

SEAT MÓ celebrates its first anniversary and enters the *corporate mobility* business

- SEAT MÓ takes a leap forward in its ambition to providing 100% electric multimodal mobility solutions to companies
- In one year, SEAT MÓ electric scooters in Barcelona have travelled 1.2 million kilometres with zero emissions, saving 60 tonnes of CO2 and reducing noise by 4.5 million decibels
- It is already one of the leading motosharing operators in the city, with more than 100,000 downloads of its app

Barcelona, 07/10/2021 – SEAT MÓ celebrates one year of operations and expands its offer of mobility solutions and services and enters the corporate mobility. Its objective is to give a better multimodal mobility service to companies that faster, easier, more ecological and sustainable and at a lower cost, offering scooters, motorcycles and 100% electric cars.

Following the success achieved in Barcelona with its motosharing and subscription service, SEAT MÓ has expanded its range of mobility services through collaboration agreements with companies including MERLIN Properties, the Hotel Mandarin Oriental Barcelona and the Hotel ME Sitges TERRAMAR.

"The collaboration with these companies is a further step towards our goal of achieving more sustainable cities, thanks to the reduction of noise and emissions. Throughout this year, we have managed to make mobility accessible and affordable for everyone thanks to our 100% electric multimodal mobility products and services," said Lucas Casanovas, CEO of SEAT MÓ.

In the case of MERLIN Properties, SEAT MÓ has made 3 cars, 10 SEAT MÓ 125 motorcycles and 10 SEAT MÓ 65 scooters available to the employees of Torre Glòries in Barcelona. Thanks to this new service, the iconic building's customers will always be able to access the mobility solution that best suits their needs in a fast, convenient, safe and affordable way. This service is integrated into the SEAT Motosharing app, facilitating access for their employees with just a single click.

At the Hotel ME Sitges Terramar, scooters and motorcycles can be rented, and at the Hotel Mandarin Oriental, customers can enjoy the city thanks to scooters, motorcycles and the availability of the CUPRA Formentor PHEV. In addition, SEAT MÓ has collaborated with La Residencia Universitaria Sarrià to offer affordable multimodal mobility service to students living in the Residence.



Finally, SEAT MÓ has collaborated with TAXI ECOLÒGIC of Barcelona, providing customers, through the app, access to the taxi service and vice versa. In this way, SEAT MÓ integrates other urban transport services to make it more efficient and better for citizens of Barcelona.

A year of motosharing

Over the past 12 months, SEAT MÓ has consolidated its motosharing and subscription service with a fleet of 732 electric scooters in Barcelona and L'Hospitalet de Llobregat. With more than 100,000 downloads of the SEAT MÓ motosharing app. Thanks to this app developed by SEAT:CODE, it has become one of the leading benchmark motosharing operators in the city.

In just one year, the motosharing service has avoided the emission of approximately 60 tons of CO₂, reduced noise in cities by 4.5 million decibels and has saved SEAT MÓ users an average of 30 minutes/day on their journeys around the city. In fact, SEAT MÓ motorcycles have travelled 200,000 km, which is the equivalent of going around the earth five times or halfway to the moon.

SEAT MÓ expands the sale of its electric motorcycle to new markets

As for the sale of the electric motorcycle to private or business customers, SEAR MÓ has already launched in the eight main European countries – Spain, France, Italy, Germany, United Kingdom, Austria, Sweden and Greece. SEAT MÓ's brand vision of contributing to better mobility and the decarbonisation of cities has been transferred to the Greek island of Astypalea, where the Volkswagen Group has reached an agreement with the Greek government to turn it into a 100% decarbonised island, with sustainable, electric and connected shared mobility.

SEAT currently has the most powerful product range in its history, and with SEAT MÓ it has also become a supplier of mobility products and services that go beyond the field of vehicle manufacturing: the collaborative, shared and sustainable economy.

SEAT MÓ is SEAT's new business unit dedicated to developing urban mobility products and services that contribute to designing more sustainable cities of the future. Created in the summer of 2020, it is headquartered in the heart of Barcelona, at CASA SEAT, and has a portfolio of two electric kickscooters, the SEAT MÓ eKickscooter 25 and 65, as well as the SEAT MÓ eScooter 125 and a motosharing service in Barcelona.

SEAT S.A. 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), sells vehicles under the CUPRA and SEAT brands, while SEAT MÓ is the business unit that covers urban mobility products and solutions.

SEAT S.A. exports more than 80% of its vehicles and is present in 75 countries. The company employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany and the SEAT Alhambra in Portugal. The company also has the SEAT:CODE software development centre, located in Barcelona.

SEAT S.A. will invest 5 billion euros through to 2025 to develop new models for the two commercial brands, SEAT and CUPRA, and to electrify the range. The company aims to play a relevant role in the electrification of urban electric vehicles, with a special focus on the transformation of the Spanish automotive industry

SEAT S.A. 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 Mediacenter