



.SEAT

Taking Back Control of its Brand Online

Spanish car manufacturer SEAT is just one of the Volkswagen (VW) Group of brands to harness the potential of the new dot brand system to take control of the use of its brand online by its global network of dealership websites. Other notable examples include .AUDI, .BENTLEY and .LAMBORGHINI.

.SEAT case study in brief

- Initiatives**

Take control of its global network of distributors.

- Main model of use**

Mini sites.

- Key benefits**

Agile network expansion, brand consistency, control of distributor network, consumer trust.

Businesses that operate through franchises or dealership networks can face considerable challenges enforcing the use of their brands by licensees and authorised retailers. This is particularly true in the automotive sector, in which brands can struggle to enforce a uniform global brand look and feel online. Car dealerships do not typically have web design skills in-house, and may circumvent brand identity guidelines in the race to market launch. This leaves brand owners with the burdensome task of having to check and police what can be a vast network of online dealership sites.

With so many authorised retailers, garages and outlets to manage globally, the challenge for SEAT was to establish a cohesive digital presence across its extensive dealership network. Here, the dot brand has offered an important solution to its goal of ensuring a uniform global brand look and feel.

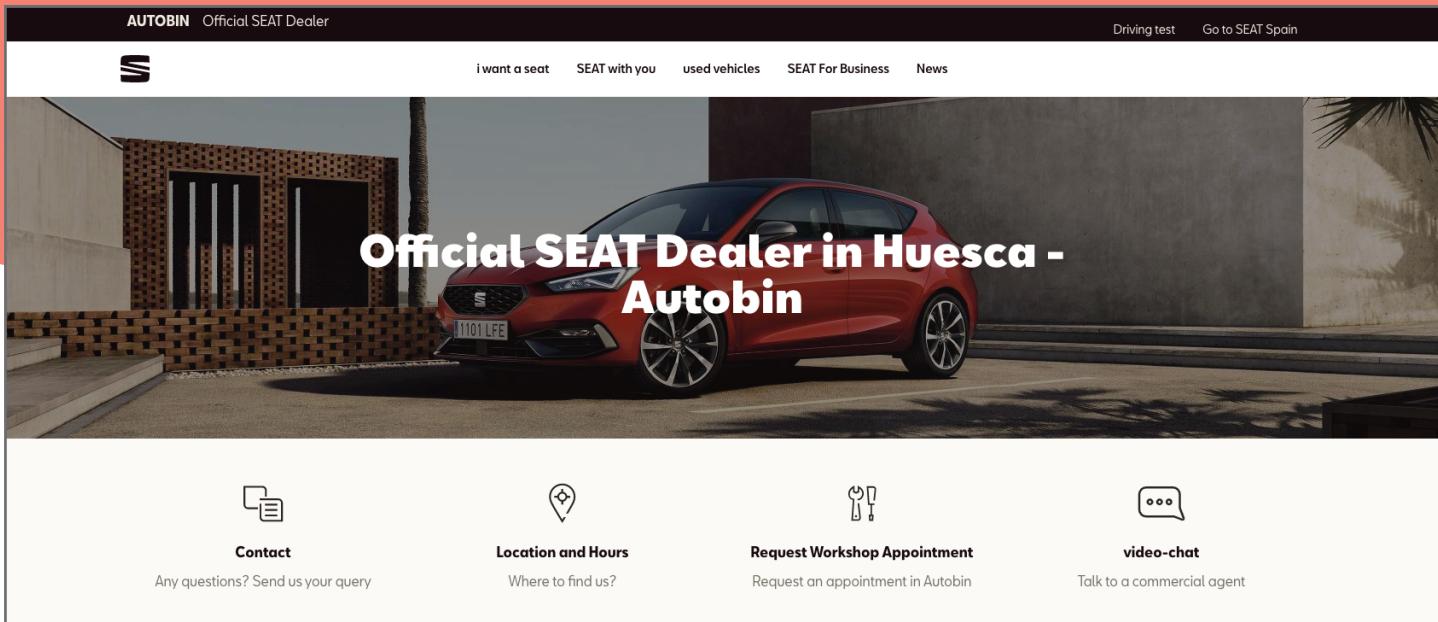
"Clients & potential customers seeking information will be able to get accustomed to the predictability of .SEAT domain names."

ICANN application



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Driving test Go to SEAT Spain

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i want a seat SEAT with you used vehicles SEAT For Business News

Official SEAT Dealer in Huesca - Autobin

Contact Location and Hours Request Workshop Appointment video-chat

Any questions? Send us your query Where to find us? Request an appointment in Autobin Talk to a commercial agent

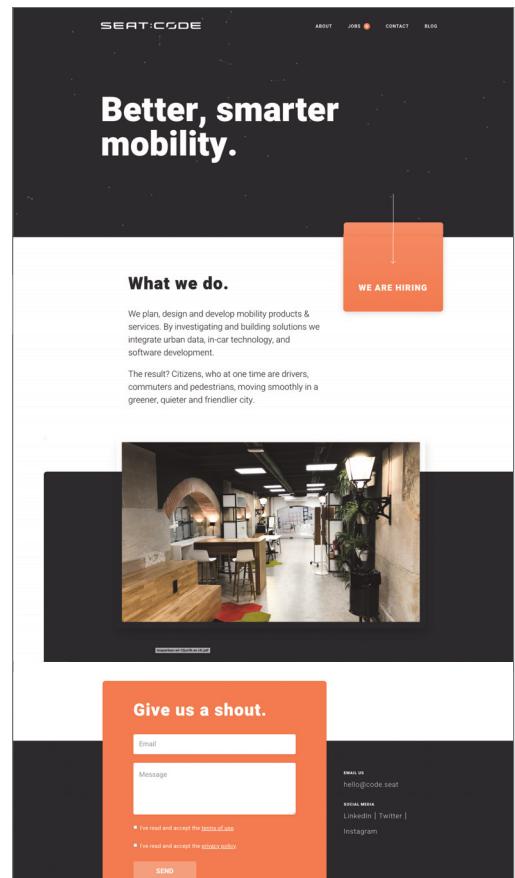
[AUTOBIN.SEAT](#)

.SEAT takes control of its large network of authorised distributors

SEAT has used its dot brand Top Level Domain (TLD) to reinforce and control its expanding global network of local dealers, garages and retailers.

The car company appears to be using mini sites in two main ways:

1. Creating mini sites for particular dealers, garages or regional outlets. This approach has enabled the Spanish car manufacturer to bring new affiliates online rapidly and cost effectively, while controlling and ensuring professional use of the SEAT digital brand. By creating a consistent brand across its network of sales affiliates, .SEAT also helps ensure that retail sales are directed through authorised channels.
2. For a specific branding or marketing goal. This approach helps the car company to deliver its corporate marketing goals by affording SEAT the freedom and agility to find new creative ways to speak to consumers through easy-to-remember vanity URLs. For example, highlighting its investment in technology via WELOVESHOWWARE.SEAT, a site designed to promote its upcoming software development centre.



SEAT:CODE

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The car manufacturer's approach shows that dot brand and traditional sites can coexist to deliver different objectives. The company uses its legacy ccTLDs to target specific countries, but profits from the flexibility of its dot brand to control the digital presence of its authorised dealerships. Per their ICANN application¹:

"Compared to most existing TLDs, the .SEAT TLD user experience will greatly enhance predictability and memorability of domain names [...] Clients and potential customers seeking information will be able to get accustomed to the predictability of .SEAT domain names. As a result, they also avoid stumbling upon typo-squatting, robotized pay-per-click traps or domain-for-sale pages."

Speed to market a key business driver for the .SEAT TLD

In just a few months, the car manufacturer was able to launch a pilot of 95 mini sites (which has since grown to over 650), covering

the entire distribution network of SEAT in Spain, and 25% of its global production.

The speed of launch and subsequent growth demonstrates:

- How dot brand gTLDs can profit a global business by creating a strong brand across a network of sales affiliates.
- The ease with which dot brands can deploy and maintain large numbers of template-based marketing mini sites.
- The value of pilot launches to evaluate the use case and track return on investment.

This approach has been widely adopted by many other car manufacturers facing a similar challenge, such as .AUDI, another VW Group brand, and .BMW.

¹ https://gtldresult.icann.org/applicationstatus/application_details/239

The screenshot shows the homepage of the Davisa SEAT website. At the top, there's a navigation bar with links for 'DAVISA Taller Oficial SEAT', 'Ir a SEAT España', and several menu items: 'SEAT Contigo', 'Ofertas Posventa', 'Contacto', 'Ubicación y horarios', and 'Pedir Cita Taller'. Below the navigation is a large banner featuring a woman standing next to a green SEAT car parked on a hillside overlooking a city skyline at sunset. The banner text reads 'Taller Oficial SEAT en Vilassar de Mar - Davisa' and includes the license plate '0808 ATX'. At the bottom of the page, there are four service icons with corresponding text: 'Ofertas Posventa' (Offer Post-Sale), 'Contacto' (Contact), 'Ubicación y Horarios' (Location and Hours), and 'Pedir Cita Taller' (Request Appointment). Each icon has a small description below it: 'Descubre todas nuestras ofertas' for offers, '¿Alguna duda? Envíanos tu consulta' for contact, '¿Dónde encontrarnos?' for location, and 'Solicitar cita en Davisa' for appointments.

DAVISA.SEAT

To see if a dot brand is right for your company, contact us
at experts@comlaude.com

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