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Music on the road – Classic 1970s melodies beat the modern sounds!

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DRIVERS DITCH MODERN MUSIC FOR CLASSIC 1970s HITS

- Over 90% of drivers say music makes them feel happy, and 84% often or always listen to music in the car
- SEAT survey of 2,000 drivers reveals the top song to feel good when in the car
- Research follows SEAT's backing for inaugural Music 4 Mental Health (M4MH) gig
- Watch M4MH's presenter Jordan Stephens talk about mental health issues with Love

Island's Dr Alex in the back of a SEAT Ateca: <https://youtu.be/G9oMI4okX0g>

Classic songs provide more of a mood-boost for drivers than modern day hits, according to a nationwide survey by car manufacturer, SEAT UK*.

Out of the top 10 songs to play in the car to improve mental wellbeing, eight were recorded in the 1970s and 1980s, with Queen's Bohemian Rhapsody coming out on top.



Also giving UK drivers an uplifting helping hand were Abba's Dancing Queen, Bon Jovi's Livin' on a Prayer and Eye of the Tiger by Survivor. Pharrell's Happy and I Gotta Feeling by the Black Eyed Peas were the only songs to feature in the top 10 from the new millennium.

With a preference for a throwback playlist whilst driving, more than 84% of the 18-84-year-olds surveyed said they often or always listen to music in the car.

Listening to music releases the feel good hormone dopamine** according to scientists, increasing by up to 9% when listening to a track we enjoy. This is supported by the research from SEAT UK in which 90% of drivers said music makes them feel happy.

The analysis of 2,000 motorists who listen to music was conducted as part of the Spanish car-maker's partnership with the Music 4 Mental Health concert in November 2018. The inaugural fund-raising gig in London saw the likes of Ed Sheeran and James Arthur supporting mental health issues among young people.

Pop and rock music were considered to be the best genres of music to listen to in the car, whilst nearly three quarters (64%) of respondents said listening to different types of music while driving changes their mood.

Simon Gunning, CEO of the Campaign Against Living Miserably (CALM), said: "CALM is an organisation that has always worked closely with the music community. Music can help us through life's rough times and can make good times even better – that's why we were delighted to partner with SEAT at M4MH and we look forward to working together in 2019."

Richard Harrison, Managing Director of SEAT UK, said: "It's no surprise to discover just how much drivers love listening to music in the car, although I wasn't expecting to see so many classics in the list of favourite tracks! We know how important music is to our customers, which is why all our models are equipped with Full Link connectivity so that they can enjoy their favourite bands on the go."



As Official Car Partner for Music 4 Mental Health, SEAT UK supported the brand-new #IAMWHOLE initiative bringing together some of the most prolific names in British music for a ground-breaking fundraising concert.

The event helped raise funds for mental health charities: Campaign Against Living Miserably (CALM); The Mix and YMCA and featured a discussion panel led by #IAMWHOLE founding ambassador Jordan Stephens and featuring Love Island's Dr Alex George.

To view highlights of last month's event, please visit:

<https://youtu.be/G9oMI4okX0g>

<https://www.youtube.com/watch?v=5PgI4Z7UB1k>

*Survey Respondents:

Survey by One Poll of 2,000 UK residents aged 18-65 with a driving licence who listen to music. Survey taken December 2018.

Top 20 songs:

Top 20	Artist / Group	Song	Percentage
1.	Queen	Bohemian Rhapsody	41.4%
2.	Abba	Dancing Queen	36.8%
3.	Bon Jovi	Livin' on a Prayer	34.5%
4.	The Proclaimers	I'm Gonna Be (500 miles)	30.4%
5.	Survivor	Eye of the Tiger	29.5%



6.	Katrina and the Waves	Walking on Sunshine	29.1%
7.	Wham!	Wake Me Up Before You Go Go	28.4%
8.	Pharrell	Happy	27.6%
9.	Cyndi Lauper	Girls Just Wanna Have Fun	26.1%
10.	Black Eyed Peas	I Gotta Feeling	23.8%
11.	Marvin Gaye & Tammi Terrell	Ain't No Mountain High Enough	23.6%
12.	Journey	Don't Stop Believing	23.1%
13.	Oasis	Wonderwall	21.4%
14.	Greatest Showman	This Is Me	20.7%
15.	Katy Perry	Roar	16.6%
16.	Outkast	Hey Ya!	16.5%
17.	The Darkness	I Believe in a Thing Called Love	14.7%
18.	Bob Marley	Three Little Birds	14.1%
19.	Calvin Harris & Dua Lipa	One Kiss	12.2%
20.	DJ Otzi	Hey Baby!	6.9%

** <https://www.nature.com/articles/nn.2726>

About SEAT

SEAT 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), exporting 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.

SEAT Group employs more than 14,500 professionals at its three production centres - Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Leon and Arona. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.

Kim adds: The fact that drivers love listening to classic hit tracks when on the road is no surprise. As I often cover long distances by car, my favourite music is a much-appreciated companion for me too as the miles roll by. An in-depth feature on music and motors will be appearing in due course on Wheels-Alive...