

SEAT goes from the street to the rooftop with Stay Homas

- SEAT connects with its community around the world with the first live concert by Stay Homas on Twitter, thanks to the partnership with the platform
- The concert will be streamed exclusively via SEAT's official Twitter account, starting tomorrow at 7 pm
- Klaus, Guillem and Rai are the members of Stay Homas, the Barcelona band that became famous worldwide through social media
- Music is a pillar of SEAT, both inside and outside its vehicles

Martorell, 07/05/2020. Now that going outside to enjoy a concert with friends is impossible, SEAT has decided to climb up to the rooftops and connect with all of its community and followers through the universal language of music, with a unique concert on Twitter by the global trend-setting Barcelona band Stay Homas.

Thanks to a partnership with Twitter, the Stay Homas concert will be streamed exclusively through SEAT's official account (<https://twitter.com/seatofficial>) tomorrow, Friday 8th of May, at 7 pm. The concert is open for each and every one who loves music and looks forward to enjoying this unique experience and spend a different Friday evening.

“Throughout the lockdown, at SEAT we aimed to stay connected to people around the globe with a variety of activities. For a brand *Created in Barcelona*, now offering a concert of the young and optimistic “Stay Homas”, band from our town, is a great match.” explained Jason Lusty, SEAT's Global Marketing Director.

The Stay Homas band members are dubbing actor, composer and trumpet player Klaus Stroink; trombone player and vocalist Guillem Boltó; and bass player and guitarist Rai Benet. The three young musicians are between 25 and 28 years old, share a flat in Barcelona and, to cheer up the confinement, they started singing songs about the situation created by COVID-19 from their terrace. In just two months, they have become globally famous, and currently have almost 30,000 followers on Twitter. A few days ago they signed their first record contract with Sony and have gone from making covers to having their songs performed by others. Canadian artist Michael Bubl  sang his own version of “Gotta be Patient”, one of the band's most well-known songs.

SEAT and music

With this musical and digital activation, SEAT reaffirms its commitment to being close to its customers, who are the youngest in Europe, 10 years younger than the average and has elected Twitter as platform to culturally connect with its audience. To do so, the company has made music one of its basic pillars, both inside and outside its vehicles, along with art and urban culture.

To date, SEAT has collaborated with national and international festivals such as Sonar, Primavera Sound in Barcelona and Oporto, Lollapalooza in Berlin and Paris, Kappa Future

Festival in Italy and the Wireless festival in Germany, among others. And to bring music inside its models, in 2018 SEAT became the first automaker worldwide to incorporate Shazam in its vehicles and today also integrates Spotify thanks to Full Link technology.

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), exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, the highest figure in its 70-year history, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

In 2019, SEAT allocated 1.259 billion euros to accelerate its investment programme, mainly for the development of new electrified models. In addition, and as part of its commitment to decarbonisation, it invested 27 million euros in sustainable initiatives and is working on an ambitious environmental strategy, called Move to Zero, which aims to make Martorell a zero-carbon footprint plant by 2030.

SEAT 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.

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