

## Data, a world of opportunities

- **We generate a large amount of data in our daily lives that reveals details about us and can be harnessed to improve the quality of life for users**
- **Artificial Intelligence PhD Nerea Luis joins Carlos Buenosvinos, CEO of SEAT:CODE and head of the SEAT Data Office, to discuss the challenges and opportunities of big data in SEAT S.A.'s podcast 'Moving Forward'**
- **The episode is now available on SEAT S.A.'s official channel on Spotify, Apple Podcasts, Google Podcasts and Ivoox**

**Martorell, 27/07/2021.** Data is part of our daily lives. Where we go, what brands we like, how we interact... every decision leaves a trace in our wake. This is why big data has become a field to be exploited and is currently one of the technologies that is attracting the most investment, as it also opens the door to a new way of improving the quality of life of users and society. Carlos Buenosvinos, CEO of SEAT:CODE and head of the SEAT Data Office, and Sngular's Artificial Intelligence PhD Nerea Luis appeared on SEAT S.A.'s *Moving Forward* podcast to talk about the challenges and opportunities of big data.

**Ensuring road safety. "At SEAT S.A. we're fortunate to have a very large volume of data, which enables us to make an open contribution to road safety"** says Buenosvinos. Data is anonymised, that is, any reference to the identity of the person who generates it has been erased to visualise it as a whole and so **"we're able to identify which roads are less well lit and share that information so that infrastructure management companies can identify black spots in terms of lighting"** he explains.

**Boosting effect.** For Dr. Luis, **"artificial intelligence and how it relates to data analysis becomes a kind of enhancer for any sector."** And she adds: **"If you know how to complement your role with the power of artificial intelligence and the ability of algorithms to learn, that will help you grow faster and focus on details."** In this sense, data analysis has also enabled SEAT S.A. to implement predictive maintenance internally, **"so we're able to reorganise ourselves to minimise stoppages, downtime and ensure that we anticipate unforeseen situations"** concludes Buenosvinos.

The new episode of *Moving Forward, Big data, a world full of opportunities*, is now available on SEAT S.A.'s Spotify, Apple Podcasts, Google Podcasts and Ivoox channels.

**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 S. A. exports more than 80% of its vehicles, and is present in 75 countries. The company employs over 15,000 professionals and has three production centres - Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany and the SEAT Alhambra in Portugal. The company also has the SEAT:CODE software development centre, located in Barcelona.



SEAT S.A.

SEAT S. A. will invest 5 billion euros through to 2025 to develop new models for the two commercial brands, SEAT and CUPRA, and to electrify the range. The company aims to play a relevant role in the electrification of urban electric vehicles, with a special focus on the transformation of the Spanish automotive industry.

## SEAT Communications



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