

## Easy mobility starts rolling at SEAT Martorell through Mobike and ByBus

- **The goal is to make it easy for workers to get around the industrial complex and reduce the number of vehicles at the Martorell factory**
- **100 Mobike bicycles are available for the employees**
- **The Bus On Demand service by Metropolis:Lab, ByBus, begins its pilot phase with three Alhambras**
- **SEAT aims to turn its Martorell facilities into a small benchmark Smart City**

**Martorell, 13/05/2019.** Getting around in an easier, more efficient and sustainable way. This is SEAT's goal for launching the pilot phase of two projects that aim to make mobility easier and more sustainable and reduce the number of vehicles at the factory with the collaboration of Mobike and ByBus.

SEAT Vice-president for Production Christian Vollmer said that **“with more than 13,000 employees at SEAT Martorell, we are similar in size to small cities or towns such as Tarifa or Formentera (Spain), and we have the opportunity to implement solutions that can later be exported outside the company’s site. If we aim to become a benchmark of future mobility and make it cleaner and more sustainable in large cities, we must first begin by achieving it at home.”**

### **SEATBike, by Mobike, revolutionises mobility in the ‘SEAT Smart City’**

The popular shared bicycle service Mobike is rolling in over 100 bikes at the Martorell factory, which is gradually becoming a small benchmark smart city. SEAT has signed a collaboration agreement with the company to begin a pilot phase in order to test how the model works and assess its advantages for the employees.

In the first two weeks since its implementation, SEATBike now has over 2,000 registered users who have made more than 4,700 short trips. The time savings has amounted to 129 hours on transfers inside SEAT Martorell that take an average of 5 minutes on distances close to 800 metres.

In order to take advantage of the service, employees simply have to download the official Mobike app and register their information. The use of a helmet is mandatory and it is forbidden to ride inside the workshops, or at night without a reflective vest. Moreover, there are several dedicated areas around the factory to park the bicycles when not in use.

### **ByBus kicks off its second pilot phase for employees**

Developed by the team at the SEAT Metropolis:Lab Barcelona, the goal of the ByBus project is to improve the effectiveness of public transportation by providing a service that adapts to user needs. The initiative aims to optimise bus lines that are currently in operation by offering flexible routes that adapt to real-time demand. Following the announcement of a pilot test in Wolfsburg, Germany, a second pilot phase is ready for implementation at the SEAT factory in Martorell.

For this next pilot phase of ByBus, three Alhambra units are available to employees for on-demand transfers to different destinations within SEAT Martorell. To benefit from the ByBus service, employees must make a transfer request by indicating their location, destination and number of travellers about ten minutes prior to their scheduled departure. Once the reservation is made, a car and driver collects them at the closest stop and drops them off where requested. In the first weeks of operation, the service has already transported more than 3,000 employees.

SEATBike and ByBus services are free of charge and will be tested during the next few months in order to analyse their operation and performance and evaluate the benefits they deliver to the employees of the Martorell factory.

## SEAT Martorell - a smart city?

The more than 13,000 employees that move around the facilities on a daily basis have led SEAT to promote several projects aimed at considering the centre as a small smart city. The company has been working on sustainable urban development by adapting the initiatives being carried out to the needs of its 'inhabitants'.

In addition to the initiatives for enhancing mobility, SEAT has reduced the environmental footprint of its production activity by 35% in the past eight years and has launched large-scale projects such as the CARS Healthcare and Rehabilitation Centre, which provides all SEAT employees with advanced preventive, healthcare and rehabilitation medical care in the areas of orthopaedics, cardiology, gynaecology, mental health, diagnostic imaging, physiotherapy, fitness and rehabilitation. In 2018 more than 70,000 procedures were performed in the facilities.

**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 figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 billion euros.

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 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 focused 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.

**Mobike** is the world's largest shared bicycle operator, with 9 million bicycles around the globe and presence in more than 200 cities in 19 different countries. Mobike launched in Spain in June 2018 and currently operates in Madrid, L'Hospitalet de Llobregat and Zaragoza. Its users have made over one million trips, achieving an emissions savings of more than 60 tonnes of CO2.

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