

SEAT presents SEAT MÓ, its new urban mobility brand, at the official inauguration of CASA SEAT

- **CASA SEAT staged a virtual opening two weeks ago and today sees its physical inauguration with the participation of Teresa Ribera, Àngels Chacón and Ada Colau, among other personalities**
- **The new brand will drive the urban mobility strategy focused on micromobility products and services**
- **SEAT presents its new micromobility products globally, the SEAT MÓ eScooter 125 and the SEAT MÓ eKickScooter 65**

Barcelona, 16/06/2020. SEAT officially opened CASA SEAT today with a ceremony held under the recommended health and safety measures and attended by prominent authorities and business leaders from the Spanish and Catalan economies. The company took the opportunity during the event to announce the creation of SEAT MÓ, its new urban mobility brand.

After its virtual presentation on June 4th, CASA SEAT opened its doors to the public today for the first time. SEAT President Carsten Isensee kicked off the event by highlighting the importance of this new space as the company's headquarters in the centre of Barcelona. In the words of the President, **“CASA SEAT is much more than a tribute to our origins. This iconic building is also the place from which we look to the future; our headquarters in the heart of Barcelona, which we expect will become a benchmark urban mobility hub.”**

Next, the fourth Deputy Prime Minister and Minister of Ecological Transition and the Demographic Challenge, Teresa Ribera, spoke via videoconference followed from CASA SEAT by Àngels Chacón, Minister for Business and Knowledge of the Catalan Government, and Ada Colau, Mayor of Barcelona.

The authorities and other personalities such as the President of Grupo Godó, Javier Godó; the President of CaixaBank, Jordi Gual; the President of FC Barcelona, Josep Maria Bartomeu; the President of Agbar, Àngel Simón; the Managing Director of Saba, Josep Martínez Vila and Dr. Bonaventura Clotet, among others, toured the different areas of CASA SEAT, the company's new urban mobility hub.

This afternoon, SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths announced the creation of SEAT MÓ, the new brand that will drive the urban mobility strategy focused on micromobility products and services, including the SEAT MÓ eScooter 125 and the SEAT MÓ eKickScooter 65.

“With SEAT MÓ we want to make individual mobility accessible for everyone and CASA SEAT will be its centre of operations. Barcelona will be the testing ground for the development of urban mobility solutions to be exported to the rest of the world” said Griffiths.

The tour ended in the car configurator area, where customers and visitors will be able to configure their own SEAT vehicle and, lastly, in the CUPRA Garage, where visitors saw the CUPRA Formentor PHEV, a 100% new model produced in Martorell that will be in the market very

soon.

SEAT MÓ: heading towards electric urban mobility

At the last edition of the Smart City Expo World Congress, SEAT announced the creation of a strategic business unit focused on urban mobility, which now takes on its own identity. The company presented its new SEAT MÓ eKickScooter 65 and SEAT MÓ eScooter 125, the first 100% electric SEAT motorcycle in its 70-year history, which also has a specific model for sharing services. In this sense, today the company confirmed the launch of its electric motosharing service in Barcelona as of July.

Lucas Casasnovas, the Head of SEAT MÓ, pointed out that **“the SEAT MÓ eScooter 125, the SEAT MÓ eKickScooter 65 and our entry into the world of motosharing demonstrate our commitment to adapting to the new needs of cities and their residents by providing efficient, sustainable micro-mobility solutions.”**

More information on the SEAT MÓ eScooter 125 and the SEAT MÓ eKickScooter 65 [here](#).

A place for redesigning future mobility

Located in the heart of Barcelona, on the corner of Paseo de Gracia and Avenida Diagonal, CASA SEAT is a tribute by the brand to the city that saw its birth 70 years ago. This space was created with the aim of becoming a hub for urban mobility, and in this way, address today's challenges through the co-creation of solutions together with different stakeholders. To promote the meeting and exchange of ideas, CASA SEAT will be offering a programme of activities that includes talks, workshops and diverse cultural events on mobility, sustainability, technology and business, among other topics.

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 developing Move to Zero, an environmental strategy that aims to make Martorell a zero carbon footprint plant by 2050.

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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