



A world premiere from SEAT

SEAT is presenting its next vehicle, engineered for urban mobility, at the MWC

- / SEAT presents its new vehicle at the MWC, developed as a mobility platform
- / Following the eXS powered by SEGWAY, SEAT takes a giant leap toward urban micromobility
- / **The '5G Connected Car' together with** Telefónica and 5G Barcelona for collaborative, autonomous driving
- / XMOBA and Metropolis:Lab, on hand to present their ride-sharing and Bus on Demand proposals
- / Get-together with young talent and the start-up ecosystem at 4YFN

Martorell, 11/02/2019. – SEAT is getting ready to participate at the Mobile World Congress, the global benchmark event of mobile technology and connectivity, for the fifth year in a row. The brand is putting the final touches on its world premiere of a vehicle that will make a **difference in SEAT's urban micromobility strategy.**

Company President Luca de Meo is going to unveil the concept car developed as a mobility platform during the press conference scheduled for **Monday 25th February.**

In this sense, the company has already taken its first steps with the launch of the SEAT eXS Powered by SEGWAY, which has been on sale since last November and will continue to play a **prominent role in SEAT's venue at the congress.**

According to Luca de Meo, **"Mobility is changing, and our role as a manufacturer and provider of mobility is changing with it. We must be able to manage and offer new mobility platforms that will be the key players in cities of the future. SEAT is heavily involved in several projects of this type and the MWC is the perfect backdrop to make them known to the world."**

The '5G Connected Car' is underway

In the framework of the 5G Barcelona project, which aims to promote Barcelona as one of the benchmark European capitals of 5G technology, SEAT and Telefónica are going to launch the '5G Connected Car' pilot test. This initiative enables communication between the car, the surrounding infrastructure and other cars as a first step toward collaborative, autonomous driving.

Natural setting for XMOBA and Metropolis:Lab

Also present at the MWC will be the teams of XMOBA and Metropolis:Lab, two independent SEAT Group companies that are working on developing smart solutions to improve urban mobility.



Details will be given at the SEAT stand on the progress being made by the Bus On Demand project, which seeks to enhance the efficiency of public transport with a service that adapts to user needs; and the ride-sharing initiative, which connects users who normally drive to work and enables them to share the commute. Both solutions will be advancing to a second phase in 2019 and will be available in the city of Barcelona.

In search of the most innovative talent at 4YFN

SEAT is once again participating at 4 Years From Now (4YFN), the international technology event for entrepreneurs and start-ups, where the company aims to connect with the most innovative and disruptive talent attending the congress. In the framework of the meetings, SEAT is going to organise various activities to spread awareness of its current projects and challenges in order to attract the talent it needs to deal with them.

The Start4big project, the first cross-sectional, open digital initiative promoted by Aigües de Barcelona, Caixabank, Naturgy, SEAT and Telefónica, is looking for well-established international start-ups to develop disruptive pilot programmes aimed at enhancing customer experience. Representatives of Start4big will share with visiting entrepreneurs the challenges rolled out by the initiative to encourage their participation in upcoming waves of innovation.

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 on all five continents. In 2018, SEAT sold 517,600 cars, the highest amount in the brand's 68 years of history.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Tarraco in Germany, 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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