dialogue and reflection by promoting public-private cooperation and becoming generators of knowledge and points of reference through the advisory role of the Spanish Chamber of Commerce.

At the foundation ceremony of the new Commission, Christian Stein, General Director of Global Communications at SEAT and Institutional Relations for the Volkswagen Group in Spain, pointed out that **“we are living in a moment of great transformation, in which the boundaries between the private and public domains are being blurred and the concept of citizen blends with that of customer. At SEAT we believe that participating in initiatives such as the Spanish Chamber of Commerce’s Mobility Commission, in which parity between the public and private spheres is at the heart of its operations, is a great opportunity to jointly create the mobility of the future.”**

### **A further step in SEAT’s commitment to urban mobility**

As a result of the growing demand for urban mobility alternatives in major cities, SEAT has progressively stepped up its commitment to new urban mobility solutions. The company recently announced the creation of a strategic business unit that integrates all mobility solutions for both urban mobility products and services, as well as shared services.

### **The Mobility Commission: a crosscutting instrument for shaping the future of urban mobility**

The Spanish Chamber of Commerce bases its status as an advisory body to the Administration and a benchmark institution on the long-term strategic analysis of all the productive sectors of

the economy, in which mobility is becoming increasingly important. In this sense, José Luis Bonet, President of the Spanish Chamber of Commerce, underscored that **“cities need efficient, sustainable transport systems to support their economy and the well-being of their inhabitants. In this respect, mobility is key to improving the quality of life of citizens.”**

Furthermore, the Secretary of State for Transport, Mobility and Urban Agenda, Pedro Saura, highlighted the importance of the new commission, which will enable dialogue with all sectors involved in sustainable mobility **“at a crucial moment, a paradigm shift that requires considerable thought, conversation and prudence.”**

The Commission is made up of businesses, associations and state and local public administrations: SEAT, Abertis, Anfac, Acciona, Alstom, CAF, Cesce, Deloitte, Ferrovial, Ficoso, Gestamp, Grupo ACS, Grupo Antolín, Iberdrola, Indra, Mapfre, Mercadona, Mondragon, Naturgy, Renfe, Repsol, Telefónica, the city councils of A Coruña, Barcelona, Gijón, Madrid, Palma, Pamplona, Valencia and Zaragoza, and the Ministries of Industry, Trade and Tourism, Interior, Ecological Transition and Demographic Challenge, and Transport, Mobility and Urban Agenda.

**SEAT** is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 80% of its vehicles, and is present in 80 countries on all five continents. In 2019, SEAT sold 574,100 cars, the highest figure in the history of the company.

The SEAT Group employs over 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 electric, SEAT’s first 100% electric car, 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 it is currently engaged in the company’s global digitalisation process to promote the mobility of the future.

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