

SEAT reinvents drive-in cinemas in Germany

- SEAT and the German television channel SAT.1 presented an exclusive concert with the German pop star Tim Bendzko
- The live concert took place on 15th May at Düsseldorf's drive-in cinema and was available in live streaming
- This activity has been rolled out in complete safety, respecting social distancing regulations

Martorell, 18/05/2020. SEAT has given new life to the culture of drive-in theatres by hosting an exclusive live concert with the German pop star Tim Bendzko. With this innovative project, organized alongside the television channel SAT.1, the Spanish car manufacturer allowed new youngsters generations to rediscover the atmosphere of the unforgettable drive-in cinemas. In addition, with this activation SEAT reaffirmed its commitment to music as one of the main pillars to connect with its community, while engaging in the 2020 concert season.

SEAT's first global drive-in concert, featuring Tim Bendzko, took place this Friday 15th of May, and fans have been able to assist in total safety both from their cars and their homes. As it was held in the iconic Düsseldorf drive-in cinema, people had the chance to get a ticket to the concert and follow it from the comfort and privacy of their vehicles, while respecting social distancing regulations. Everyone else who also wanted to join this one-of-a-kind concert was able to do it via streaming. The concert was a real success, and the numbers of assistance and views outreached the forecast.

“Once again, at SEAT we are connecting people and cars with music in an innovative way. We have turned drive-in cinemas into drive-in music experiences and cars into concert halls, to enable people to enjoy a live event in complete safety.” underlined Jason Lusty, SEAT Global Marketing Director. **“Thanks to the collaboration among SEAT and SAT.1 channel, this drive-in concert was a good example of our commitment to music, offering both a live and a digital experience, available for everyone.”**, added Giuseppe Fiordispina, Marketing Manager at SEAT Deutschland.

Tim Bendzko is a German singer-songwriter from Berlin, who first became famous with his song "Nur noch kurz die Welt retten" (Just quickly save the world), which reached the second position in German charts and was certified 3x Gold in Germany for selling more than 450,000 copies. Tim Bendzko also won the Bundesvision Song Contest and the Bambi award, recognising excellence in international media and television. Out of Germany, his songs also went platinum in Switzerland and gold in Austria.

Tickets were exclusively won

SEAT gave away a total of 120 tickets for the drive-in concert with Tim Bendzko: 100 tickets were distributed directly in trade, and the other 20 tickets were raffled by SEAT through the brand's Instagram profile. The winners got the best positions right at the front, in the first three rows of the Düsseldorf drive-in. Those who did not get hold of the limited concert tickets could still join, as the concert was broadcasted in live streaming on SAT.1 channel (sat1.de/autokonzert).

SEAT connecting through music

SEAT, as the brand created in Barcelona and with the youngest customer base in Europe, has defined a strong strategy to connect with its customers and followers all around the world, based on three main pillars: art, urban culture and, especially, music.

SEAT offers an always on music experience both inside and outside of its vehicles. The brand has partnered with the most relevant players in the music environment and has been increasing its involvement within music year after year. Up to date, SEAT had presence and active role in some of the most well know national and international music 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.

To bring the music experience inside of its vehicles and strengthen its position as a front runner in connectivity and music offer, SEAT models are equipped with different sound systems, the SEAT Sound and the BeatsAudio sound systems. Moreover, in 2018 SEAT was the first brand to integrate Shazam in their cars and today it also integrates Spotify thanks to Full Link technology.

SEAT is the only company in Spain that designs, develops, manufactures and distributes cars. The multi-national operating manufacturer belongs to the Volkswagen Group, has its headquarters in Martorell (Barcelona) and exports 81 percent of its vehicles to more than 75 countries. In 2019, SEAT sold 574,100 cars, the highest number in the make's history. With a record profit of 346 million euros after taxes and a turnover of more than 11 billion euros, SEAT generated the best result in the 70-year history of the make.

In 2019, SEAT made 1,259 billion euros available for intensification of its investment programme with Focus for the development of future electric models. Furthermore, the Spanish car manufacturer invested around 27 million euros in sustainable initiatives within the framework of their commitment to decreasing CO₂ exhaust emissions. With an ambitious environmental strategy by the name Move to Zero, SEAT is pursuing the ambitious objective in its plant in Martorell to be carbon-neutral in production by 2030.

SEAT S.A. employees over 15,000 employees in their three production facilities in Barcelona, El Prat de Llobregat and Martorell – it is here that the successful models: Ibiza, Arona and Leon are produced. Furthermore, the SEAT Ateca is manufactured in the Czech Republic, the SEAT Alhambra in Portugal, the SEAT Tarraco in Germany and the SEAT Mii electric in Slovakia.

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