

SEAT:CODE debuts new headquarters and celebrates its first year as SEAT's digital machine

- **SEAT's new software development centre headquarters is located in the heart of Barcelona**
- **SEAT:CODE is going to hire 100 more professionals in the coming months**
- **Since its creation, SEAT:CODE has been leading the company's digital transformation and creating digital solutions to boost SEAT, CUPRA and SEAT MÓ**

Martorell, 31/07/2020. In order to adapt to a context marked by change and to successfully tackle the company's digital transformation, in 2019 SEAT announced the creation of a software development centre. One year after its launch, SEAT:CODE has relocated its headquarters to Rambla 124, in the heart of Barcelona.

Since its creation, SEAT:CODE has progressively incorporated software development professionals and is going to hire 100 more over the next few months until it reaches 150 employees who will be dedicated to leading the company's digital transformation and creating digital applications and solutions to boost SEAT and CUPRA, as well as defining digital solutions for the Volkswagen Group.

SEAT President Carsten Isensee emphasised that **"SEAT:CODE's new headquarters is yet another example of our commitment to the city that witnessed our birth 70 years ago. Barcelona is one of Europe's largest digitalisation and innovation hubs and with SEAT:CODE we will contribute to improving its position."**

SEAT:CODE was created with the goal of driving the company's digital transformation and increasing efficiency through process digitalisation, while strengthening the company's business models around the concepts of mobility, connectivity and vehicle digitalisation.

Sebastian Grams, CIO of SEAT, member of the Board of Directors of SEAT:CODE and responsible for its operational lead said that **"SEAT:CODE is not only a strategic and transversal pillar to improve the efficiency by advancing the digitalization of our company and processes, but it also allows us to develop new digital products to create additional business for SEAT going beyond the car."** In addition, Carlos Buenosvinos, general director of SEAT: CODE, will help push the transformation towards a company focused on software beyond hardware.

One year as SEAT's digital machine

SEAT:CODE serves all the company's brands and is especially focused on the areas of Marketing and Sales, Production and Logistics and the company's micromobility. Some of the projects developed by the SEAT:CODE team so far include the online pre-reservation platform for the CUPRA Ateca Limited Edition and the leasing platform for the Mii electric, the Fast Lane tracking platform, the ByBus app, the CASA SEAT and CUPRA websites, the SEAT MÓ motosharing service app, and even the development of a digital logistics tool for the emergency ventilators manufactured by SEAT, among others.

SEAT:CODE's new headquarters is located on the Rambla in Barcelona and features four floors of office space, as well as a team from Porsche's software division, Porsche Digital, which will use the space to share knowledge and build synergies.

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), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the 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. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

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