

SEAT and UFO introduce kicksharing in Málaga

- XMOBA expands its partnership with UFO and rolls out the SEAT eXS kickscooter in Málaga (Spain) to improve urban micromobility
- The expansion takes place following the success of the project in Madrid, with 13,000 users in just two months
- The company contributes to the initiative of the Málaga harbour, which offers parking spaces for the kickscooters
- SEAT remains in contact with public institutions and citizens with the aim of enhancing urban mobility

Martorell, 17/06/2019. At the Mobile World Congress which was held last February in Barcelona, SEAT informed it would be the lead brand in the Volkswagen Group's urban micromobility strategy. In this sense, the company consolidated its commitment to last-mile electric mobility by announcing the partnership agreement with electric kicksharing start-up UFO, through XMOBA with the new SEAT eXS powered by Segway.

Today SEAT is taking a step further by announcing it is expanding its partnership with UFO with an initiative in Málaga to improve the city's urban micromobility, a move that follows on the good results achieved in the first two months after its roll-out in Madrid, which now has more than 13,000 users.

SEAT Product Marketing director Lucas Casanovas stated that **“the SEAT eXS is the first vehicle especially designed by SEAT for getting around the city in a way that is sustainable, fun and agile. As we aim to contribute to improving mobility in large cities, our partnership with UFO is a natural step in our goal of consolidating our position as a benchmark of micromobility.”**

Furthermore, UFO co-founder and CEO Mario Marín emphasised that **“we are very proud to continue expanding the vision that inspired our partnership alongside SEAT and XMOBA to more cities – to enhance mobility and help create cities of the future, with more orderly traffic and a smaller vehicle footprint. Today we are taking this partnership to Málaga, a pioneering city in terms of micromobility and an example of how to integrate new forms of mobility in cities of the future.”**

In collaboration with institutions and the public

SEAT continues to closely collaborate with the authorities by listening to the representatives of public institutions to gain insights into their vision of mobility in large cities and establish synergies that contribute to improving mobility in city centres.

In this sense, the company supports the initiative by the Málaga Harbour whereby parking spaces for the eXS are available in the surroundings, in line with the goal of strengthening the company's commitment to integrating this new means of transport in the most organised manner and contributing to public safety.

“Expanding our collaboration with UFO gives a boost to XMOBA and reaffirms our commitment to becoming a leading player in the field of micromobility. We are confident that we will continue to expand this model of collaboration and innovation with the aim of further promoting solutions that improve urban mobility in large cities. We strive to continue exporting these initiatives to other cities on a national and international level” pointed out XMOBA executive director Arantxa Alonso.

Enhancing the micromobility experience

XMOBA encourages UFO in expanding its operations in the city of Málaga, where it operates with the support of the town council, offering a sustainable alternative of urban mobility. The cooperation agreement between both companies expects to extend the service to other cities depending on how it evolves, and always in collaboration with public administrations.

Through this partnership agreement, XMOBA analyses the mobility data of the service with the aim of gaining more insight into urban micromobility in order to develop solutions that improve people’s lives.

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 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 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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