

## SEAT transforms its Prototype Development Centre and commits to 3D printing

- The company has built a new 3,000 m2 facility with the aim of unifying all the processes prior to the manufacture of a future vehicle
- The new space includes virtual reality installations and an area dedicated to 3D printing for the design of prototypes and pre-series models
- The carmaker continues to drive innovation and its transformation process towards Industry 4.0
- SEAT's PDC is the only automotive prototype development centre in Spain

Martorell, 20/08/2020. In its commitment to constant innovation, SEAT has recently transformed its Prototype Development Centre (PDC) located in the heart of the SEAT plant in Martorell. The company has completed a new 3,000 m2 building in Workshop 3, unifying all processes and activities prior to mass production of a new model in a single area. This space has virtual reality applications in the new machining facilities and a large area for additive manufacturing projects in the new 3D Printing Lab. It is worth highlighting the cutting-edge printers used to print state-of-the-art parts for the development of prototypes and pre-series models, with a view to future launches.

The new building also includes the Design for Manufacturing room, where different areas of the company, such as R&D, quality, processes and manufacturing work together with the more than 250 professionals of the Prototype Development Centre to analyse and improve products in their early stages of conceptualisation. This collaboration is key to reducing and improving the launch times of future cars and boosting efficiency in processes and resource management. To this end, new technologies such as virtual reality are implemented, simulating mass production processes, 3D printing and other 4.0 Industry technologies.

“The transformation of our Prototype Development Centre enables us to work with total efficiency in the development and launch of new models” said Anabel Andión, head of SEAT's PDC. “We've been working with virtual reality and 3D printing for more than thirteen years. With these new facilities and the unification of the PDC, we intend to invest more than ever in the development of digital and electronic solutions adapted to the car of tomorrow.”

### Forward-looking high-performance centre

Since its inauguration in 2007, the PDC has become the link between the company's R&D and production departments; a place where virtuality becomes reality. Throughout its thirteen years of history, the space has developed a total of 13 concept cars, the IBE (2010), the Cupster (2014), the Leon Cross Sport (2015) or the CUPRA Ateca (2018), among others. Likewise, and to date, it has worked with 5,235 pre-series models, 2,472 test prototypes and 224 technical models.

Thanks to its recent transformation, whose investment is included in the 5 billion euro investment plan recently announced by the company, the PDC now has modern facilities covering 18,000

square metres in the centre of the Martorell plant where 250 engineers and specialised technicians are already working on the development of new models, with special attention to the field of electrification, one of the main pillars of the company.

With this new centre focusing on virtual reality, additive manufacturing and 3D printing, SEAT confirms its leadership as a Smart Factory. It also reaffirms its commitment to innovation and constant transformation towards Industry 4.0.

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.

## SEAT Communication



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