



Committed to vehicle connectivity

SEAT and Orange join forces to promote the development and use of the connected car

- / **Both companies aim to turn the car into the user's** second digital home
- / The agreement will work towards creating new entertainment services that enhance the experience of vehicle occupants
- / A loyalty programme will be introduced to encourage the frequent use of connected car functions
- / Orange joins the list of companies such as Amazon or Google as a strategic partner of SEAT in car digitisation

Martorell/Madrid, 06/02/2018. - SEAT and Orange Spain have signed an agreement today that aims to promote new advances in the development and use of the connected car, as well as lay the groundwork for joint collaboration in several different areas of work. In this sense, the agreement focuses on three main lines of action – to improve the experience of vehicle occupants by developing connected car innovations, offer the digital home or office experience to car users, and implement a loyalty programme that promotes the frequent use of new connectivity and mobility solutions they launch onto the market.

After signing the agreement, SEAT Head of Business Development Arantxa Alonso pointed out that **“we feel privileged to have strategic arrangements with partners** such as Orange that give a major boost to our development of car connectivity.” Alonso also added that “this partnership opens up a large collaborative space for both companies that are pursuing a common goal – promote the use of the connected car **and make the car user's experience easier and more efficient.**”

Furthermore, Orange Director of Innovation and New Digital Services for Spain Luis Santos is confident that “this strategic agreement with SEAT is a great step for Orange in its strategy of connected objects and Big Data and opens the door to innovations and new developments surrounding cars of the future, which will contribute to helping us achieve our goal of **connecting our customers with what truly matters most to them.**”

A prominent initiative regarding vehicle digitisation carried out through this collaboration will **be the launch of a project that seeks solutions geared at turning the vehicle into the user's** second digital home. The goal is that both driver and occupants can integrate some of their daily activities in the safest and most efficient way while in the car.

In addition, both companies will work on providing leisure and entertainment services that drivers and other passengers can enjoy, so they can have the best digital experience anytime, anywhere to make their driving experience unique. The initial proposals of this collaboration



will include music, audiovisual and learning content, while guaranteeing the maximum safety of the occupants.

Encouraging adaptation to the connected car

In addition to developing new digital applications for vehicles, both companies have set a goal to work on generating initiatives that encourage the use of these new functions. In this sense, SEAT and Orange will launch a cross-company loyalty and frequent use programme of all the connectivity and mobility solutions they are going to put on the market in relation to the connected car. With this move, they aim to offer an incentive plan, through purchase discounts, rewards and gifts, which contributes to increasing user loyalty to their adaptation **to the car's new digital era. Likewise, and continuing with the mission of adjusting drivers to new services, SEAT is going to use Orange's Big Data to offer products that most closely match user needs.**

New strategic partner in a key project for the brand

By signing this agreement, SEAT and Orange gain a new strategic partner in their commitment to promoting car connectivity. In so doing, Orange aligns itself with other major companies that have chosen to **associate their technology with the Spanish brand's cars.** Further prime examples are the cooperation with Amazon to integrate its smart voice **assistant Alexa in SEAT vehicles, and implementing Google's navigation system Waze in the brand's cars.**

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 80% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2017, SEAT achieved worldwide sales of nearly 470,000 vehicles.

The SEAT Group employs close to 14,700 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful 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.

Orange is the second market of the Orange Group, one of the leading telecommunications operators in the world with 269 million customers as of September 30, 2017. With a value generation project based on convergence, innovation and quality of service, We are the second operator in the Spanish telecommunications market, with a turnover of 3,999 million euros from January to September 2017 and an EBITDA of 722 million euros in the first half of the year. Orange is also one of the main foreign investors in Spain, with 20,000 million euros of accumulated investment. Through our different brands, all of them of recognized prestige -Orange, Jazztel, Amena and Simyo-, we have the confidence of more than 20 million customers, who enjoy our fixed, mobile and television services.

In our commitment to contribute to placing Spain among the leading countries in new generation networks and preparing the new digital society, we are carrying out an ambitious project to deploy fixed and mobile super-broadband networks, with the aim of achieving fiber optic coverage to 16 million households in 2020, complete



our 4G deployment -which already exceeds 95% coverage on the population in Spain- and prepare the network for the new technologies of the future. We also diversify to acquire a relevant role in new businesses such as mobile banking, Smart Home, Internet of Things and Big Data. More information at: www.orange.es

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