2016 Geneva Motor Show

**SEAT unveils its compact SUV – The new SEAT Ateca**

* **New model called to become the third pillar of the brand**
* **The company steps in a steadily growing sub-segment**
* **Brand sales worldwide grow in the first two months of 2016**
* **Alhambra celebrates the 20th anniversary with a special edition**

**Geneva, 01/03/2016.** - SEAT presents at the Geneva Motor Show 2016 its first SUV model. The new Ateca is a unique combination of distinctive design, dynamic driving fun, urban versatility and compelling utility. First-class connectivity, innovative assistance systems and highly efficient drives are among its technology highlights and make the Ateca one of the most innovative SUVs in the segment. Outstanding quality, precision production and very attractive value-for-money make the Ateca a true SEAT. The Ateca makes every day and every kilometre that little bit more of an experience.

The new SEAT Ateca is named after a Spanish place to recover the tradition and to give brand true and authentic Latin flavour, character and personality. It’s been designed and developed 100% in Barcelona. **“The essential role of this car will be to help the brand take a further step forward in terms of image”** says Luca de Meo, Chairman of the Executive Committee of SEAT, S.A. **“Ateca will cover a steadily growing sub-segment in Western Europe in recent years.”**

**"The Ateca shows a clear evolution of SEAT characteristic design language and the Ateca also stands for emotion and functionality." says Dr.Matthias Rabe, Executive Vice President for Research and Development. "This car offers outstanding off-road capabilities and guarantees an exceptional driving experience in all kind of conditions with perfect traction. The Ateca also includes innovative technology, for example in terms of lighting and connectivity."**

The SEAT Ateca will be available before summer in Germany and Spain and progressively after in other markets. It’ll come with petrol and diesel engines ranging from 115 HP to 190 HP, 4WD and 2WD versions, and manual and DSG boxes. The extensive array of technology options extends from full-LED headlamps through a broad portfolio of assistance systems, like the innovative traffic jam assist and the new Emergency Assist, to a package of latest-generation infotainment systems with 8-inch touchscreens and Full Link connectivity. Three equipment lines offer colours and top-quality materials to suit every taste.

**Brand Sales**

SEAT continues having positive sales performance in the first two months of the year compared to the same period in 2015, as global sales to date got close to 1%.

Luca de Meo also underscored that for the third consecutive year SEAT increased sales.

In 2015 brand deliveries went over 400,000 vehicles (400,037; +2.4%), and this figure accounts for an increase of 25% in the last three years since 2012, and it is as well the best sales result since 2007.

**Alhambra 20th Anniversary**

The most spacious and versatile vehicle in the SEAT line-up celebrates its anniversary with a special edition. The first-generation SEAT Alhambra was presented 20 years ago – and quickly developed to become a successful model for family, hobbies and leisure, as well as for business and fleet customers. The new SEAT Alhambra 20th anniversary special edition unites unique design features with an extensive package of technologies. The edition is immediately recognisable by its 17-inch al-loy wheels in high-gloss black, which are complemented perfectly by the xenon headlamps, the tinted side and rear windows and the large panorama glass sliding roof. The interior is defined by distinctive, dark Alcantara upholstery with stitching in light corn silk. Those seated in the first row of the Alhambra 20th anniversary edition benefit from sports seats with massage function.

**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 more than 80% of its vehicles, and is present in over 75 countries. In 2015 SEAT achieved worldwide sales of 400,000 units, the highest figure since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Alhambra in Portugal, the Mii in Slovakia and the Toledo in the Czech Republic.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are the driving force behind innovation for Spain’s largest industrial investor in R&D. In line with its declared commitment to environmental protection, SEAT undertakes and bases its activity on sustainability, namely the reduction of CO2 emissions and energy efficiency.

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