

A day of MÓtosharing

- **Motosharing is drawing users in major cities of the world, with services such as the one offered by SEAT MÓ**
- **SEAT MÓtosharing has a fleet of 632 100% electric scooters in the city of Barcelona**
- **It offers affordable, shared, noiseless, zero-emission mobility equivalent to 125 cc with three different driving modes**
- **The motorbikes can be reserved via the SEAT MÓ app on a smartphone and are sanitised against COVID-19**

Martorell, 16/11/2020. It's a sunny day in Barcelona. It's almost nine o'clock in the morning and Emilio leaves the gym to go to work. He takes his mobile phone out of his pocket, opens the SEAT MÓtosharing app and quickly locates a motorbike near him. With the same app he unlocks it and is ready to hop on and ride across Barcelona to his office. But the day of this scooter has only just begun. This is a day of motosharing as told by its users.

A motorbike always close by. The SEAT MÓ motosharing service has a fleet of 632 100% electric scooters all over Barcelona, with freedom of movement throughout the city from 6 a.m. to 2 a.m. **"Before using this service I sometimes didn't make it to work on time, but since I've been using it I can even work out a little longer in the gym because I can always find a bike nearby; it gives me some extra time"** explains Emilio.

An app for everything. Searching for a bike is simple: the app shows you the ones that are closest to you, as well as their battery level. **"I start the motorbike without a key, the app does it for me, and once I reach my destination all I have to do is indicate that I've finished my journey and payment is made automatically from my associated card"** says Emilio. This app was developed by SEAT:CODE, the company's software development centre, also based in Barcelona.

Sustainable and shared. Shortly after Emilio has parked the bike, Marina arrives, a 22-year-old student who uses the service on a daily basis. **"I'm very concerned about the environment and sustainability, so SEAT MÓ's electric scooters are the best option for me in terms of micromobility"**, says Marina. She heads off to the university to meet up with a friend. When she arrives, her friend Ada is waiting for her. **"I'm still practicing for my driving licence, but that's no problem because the bike seats two and includes two helmets, so I always get a ride"** says Ada.

A mode for every need. You can easily change modes from the handlebar depending on the needs of the journey: Standard, up to 50 km/h, for getting around the city; Custom, up to 75 km/h, for non-urban roads; and Extra, up to 96 km/h for travelling on the fastest roads. The girls are heading for Montjuïc, so they choose the Custom mode: **"it's an intermediate setting and good for both urban sections and for going on faster ring roads"**, says Marina when she parks the motorbike.

No worries. It's six o'clock in the evening and starting to get dark. Carlos, a manager at an insurance company, leaves after visiting his last client of the day. **"Because of my work, I have to travel around Barcelona a lot, from client to client, so I need fast transport that enables me to park quickly and conveniently wherever I go and not worry about refuelling"** he explains. **"The fact that the service includes everything -insurance, helmets, battery and maintenance- is one less thing to worry about"**, he says. He gets on his motorbike and heads off to get some take-away supper. He decides to go to the Ametller Origen restaurant in CASA SEAT, on Passeig de Gràcia in Barcelona, and parks the scooter near the front door, ready to continue collecting more passengers and their stories.

Health above all else. SEAT MÓtosharing motorbikes are protected against viruses, especially COVID-19: both the motorbikes and their accessories are coated with Liquid Guard®, a pioneering ecological product in Spain financed by the European EIT Urban Mobility programme, which eliminates 99.9% of bacteria and viruses, thus protecting the user. In addition, the helmet case also includes several single-use disposable hair nets and sanitising wipes. **"This bike has transported a lot of people throughout the day, but I know that all the safety measures are followed and I feel safe and protected"**, says Carlos.

Mobility consumption habits are tending towards more flexible pay-per-use models, which is why at SEAT MÓ **"we've opted for an on-demand mobility model whereby users choose the option that best suits their needs"**, points out SEAT MÓ director Lucas Casasnovas. In this sense, **"micromobility has proven to be a solution to many concerns, becoming an efficient transport service that improves the environment, city congestion and the quality of life and mobility needs of people"**, he concludes.

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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