

Lucas Casasnovas, new Head of Urban Mobility at SEAT

- **Casasnovas is going to lead the company's urban mobility strategy and operations**
- **SEAT will present its mobility novelties during the Barcelona Smart City Expo World Congress**
- **With almost 25 years' experience in the sector, until now Casasnovas was the Global Director of Product Marketing**

Martorell, 29/10/2019. Lucas Casasnovas (Barcelona, 1971) has been appointed the Head of Urban Mobility at SEAT, an area which will encompass all of the company's projects related with new urban mobility, including XMOBA and Respiro. Until now, Casasnovas had been SEAT's Global Director of Product Marketing and he will report to SEAT Vice-president for Sales and Marketing and CUPRA CEO Wayne Griffiths.

When he left Roland Berger consulting, Casasnovas joined the Marketing and Operations team at Volkswagen in Spain. He moved to Germany in 2010 when he became the Global Launch Director of Volkswagen AG until his 2015 appointment as Product Marketing Europe Director of the compact segment worldwide. Since August 2016, Casasnovas has been SEAT's global Product Marketing Director, during which time he contributed to redefining the company's product portfolio to adapt it to new trends in mobility and micromobility.

SEAT has developed an urban mobility strategy that includes the SEAT Minimó concept car which was presented at the last edition of the Mobile World Congress, as well as the SEAT eXS Kickscooter powered by Segway, whose global launch was spearheaded by Casasnovas.

SEAT Vice-president for Sales and Marketing Wayne Griffiths, emphasised that **“urban mobility is changing, and our role at SEAT is to adapt our business and offer new solutions for the cities of today. Lucas Casasnovas will have the goal of consolidating projects currently in progress and boost future strategy regarding new mobility trends.”**

As Head of Urban Mobility at SEAT, Lucas Casasnovas will spearhead the development of new urban mobility solutions that are affordable and sustainable for the environment, cities and people. In this sense, SEAT is going to present its novelties next 19 November during the Barcelona Smart City Expo World Congress de Barcelona.

Casasnovas has an international vision after working in different countries, and he speaks several languages: Spanish, Catalan, English and German. He holds a degree in Industrial Engineering from the Polytechnic University of Catalonia (UPC) and has an Executive MBA from IESE. He has worked in the sector for nearly 25 years, since he began his career as a trainee engineer at the SEAT Technical Centre in 1996.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 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 over 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 soon the Mii electric production will start 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 it is currently engaged in the company's global digitalisation process to promote the mobility of the future.

SEAT Communications



Cristina Vall-Llosada

Head of Corporate Communications
M/ +34 646 295 296
cristina.vall-llosada@seat.es



Blanca Marco

Corporate Communications
M/ +34 699 158 887
blanca.marco@seat.es



SEAT Mediacycenter