

SEAT MÓ will reinforce its urban mobility strategy in 2021 to design the cities of the future

- **Its projects for this year include the launch of a flexible weekly or monthly subscription model for the SEAT MÓ eScooter 125**
- **The eScooter is in full expansion in six European countries**
- **SEAT MÓ joins the decarbonisation and all-electric mobility project on the Greek island of Astypalea with its eScooters, which can be replicated in other places**

Martorell, 19/02/2021. SEAT consolidated its commitment to urban mobility and its contribution to designing the most sustainable cities of the future with the creation of SEAT MÓ in 2020. With this new business unit, the brand aims to respond to the new mobility needs of cities, with 100% electric, noise-free, accessible and affordable products and services. It also offers mobility solutions for young people, with new proposals designed exclusively for them.

SEAT MÓ started the year with a new flexible subscription model for the new electric motorbike, the SEAT MÓ eScooter 125, for 70 euros a week or 150 euros a month. The subscription includes full comprehensive insurance from the age of 18, roadside assistance, 24-hour customer service and the possibility of using the vehicle for the whole family for the same weekly or monthly fee. The project has been launched as a pilot project in the centre of Barcelona, CASA SEAT, which will be the delivery and collection point for the motorbikes. Lucas Casasnovas, head of SEAT MÓ, emphasises that **“this new model is designed both for customers of the brand and for any citizen who is thinking of buying a motorbike and wants to try it out before doing so. It’s a complete pack that we also offer with the two kick scooter models.”** With this modality, the company aims to offer an additional solution to people who are looking for new forms of mobility as a result of the impact of COVID-19.

The subscription model enables an intermediate mode of use for the SEAT MÓ eScooter 125, sales of which began at the end of 2020, and the motosharing service offered in Barcelona. Last summer, SEAT MÓ rolled out scooter rental by the minute in the city of Barcelona with more than 600 eScooters available to the public. In recent months it has become one of the main operators, with more than 50,000 downloads registered on the new mobility app designed by SEAT:CODE, SEAT S.A.’s digital machine.

New challenges for 2021

In 2021, SEAT MÓ will contribute micromobility solutions to the Volkswagen Group’s international project to turn the Greek island of Astypalea in the Aegean Sea into a decarbonised, sustainable, electric, smart transport paradise. SEAT is taking part in this project by offering its eScooters to promote electric mobility on the island. The aim of this initiative is to serve as a pilot programme to develop a model that can later be adapted to other cities. Lucas Casasnovas adds that **“2021**

will be the year of SEAT MÓ and we will continue with our dream of actively contributing to designing 100% decarbonised, zero-emission cities.”

In addition to cruising the streets of the Greek island, SEAT MÓ's new electric scooter is already available at Spanish dealerships and is in full expansion throughout Europe. During the first half of this year it will reach another six countries: Germany, France, Italy, Austria, Portugal and Sweden.

At the SEAT S.A. industrial complex headquarters in Martorell, a service has also been implemented so that workers can experience new forms of urban mobility first hand. The company has launched a free sharing service for employees consisting of a fleet of new, mostly electrified cars, together with several eScooters. There are several collection stations located in different parts of the factory for workers to drive to and from different areas inside the facilities and contribute to reducing the company's carbon footprint.

Commitment to micromobility

As part of its commitment to micromobility, since the beginning of the year SEAT MÓ has provided four eScooters to customers at the Porsche Centre Barcelona as courtesy vehicles, a way of contributing to the brand's electrification project.

The SEAT MÓ operations centre is located in the heart of Barcelona, CASA SEAT, on the corner of Avenida Diagonal and Paseo de Gracia. This is a hub for designing the mobility of the future, where urban mobility solutions are experimented, researched and developed to be exported to the rest of the world.

SEAT MÓ is SEAT's new business unit dedicated to developing urban mobility products and services that contribute to designing more sustainable cities of the future. Created in the summer of 2020, it is headquartered in the heart of Barcelona, at CASA SEAT, and has a portfolio of two electric kick scooters, the SEAT MÓ eKick scooter 25 and 65, as well as the SEAT MÓ eScooter 125 and a motosharing service in Barcelona.

SEAT S.A. 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 more than 80% of its vehicles, and is present in 75 countries.

SEAT S.A. employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, the SEAT Arona, the CUPRA Formentor and the Leon family. Additionally, the company produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany, the SEAT 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 S.A. will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specifically to electrify the range, and in equipment and facilities. The company aims to make Martorell a zero-carbon footprint plant by 2050.

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