

Geneva Motor Show

SEAT launches Leon SC to seduce new clients

- / **Brand increases market coverage with new three-door bodywork**
- / **Sales up at beginning of 2013, thanks to product offensive**
- / **SEAT presents Mii Ecofuel, cleanest vehicle in brand's history**

Geneva, 05/03/2013. - This morning SEAT presented the new Leon SC at the Geneva Motor Show. The Leon SC represents the second stage of the launch of the family of the Spanish brand's compact car, which for the first time offers more than one bodywork. The new three-door version will be instrumental in increasing Leon sales since it will broaden SEAT's market coverage in the most popular segment in Europe and will satisfy the needs of new clients wishing for a sportier vehicle with top functionality. Before year's end SEAT will also launch the estate version of the Leon.

This morning SEAT President James Muir defined the Leon SC as a vehicle **"designed to be the most beautiful car in its segment"**, adding that it will **"bring a new generation of customers to SEAT"**. Muir underscored the excellent reception given the five-door Leon, unveiled at the last Paris motor show. **"To date we have delivered nearly 10,600 vehicles, and currently have an order-bank of 15,000 units"**. Muir added that SEAT **"is already seeing the first signs of the product offensive launched in 2012 paying off"**, and that **"we face 2013 with the same energy, motivation and optimism to grow with the new products as well as increased presence in developing markets"**.

As is the case with the five-door version, the new Leon SC will be built at Martorell (Barcelona) using the Volkswagen Group's ground-breaking MQB platform. Compared to the five-door version, the Leon SC has a 35mm shorter wheelbase. The use of advanced materials in production makes the Leon SC the lightest vehicle in its class – carrying 110 kg less weight than its predecessor –, providing improved handling and efficiency. Like the five-door version, the Leon SC is equipped with engines ranging from 86 to 184 hp. The 105 hp 1.6 TDI CR engine with Start/Stop system has an emissions figure of just 99gms/km of CO₂.

The new Leon SC will be in dealerships from May onwards.

Product offensive improves sales

At the start of the current year SEAT began to reap the rewards of the launch of the new Mii, Ibiza, Toledo and Leon in 2012. In January and February SEAT's worldwide deliveries increased by some 15%, with very significant improvements in Germany, Spain, the United Kingdom, Mexico and Algeria. Additionally SEAT is the fastest-growing brand in Germany, where it has entered the *top ten*.

The Spanish company has continued to grow beyond Europe in the first two months of the year. In 2012, SEAT sales outside Europe improved by 46%, accounting for 18% of total

sales – seven points up on 2011 – thanks to results in Mexico, where SEAT broke through the 20,000 unit barrier; in Algeria, where sales increased four-fold in just one year, totaling 16,000 vehicles; and in Israel, where since 2008 the number of units sold has increased five-fold, exceeding 6,000. In January and February 2013, SEAT sales outside Europe were up 40% on the same months in 2012. Today one of every five SEAT cars is sold in non-European markets.

New Mii Ecofuel, the cleanest model in SEAT's history

SEAT has broadened the Mii range with the arrival of the Mii Ecofuel, the brand's production car with the lowest CO₂ emissions in its history. Its emission figure – just 79 gms/km – is best in class. The Mii Ecofuel shown in Geneva is the eco-friendly solution for city driving. It is the brand's first model to run on compressed natural gas (CNG), providing outstanding efficiency and low maintenance costs. With a weighted consumption of only 2.9 kg of CNG/100km, the cost of fuel to cover that distance is less than 3 euros.

The engine of the new SEAT Mii Ecofuel has been specifically designed to run on CNG, but is also adapted to unleaded super petrol. The range of the Mii Ecofuel with a full CNG tank (11kg) is 380 kilometres. The additional 10-litre petrol tank adds another 220 kilometres to the distance covered without refueling, providing a total range of 600 kilometres with both tanks full. The Mii Ecofuel is already on sale in markets like Germany, Italy, Austria, Switzerland and the Netherlands, where highly-developed networks already exist to cope with the demand for natural compressed gas.

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 approximately 80% of its vehicles to 75 countries. In 2011 SEAT had a total turnover of more than 5 billion euros, with overall deliveries amounting to 350,000 units.

SEAT Group employs more than 14,000 professionals at its three production centres in Barcelona - Zona Franca, 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 new Toledo in Mladá Boleslav (Czech Republic) at Volkswagen Group plants.

The Spanish multinational also has a Technical Center, a 'knowledge hub', bringing together more than 900 engineers whose goal is 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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