

Worldpremiere at the Barcelona Motor Show

SEAT presents the new Ibiza and the new Alhambra 2015

- / The new Ibiza 2015 features upgraded infotainment and connectivity systems, a new engine lineup and a broad range of options for customisation
- / New Alhambra 2015: revamped exterior styling, more efficient engines and a comprehensive safety system offer
- / SEAT displays the 20V20 showcar and the Leon ST CUPRA for the first time to the Spanish public
- / Active brand presence in the “Urban Mobility” and “Sketch Car Design” spaces

Martorell, 07/05/2015. – At this year’s edition of the Barcelona Motor Show, SEAT emerges once again as a prominent exhibitor at their homegrown car showcase event, where today they presented two world firsts – the new Ibiza 2015 and the new Alhambra 2015. SEAT President Jürgen Stackmann was at the company stand to unveil these two important models on the first press day of the event.

Stackmann emphasised that “the new Ibiza has been improved in every aspect. It retains all its alluring exterior design while masterfully incorporating state-of-the-art technology and greater quality workmanship. It also features a new lineup of more powerful and more efficient EU6 engines as well as the most advanced technology in its segment in terms of infotainment and connectivity. All of these novelties contribute to improving comfort and ensure driving pleasure”. He added that “SEAT is Technology to enjoy. The new Ibiza forges ahead with the character and design inspired by the city of Barcelona, complemented today by the most modern, innovative technology”.

Another star attraction at the SEAT stand this year is the SEAT 20V20 showcar, which the Spanish public can admire for the first time since its world premiere at the recent Geneva Motor Show. Yet another model that will be on display for the first time to the Spanish public is the SEAT Leon ST CUPRA, a vehicle that combines the versatility of the Leon estate body style with the performance of its mighty 280 PS 2.0 TSI engine.

SEAT will also be present in different areas of the Barcelona Motor Show exhibition space, such as the “Urban Mobility” area, with a compressed natural gas-powered Leon TGI, and the “Sketch Car Design” space, which will give visitors insights into the creation process of a vehicle.

New SEAT Ibiza 2015: Efficiency, technology and connectivity

The arrival of the new Ibiza 2015 is a qualitative leap for the star Spanish model. It retains all its alluring exterior design while masterfully incorporating state-of-the-art technology and



high quality workmanship. In this regard, the new Ibiza 2015 includes infotainment and connectivity systems that are unique to its segment, such as the new dashboard-integrated touchscreen that can reach up to 6.5 inches in size, featuring USB connector, Bluetooth, audio streaming, navigator and the option of having “full link”, a system that guarantees maximum connectivity and compatibility with all kinds of smartphones that run on either Android or IOS operating systems. In addition, it also includes the “MirrorLink” system, which displays the user interface of the smartphone applications on the car’s in-vehicle infotainment screen.

In the first stage of development, SEAT created a specific App called “SEAT Driver”, which enables the driver to safely use a mobile phone. It has a lot of features, with applications that foster efficient driving by storing journeys and comparing them, others that concern the status of the vehicle, where it is located – the phone can lead us to where it is parked, and a very useful one that involves reading social media posts and tweets, instant messages and email text out loud.

This is the first step in the developments that SEAT is making in connectivity and the integration of smartphone use while driving. Very soon new, more advanced developments will be available thanks to a strategic agreement struck with Samsung.

The passenger compartment of the Ibiza 2015 also features a newly designed instrument panel and fully customisable interiors. In addition, this SEAT model features a new range of lower displacement but more powerful and efficient Euro 6 engines with lower fuel consumption and emissions, as well as new suspension ratings and a new steering system, which elevate it to a higher class of driving pleasure.

New SEAT Alhambra 2015: Intelligent and innovative

The new Alhambra 2015 demonstrates how SEAT continues to equip its products with state-of-the-art technologies. The exterior of this intelligent, versatile MPV prominently features new rear light clusters with LED technology that display SEAT’s distinct design trait, an effect that is enhanced by the new brand logo located on the front grille, rear hatch, steering wheel and newly designed wheels.

The interior is available with new trim colours and the design of the steering wheel and some of the control elements has been upgraded. The keyless entry and start system is another feature that has been included for greater comfort. In addition, the new Alhambra 2015 comes equipped with a new generation of the SEAT Easy Connect infotainment systems. These systems feature high resolution touchscreens and upgraded processors that help speed up booting and give faster route calculation.

It also comes equipped as standard with the multicollision brake system. When the driver is no longer able to intervene following an accident, this system automatically activates the car’s brakes to avoid any secondary collisions. An additional new feature on the range is the blind spot sensor, a system that alerts the driver of the presence of vehicles in the vicinity of his blind spot when attempting a lane change. Another novelty on the new Alhambra is the



DCC adaptive chassis control. Furthermore, the newly engineered seats with massage function also provide great comfort on long trips.

The entire petrol and diesel engine lineup of the Alhambra 2015 has been completely revamped. All the models comply with stringent Euro 6 emissions regulations and the direct fuel injection turbo units are 15% more fuel efficient. The 2.0 TDI engines are available on the 115, 150 and 184 PS versions. The two TSI petrol engines deliver 150 and 220 PS output and the latter delivers 20 PS more than the previous version. The 150 PS TDI version is also available with permanent four wheel drive.

SEAT 20V20 showcar: The brand's vision of the future

SEAT is exhibiting a clear vision of the future of the brand to the Spanish public for the first time - the SEAT 20V20 showcar, represented in the shape of an extremely sporty, powerful SUV. The sculptural silhouette of this athletic vehicle gives a glimpse of the development of the Spanish brand's design language.

The SEAT 20V20 (2020 Vision) combines the dynamic silhouette of a four-door sports coupe with the elegance of an SUV and the versatility and usability of a compact. SEAT's new showcar definitely cuts a fine figure with its 20 inch wheels and full LED headlight expressivity. Standing 4.659 metres long, the "twenty-twenty" perfectly suits the European market. In the interior, the 20V20 features a spacious, high-quality atmosphere for five people, where leather, aluminium and glass are the primary materials. However, the showcar's most important aspect is the precise, quality workmanship that underscores the essence of the SEAT brand.

With the outstanding versatility of its interior space and more than 600 litre capacity luggage compartment, the 20V20 indicates the path SEAT is taking in technological development. An exclusive device, the SEAT Personal Drive, does triple duty as an ignition key, a connecting element in the interior and a driver assistant as a navigation system outside the car that leads the driver back to where the 20V20 is parked.

The exceptional efficiency of the Spanish brand's showcar derives from intelligent development and optimised chassis design. In addition, a comprehensive package of driver assistance systems further enhances comfort and safety levels. A set of freely programmable, highly customisable screens stand out on the dashboard that guarantee intuitive, ergonomic use of the vehicle. The SEAT Connect technology makes the 20V20 V20 no stranger to an ever interconnected world thanks to perfect integration and a simple approach that is largely voice controlled.

The broad engine range enables the addition of powerful TSI engines that deliver up to 300 PS, as well as equally powerful and efficient TDI engines up to 240 PS. Both are available as plug-in hybrids with an exclusively electric drive option. Furthermore, power is transmitted to the wheels by a DSG gearbox and it features electronically controlled four-wheel drive.

SEAT Leon ST CUPRA: An estate that is unique in its segment



The Leon range has completed the offering of its sportiest, most powerful version with the arrival of the new Leon ST CUPRA, a vehicle that features a combination of design flair and versatility with the highest level of performance that is unique in its segment. The Leon ST CUPRA 280 only takes 6.0 seconds to accelerate to 100 km/ from a standstill and the luggage compartment has a maximum load capacity of 1,470 litres, adding up to a perfect balance of functionality and performance.

High technology elements lie behind the enormous potential of the new Leon ST CUPRA. This is evidenced by its dual injection, variable distribution 2.0 TSI engine, which delivers a power output of 280 PS. To name a few, DCC adaptive chassis control, active VAQ self-locking differential, progressive steering and standard full LED headlights are some of its state-of-the-art technological features.

The sportiness of the Leon ST CUPRA can be further enhanced with the optional Performance Package, which includes a high performance, four-piston Brembo brake calliper system with 370 x 32 mm perforated front discs, exclusive 19 inch wheels (in a colour choice of Black and Orange) with Michelin Pilot Sport Cup 2 tyres and exterior side mouldings. Additional novelties include the Line packages featuring exclusive colours, enabling the door mirrors, front grille surround, wheels and CUPRA logo on the rear hatch to project a distinctive look in either White or Black, or even the typical Orange found on the Cup Racer racing version.

Active SEAT presence at the Motor Show

The wide array of novelties exhibited by SEAT at the Barcelona Motor Show is complemented by active presence in two dedicated areas for public appreciation - “Urban Mobility” and “Sketch Car Design”.

In the first space, as founding member of the LIVE Platform, SEAT is displaying a compressed natural gas-powered Leon TGI, the company’s safest, most economical contribution that points to the Spanish brand’s commitment to sustainable mobility. The “Urban Mobility” zone aims to raise awareness of new service and technology trends that are being introduced in urban environments to highlight sustainable mobility and the Smart City concept.

And in the “Sketch Car Design” space, SEAT will take centre stage with an exhibit featuring the design process of a vehicle, from the dawn of an idea in the mind of a designer through to the end result of a finished car. Throughout the process, visitors can admire car parts, find information panels with designs, watch videos and see inspiration boards, all related to car design and drawings. A SEAT Leon will be on display at the end of the exhibit so the public can appreciate the final result of the process and every single detail found on the model.

SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in 75 countries. In 2014 SEAT’s invoicing totalled almost 7.5 billion euros, the highest figure in its history, with worldwide sales of 390,500 units.



SEAT Group employs 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Centre, which celebrates its 40th anniversary in 2015. This 'knowledge hub', bringing together 900 engineers, aims to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO₂ emissions, energy efficiency, as well as recycling and re-use of resources.

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