

In the United Kingdom, SEAT Ateca makes winning debut in Auto Express New Car Awards

- / **SEAT's first SUV nets Best Crossover honour on its first appearance in the Auto Express New Car Awards and two months before it even hits UK showrooms**
- / **Ateca leads SEAT's strength-in-depth showing, with four other models in its range receiving Commended titles**
- / **Judges acclaim the Ateca for its styling, performance, practicality and value-for-money**
- / **Auto Express also delivers a five-star verdict in its first Ateca UK road test**

Barcelona / UK, Wednesday 6th July 2016 – The new SEAT Ateca has opened its honours account in style, claiming the Best Crossover title on its first appearance in the Auto Express New Car Awards. SEAT's first SUV signalled its quality by seeing off competition that included some of the best sellers in what has become a pivotal part of the market. The result puts down a valuable marker for the Ateca's all-round appeal, as the model progresses towards its hotly anticipated arrival in UK showrooms in September.

Its success was part of a formidable across-the-board performance by SEAT in this year's awards, with four other models posting Commended results too: Leon (previously a three-time winner) in the Compact Family Car class, Leon ST in Estate, Leon CUPRA 290 (another returning title-holder) for Hot Hatch and the new Alhambra for MPV.

Commenting on the Ateca's success, UK Auto Express Editor Graham Hope said: **"The Ateca has made a dramatic entry into the crossover class and is a particularly impressive first effort from SEAT. It offers everything that is great about the Leon in a superb-looking new package, and blends excellent performance with decent practicality and strong value for money. It's a compelling new crossover option for buyers."**

The judges' opinions follow hot on the heels of a top five-star rating for the Ateca in the first UK road test in the latest issue of the same magazine. In its detailed scrutiny of the 2.0 TDI 150 XCELLENCE 4Drive model, the magazine declared it **"follows in the footsteps of the Leon and goes straight to the top of the class"**.



Richard Harrison, SEAT UK Director, said: “This is a fantastic result for Ateca and adds to the great momentum that it’s developing as it nears showroom launch, including the 13,000 members of the British public who have already stated their interest in buying one. The award is testament to what an enticing all-round package Ateca is, as a desirable, high-tech, stylish and well-built SUV it is, in this ever burgeoning part of the market.”

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’s turnover amounted to over 8.3 billion euros, the highest in its history, and the company achieved worldwide sales of more than 400,000 units for the first time 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 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 digitisation process to promote the mobility of the future.

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