

## The New Alhambra – Intelligent and Innovative

- / **Worldpremiere at the Barcelona Motorshow**
- / **New TDI and TSI engines consume up to 15 percent less**
- / **New-generation infotainment systems – always on**
- / **New comfort and assistance systems**

**Martorell, 15/04/2015.** – SEAT is continuing its product offensive with the new generation of the Alhambra that the Spanish carmaker is unveiling to the world at the Barcelona Motor Show. The intelligent and versatile van is up to 15 percent more fuel efficient thanks to its new engines and even more dynamic thanks to increased power output. The Alhambra remains at the very forefront of the competitive field with new comfort and assistance systems, as well as innovative connectivity and infotainment offerings. The new Alhambra will arrive at dealerships this summer, with pre-ordering starting on end of May.

**“Alhambra has seen a year of record sales in 2014. Innovation, driving fun, utility and safety are the keywords for the new-generation Alhambra, making it the perfect partner for an active lifestyle,”** says Jürgen Stackmann, Chairman of the Executive Committee SEAT, S.A. **“Its compelling concept combines the very best functionality and state-of-the-art technology with an excellent standard of quality and workmanship. Plus, in true SEAT fashion, it offers incredible value for money.”**

The line-up of petrol and diesel engines has been completely redeveloped. All drives fulfil the stringent Euro 6 emissions standard. The turbocharged direct-injection units are also up to 15 percent more fuel efficient. The Alhambra TDI with 85 or 110 kW, for instance, is at the very forefront of its segment with fuel consumption of 4.9 litres/100 km and 130 grams of CO<sub>2</sub> per km.

The 2.0 TDI engines are offered with 85 kW / 115 PS, 110 kW / 150 PS and 135 kW / 184 PS (torque 380 Nm). The two TSI petrol engines produce 110 kW / 150 PS and 162 kW / 220 PS (350 Nm of torque) from the top-of-the-range version, marking 20 PS more than the previous engine. The TDI variant with 110 kW / 150 PS is also available as a 4Drive with permanent all-wheel drive.

**“The Alhambra stays at the very forefront with its further improved fuel consumption and emissions figures. With its new technologies, it provides the best possible combination of dynamic driving fun and excellent comfort.”** says Dr. Matthias Rabe, SEAT Executive Vice President for Research and Development.

With the exception of the entry-level diesel, all engines can be combined with the DSG dual-clutch automatic transmission (standard with the top petrol engine). The new-generation DSG offers the fuel-saving coasting function. As soon as the driver lifts off the accelerator, the Alhambra runs with the engine decoupled.



The new Alhambra comes with a new generation of SEAT Easy Connect infotainment systems. These include high-resolution touchscreen displays and the very latest processors for much faster booting and rapid route calculation, offering as well, a completely new level of connectivity.

The multi-collision brake is also standard equipment in the new Alhambra. In the event that the driver can no longer intervene following an accident, it initiates automatic braking to avoid a secondary collision. New to the line-up is the Blind-Spot Sensor, which warns of vehicles in the blind spot when changing lane. Also new in the Alhambra is the DCC adaptive chassis control. The system regulates the damper valves in a matter of milliseconds to adapt the vehicle characteristics to fit perfectly with the driving situation – for supreme comfort and relaxed sporting flair. The new massage seats also deliver an exceptionally high level of long-distance comfort.

The Alhambra's design has been subtly updated. New rear lights with LED technology display SEAT's distinctive light signature, which underscores its family connections, as do the new brand logo set into the modified front grille and the new wheel designs. The interior comes with new trim colours, the steering wheel design is from the SEAT Leon and some of the control elements have been redesigned. The keyless entry and start system is another comfort feature. The equipment lines have been restructured so that the Alhambra will now be offered as Reference, Style and Style Advanced.

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 CO<sub>2</sub> emissions, energy efficiency, as well as recycling and re-use of resources.

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