

# ALWAYS CONNECTED



Ensure everything goes smoothly and that life does not stop when you step into a SEAT. This has become the company's slogan to lead the new challenges faced by the automotive sector and to make its customers' buying and driving experience easier. This new philosophy can be summarised in a quote by the genius Leonardo da Vinci: "Simplicity is the ultimate sophistication".



Car adverts tend to look ahead to imagine the future. However, when a new-generation model appears on the market, there is usually a development process behind it that goes back three or four years. Seen like this, a large part of the scenes from the TV advert for the car of tomorrow are played out in SEAT's workshops on a daily basis and encapsulate a philosophy on life: it is not just about predicting the future, but making it possible.

The script that SEAT is following is based on the idea that in the interior of a car, the different spheres of life come together. That is, that we can continue to be connected with our friends, work or family, in such a way that the vehicles are able to converse with their occupants and think for themselves and also to connect with other vehicles, even with the places they pass through.

In other words: when you step into a car manufactured by SEAT, you will continue to relate to the outside. The connected car will become something like "an extension of our mobile phone", foresees Leyre Olavarría, head of Connected Car & Infotainment at SEAT, or a "four-wheeled personal assistant", she adds.

If this prediction is confirmed, the car, or automobile as it is also known, could be closer than ever to living up to its name and becoming an "auto-mobile", that is, a privileged place for optimising the time spent on journeys thanks to connectivity.

**"THE SCENES FROM THE TV ADVERT FOR THE CAR OF TOMORROW ARE PLAYED OUT IN SEAT'S WORKSHOPS ON A DAILY BASIS"**







In other words, whereas today the main brands distinguish themselves through design, power and features, what will mark the difference in the future will be making “what is difficult, easy” and incorporating cutting-edge technologies into the car that are intuitive and easy to use. At SEAT, this idea is translated into the creation of the Easy Mobility Team, a multi-disciplinary team that aims to make the most of the brand’s dynamism to create a digital ecosystem around the customer and to lead the sector.

With its sights set on this objective, SEAT is developing applications such as SEAT Connect and MySEAT, which execute verbal orders and allow the user to respond to emails or tweets, or to book appointments with repair garages, without touching the screen. It has also been the first brand in the automotive industry worldwide to create an application (DriveApp) that allows the user to manage the content of an iPhone from the car’s screen.

Thanks to these applications, for example, drivers can use their smartphone to find out their tyre pressure, or to record routes and review them at home to evaluate the fuel consumption or the time spent getting to work with different routes. Nevertheless, this is just the first step of the journey to the heart of the customer that the brand has embarked on.

**“WHEN YOU STEP INTO A CAR MANUFACTURED BY SEAT, YOU WILL CONTINUE TO RELATE TO THE OUTSIDE. THE CAR WILL BE AN EXTENSION OF OUR MOBILE PHONE, OR A FOUR-WHEELED PERSONAL ASSISTANT”.**





If the first goal of this journey is to achieve full connectivity, the second stage is to make any vehicle manufactured by SEAT an accurate reflection of the temperament of whoever is driving it. According to David Gendry, director of Customer Journey at SEAT, thanks to artificial intelligence the company is on course to enable its cars to learn from the user's preferences, with the focus on configuring the design (such as the type of seats or the materials) according to its occupant's personality, which will without doubt contribute to creating new emotional links between the driver and the vehicle.

Within this scenario, the "millennials" generation, which in 2020 will make up the most significant demographic force on the planet (59%), will have a lot to say. For a few years now, an uncountable number of studies have been trying to categorise how these young people perceive consumerism, technology and finances. With regard to the automotive industry, it appears that the idea of "one car, one occupant" will lose prominence. This will lead, explains Arantxa Alonso, head of Business Development at SEAT, to new

mobility services appearing, such as pay per use, and to more and more individuals advertising their journey to share it, which will make it possible to share the costs, cut pollution (by reducing the number of cars on the road) and reduce traffic congestion. Besides this, it will be possible to rent your car out to other people when it is not in use and to obtain additional income. It is even highly possible that "flat rates" will appear that include the use of the vehicle, parking, insurance or financing. If this is the case, the leading firms of the sector will not sell cars but rather, above all, mobility services.

To fill this landscape with content, SEAT, whose customers are ten years younger than the average of its competitors in Europe, is promoting concepts such as the "Digital Key", an innovative solution that involves sending a copy of your car key via your mobile phone so that it can be used by someone else. That said, if the owner of the vehicle wants to, they can limit the speed of the person they are giving it to or confine their movements to a certain radius. The underlying idea is to generate new benefits from the ordinary use of the product.

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Nevertheless, any plan to relaunch the sector arises because the car makes life easier for its users. A simple figure: according to Fabian Simmer, head of Digitalisation at SEAT, in the major cities of Europe, around 25% of drivers are driving around looking for a parking space. In view of this and other challenges, SEAT, Volkswagen Group Research and the Polytechnic University of Catalonia (Universitat Politècnica de Catalunya, or UPC) have chosen Barcelona as the testing ground for testing different models of urban mobility, taking advantage of the fact that this city has an invaluable amount of information on traffic patterns, parking

spaces and air pollution, which it gathers through sensors installed on the streets. The challenge is to learn how to manage all aspects of cities that will have an ever-increasing population.

The new research cluster is called the “Cooperative Automotive Research Network” (CARNET) and it has been proposed to develop an emerging concept: microcities. The idea is to convert traditional parking spaces into service centres, such that when a member of the public travels to the heart of a large city, they can leave their vehicle at the entrance to the city or in particular areas to benefit

## THE SEAT LABORATORY TO CONVERT BARCELONA INTO THE SMARTEST CITY IN EUROPE

Starting in 2017, SEAT will manage the sixth IT-lab of the Volkswagen Group, the Metropolis:Lab Barcelona, which will be added to those in Munich, Berlin, San Francisco and the two located in Wolfsburg.

Based in Barcelona, this is the first project to come out of the agreement signed with the City Council to work together to promote innovation, sustainable mobility, the implementation of entrepreneurial projects and industrial competitiveness, among other areas of activity.

In this laboratory, more than 50 engineers and highly-qualified professionals will analyse and seek smart solutions to the challenges faced by the mobility of the future, combining data from the vehicle and its environment to develop applications that all the brands of the Volkswagen Group will use. The combination of mobile technology and big data will create solutions that make the relationship between the citizen, the smart city and services related to mobility easier, safer and more efficient in the cities of the future.



**“THANKS TO ARTIFICIAL INTELLIGENCE, THE COMPANY IS ON COURSE TO ENABLE ITS CARS TO LEARN FROM THE USER’S PREFERENCES, WHICH WILL WITHOUT DOUBT CONTRIBUTE TO CREATING NEW EMOTIONAL LINKS BETWEEN THE DRIVER AND THE VEHICLE.”**



### EASY MOBILITY TEAM: GREAT SOLUTIONS FOR GREAT CHALLENGES

With the goal of being one of the frontrunners of the “change of cycle” that the automotive sector is undergoing, SEAT has created the Easy Mobility Team, a multi-disciplinary team created to lead the company’s transformation based on three fundamental areas: digitalisation and R&D, customer experience and business development. This is a team that has set itself the goal of striving step by step, without paying too much attention to the timetable, to win the most prized trophy: customers’ trust. Precisely because it encompasses different areas instead of one specific discipline, the Easy Mobility Team intends to draw on different gaming systems in order for SEAT’s vehicles to be more than just a car. In effect, as well as guaranteeing the notorious reliability of its vehicles, the company

is already working on the creation of a digital ecosystem around the hardware that guarantees full connectivity at all times, solves the present and future mobility problems and allows it to establish partnerships with companies that are leaders in their respective operating segments in order to develop new business models with them. These are some of the strengths SEAT has that will enable it to become one of the frontrunners in this transformation, according to the opinion of some members of this team: “being a highly agile company that has been able to reinvent itself several times in its history” (Arantxa Alonso), “forming part of the largest automotive group in the world and having access to the latest technology” (Fabian Simmer), “having put together a team that helps the paths between departments to be very short, instead of safeguarding silos or self-contained areas” (Leyre Olavarria) and “being a young and dynamic company” (David Gendry).

from services such as a maintenance service. This will also give them an incentive to leave their car there, while they travel on to other places and continue their journey by metro, bicycle or an electric vehicle. But this is not the only interesting project that SEAT is researching in this hub focused on the automotive sector. It is also developing a mobile application called Parkfinder, which allows the user to locate available parking spaces in real time and to guide the vehicle to them.

But beyond specific projects, SEAT’s stance is that you have to understand the essence of a business in depth in order to bet on what is really important in a changing environment. SEAT is working on all of this on a daily basis, in order to become one of the frontrunner companies in car connectivity.

