



New production methods

SEAT launches an open innovation programme to accelerate the 4.0 transformation of its Martorell factory

- / The initiative, called **“Breaking FAB”**, offers external partners the chance to propose **innovative solutions that improve the factory’s production processes**
- / The programme kicks off with a meeting with startups, researchers and designers who want to incorporate their talent **into SEAT’s innovation ecosystem**
- / Martorell **is Spain’s most important car factory and a benchmark facility in Industry 4.0**

Martorell, 29/09/2017. – SEAT has launched an open innovation programme aimed at recruiting talent outside the company to accelerate the 4.0 transformation of its factory in Martorell. Under the concept **“Breaking FAB”**, SEAT is inviting entrepreneurs and startups, designers, students and researchers from around the world to become familiar with its major digital challenges in the production environment and put forward creative, innovative solutions to address them.

The goal of **“Breaking FAB”** is to incorporate creativity and innovation as an essential part of **SEAT’s production process, by applying a** different approach which is open to external talent that can enhance new forms of collaboration.

At an event scheduled for next 26 October, SEAT is opening the Martorell factory to **professionals who share SEAT’s passion for innovation and technology. While** touring the core of the company, participants will become familiar with the challenges for which they can suggest their ideas. For example, SEAT is looking to incorporate creative methods to verify the colour consistency among the different parts of vehicles or detect possible defects on smooth surfaces, which are processes currently carried out almost exclusively manually.

SEAT Vice-president for Production Dr. Andreas Tostmann pointed out that **“SEAT is in a** constant process of fostering innovation, as this initiative is clearly reflects. In recent years we have made Martorell one of the smartest, most digitised in the sector. With this initiative, we are opening our doors to external talent to take a step forward in our 4.0 **transformation”**.

In terms of production, Martorell **is Spain’s most important car factory, and it has been** recognised with the Lean & Green Management Award, which confirms it as the most efficient factory in the European automotive industry, and a special mention to quality in the Factory of the Year awards for excellence in its manufacturing process. The factory tour will provide first-hand insights into the role of robots in production and logistics, as well as the innovations included by SEAT to face the challenges of Industry 4.0 and create one of the smartest, most



digitised and coordinated factories in the sector. Highlights of these innovations include the use of smart glasses, exoskeletons and autonomous, collaborative robots.

All those interested in participating in the “Breaking FAB” platform can register until next 23 October via the webpage www.seatbreakingfab.com. The applicants must make a compelling case for attending and present the knowledge and expertise they can contribute to the proposed challenges. Following the meeting, participants can put forward their ideas and **initiatives for resolving the company’s challenges and be considered as partners in its innovation network.**

Partner ecosystem at SEAT

Beyond production, SEAT has been working for some time in several fields to adapt to future challenges and the disruptive changes that are arising in the automotive sector. With the help of the Easy Mobility Team, **the company’s transversal team which was created to accelerate its digital transformation**, SEAT is shaping its own partner ecosystem with the goal of providing drivers with EASY mobility experiences that are digital and connected.

Significant recently arranged partnerships include those with Google and Amazon, which will enable SEAT to integrate the Waze navigation system and the interactive voice activated assistant Alexa in its cars. In addition, SEAT has also signed agreements with businesses such as SABA, to create car and parking related services; and with entrepreneurs and startups like the participants in the SEAT Accelerator by Conector, who are developing several projects associated with the future of the automotive sector.

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), exporting 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.

SEAT Group employs more than 14,500 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the Ibiza, Leon and Arona. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain’s largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company’s global digitalisation process to promote the mobility of the future.

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