

Lyon, April 15th of 2021

SEAT relies on LYKO's API to launch its new intermodal mobility application, SEAT Move

In beta version for the last few months, SEAT has just announced the launch of its new multimodal mobility application. A platform conceived in collaboration with the communication agency DDB and the startup from Lyon, Lyko, expert in the development of intermodal mobility solutions.

An intermodal app dedicated to mobility...

Personal car, public transport, park and ride, trains, soft mobility... Seat Move will undoubtedly be your next daily transportation assistant. Indeed, the Spanish car manufacturer has just launched its new mobile application, which allows you to identify the best route for all your trips in France. Unlike other applications already on the market, Seat Move has the particularity of being able to combine several modes of transport in a single route.

A door-to-door trip calculator developed by Lyko

In order to provide the best traveler information, the Spanish group relied on the know-how of Lyko, a startup based in Lyon. As an expert in the deployment of MaaS (Mobility as a Service) and intermodal mobility solutions, Lyko allowed SEAT to considerably reduce the development time of its application by providing all the functional bricks. Such as the planning of intermodal trip or the calculation of carbon footprint, allowing everyone to fight against global warming, at their own level.

«We are so proud to be part of Seat's transition into a true global mobility provider. Our technology solution contributes to their desire to revolutionize the automotive sector by adapting to the daily mobility needs : multimodal, intermodal and sustainable.»

Laurent BOUZON, CEO & Co-founder of Lyko

In the long run, the car manufacturer hopes to offer their users the possibility to book and pay for their mobility services, directly from the application. A feature already developed by Lyko through its Mobility Marketplace. What a great way to guarantee a real end-to-end mobility experience!

ABOUT LYKO

As an expert in MaaS (Mobility as a Service), Lyko provides local authorities, tourism and mobility industries with a suite of intelligent tools to simplify the development of their own intermodal mobility solution. With just a few lines of code, we offer them the ability to instantly connect to the data and distribution systems of more than 2,500 public and private transportation operators worldwide. To learn more, please visit our website lyko.tech.

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ABOUT SEAT

Initially known as a car manufacturer, SEAT has been voluntarily becoming a true mobility provider in recent years. Since the creation of its MÓ division in 2020, it has been engaged in promoting multimodality and the use of more sustainable modes of transportation. Notably through its latest mobility offer called Move, enabling to couple a car model with the Seat MÓ 125 electric moped and/or the Seat MÓ 25 or 65 electric scooter.

ABOUT DDB

DDB Paris is an agency specializing in advertising, communications and marketing strategy. It employs 350 talented people from diverse backgrounds and cultures, and has won many awards. Today it has a large portfolio of prestigious and loyal clients such as Babolat, La Vie Claire, BASF, Pilot, Nikon, Decathlon, SPAR and Renault Trucks.

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