

The successful model from Spain is now even better

New SEAT Ibiza – State-of-the-Art Technology

- / **New efficient engines with three or four cylinders**
- / **SEAT Easy Connect with Full Link for perfect smartphone integration**
- / **Agile driving with significantly improved comfort**
- / **New individualisation packages with bold colours**

Martorell, 07/05/2015 SEAT is launching the New Ibiza with a package of innovative technologies. New engines, individual equipment options, additional safety systems and, above all, a completely new line-up of connectivity and infotainment once again make the Ibiza range one of the best and most multi-faceted offerings in its class. The new running gear brings comfort onto a whole new level, while the redesigned interior raises the quality look & feel even further. In one area, however, there was very little to improve – the Ibiza’s emotional and dynamic design is exceptionally well received by customers and is a central purchasing reason for the compact Spanish model.

“The New Ibiza, which will arrive at dealers in late summer 2015, will further expand SEAT’s current success. It is the first example of how we Leonize our Portfolio applying the successful formula of Leon into all models of our range. Alongside efficiency, quality and safety, we have placed particular emphasis on the issue of connectivity. The new Ibiza is now part of the connected world,” says Jürgen Stackmann, President and CEO of SEAT S.A. **“The Ibiza is SEAT’s most successful model, with more than five million sold throughout the world over the last 30 years. With an average age of 43, the Ibiza has an exceptionally young customer base, with the share of young women likewise well above average.”**

Connectivity is a central factor in today’s world – and a focal point when it comes to developing SEAT models. In the new Ibiza, the Spanish brand is using the second generation of its Easy Connect infotainment systems. The new MediaSystem plus and the Navi System can also be enhanced with the MirrorLink function, which provides perfect integration of smartphones into the car infotainment system. Thanks to MirrorLink, mobile phone functions and a wide range of apps can be used safely inside the vehicle. Taking this opportunity, SEAT has developed its own app for MirrorLink, called SEAT DriveApp. SEAT can connect the most frequently used smartphone systems. The Full Link (comprising with MirrorLink, Android Auto and Apple CarPlay) connection between Easy Connect in the New SEAT Ibiza means that new Ibiza drivers are always connected, whatever smartphone they use and able to retain their full concentration on the road. In line with this connectivity, SEAT has announced a partnership agreement with SAMSUNG to develop technological solutions to provide total connectivity across SEAT’s range of models.

“With the New Ibiza, we are opening up a new chapter of connectivity. Our customers can continue their digital lifestyle, even when on the road. However, the key issue for us is always the safest and most intuitive operation of the functions,” says Dr. Matthias Rabe, SEAT Vice President for Research and Development. **“With its new engines, its considerably more comfortable but still very dynamic and agile suspension and its new assistance systems, the Ibiza is one of the most modern and attractive offerings on the market.”**

The exterior design of the five-door Ibiza, the three-door Ibiza SC Sport Coupé and the Ibiza ST Sport Tourer estate variant is still absolutely up-to-the-minute and extremely well received by customers and potential customers alike. Modifications are therefore limited to new headlamps with LED daytime running lights, new wheel designs in 16 and 17 inches and the new paint colours Moonstone Grey and Chilli Red.

Significantly upgraded interior

The concept behind the broad design appeal of the new interior is that it features fully customisable elements that resonate with everyone by striking a harmonious balance between expressivity, functionality and precision on each of the contours and surfaces that define the interior. Its horizontal proportions and the driver-oriented instrument panel provide enhanced driving pleasure, thanks to the arrangement of all the elements and its soft-touch finish. Attention to detail is displayed in every feature – on the steering wheel, the air vents, the instrument panel and binnacle and the radio. The new interface has been designed to highlight the relationship between the driver and technology by creating character lines that add functionality to the exact definition of its use, while the screen design provides the driver with a physical reference.

The resulting interior design is a reflection of a product that has been inspired by and conceived in our surroundings, Barcelona, and displays a formal simplicity of striking character lines that sum up our brand image.

New level of individualisation

The New Ibiza is as diverse and colourful as life itself. The new Colour Packs for the entire Ibiza family offer a whole new level of individualisation. The compact car from Barcelona can be adapted to suit any personal style perfectly. The Colour Packs make a bold statement. Bismuth, an elegant shade of brown, is among them, as is Velvet, a rich purple. There is also a powerful red on offer, cool grey, as well as white, black and blue – the right Colour Pack for every personal preference.

Each Colour Pack comes with a wide range of trim elements in the respective colour. On the outside, the rim of the radiator grille and the exterior mirror housings gleam in Velvet, Atom Grey or one of the other colours. Inside, the air vent bezels and the detailing on the steering wheel and gear lever are part of the colour package, as are the coloured stripes set into the seat backrests. One characteristic element is the two-colour alloy wheels in 16 or 17 inches. There are a large number of possible combinations between the Ibiza’s paint colour and the Colour Pack.

And with three body shapes, three equipment lines and a wide range of engines and equipment options, there is the perfect Ibiza to suite every need.

New safety systems

Drowsiness at the wheel is still the cause of many and severe accidents. The new drowsiness warning system in the SEAT Ibiza recognises diminishing driver concentration on the basis of steering characteristics, and provides a timely warning. Another new safety system is the multi-collision brake. Following a severe collision, it automatically slows down the vehicle to dissipate the remaining kinetic energy. If the airbag is activated by the initial collision, the electronic stability programme applies the brakes and switches on the hazard lights.

Complete new engine generation

The SEAT Ibiza is driven by a completely new generation of petrol and TDI engines. The entry-level petrol engine is a three-cylinder with 1.0-litre displacement, which produces 55 kW (75 PS) in naturally aspirated format and 70 kW (95 PS) or 81 kW (110 PS) as TSI turbocharged drives. With maximum torque of 160 or even 200 Nm, the 1.0 TSI has impressive pulling power. A further highlight is the four cylinder 1.4 TSI ACT with active cylinder management. Its improved output of 110 kW (150 PS) and torque of 250 Nm guarantee a high level of dynamic driving fun, while its cylinder deactivation under partial load limits fuel consumption to 4.8 litres in the standard cycle (all consumption figures relate to the Ibiza).

Maximum efficiency

The three and four-cylinder units, of course, fulfil all the latest EU6 emissions standards and are compelling all-round for their excellent fuel consumption and emissions figures. One example is the 1.0 TSI Ecomotive with 70 kW (95 PS) and an average consumption of just 4.1 litres per 100 kilometres, which equates to a CO₂ figure of 94 grams per kilometre. Among the new three-cylinder diesel engines, the 1.4 TDI with 55 kW (75 PS) achieves fuel consumption of 3.4 litres, which equates to an emissions figure of 88 grams per kilometre. None of the other TDI drives, with 66 kW (90 PS) or 77 kW (105 PS), consume more than 3.8 litres.

The TSI with 81 kW and the TDI with 66 kW are optionally available with the comfortable DSG dual-clutch gearbox. The start/stop system, which switches off the engine when the vehicle is at a standstill, is available in all new-generation SEAT Ibizas.

Driving fun with more comfort

The New Ibiza has always received top marks for being dynamic and fun to drive. In its new generation, the Ibiza has been further refined with a particularly sensitive electric steering system. Benefitting even more, however, is ride and handling, with springs, dampers and anti-roll bars being completely re-tuned. The optional SEAT Drive Profile enables adaptive damping. There are two available parameters – comfort-oriented or sports-oriented. The Comfort/Sport selector switch also influences the intensity of the power steering.

Latest-generation infotainment

The latest-generation infotainment systems with touchscreen operation and integrated



Navi System can receive DAB digital radio and play music from an iPod or smartphone via a USB port or Bluetooth profile. Voice control is integrated as of the MediaSystem plus and smartphone integration Mirror Link can also be selected for perfect connectivity while travelling. For a really rich sound, there is the new SEAT Sound System. Six speakers, a ten-litre bass box in the boot, an additional amplifier and individual setting options in the sound menu will satisfy even the most discerning of ears.

Four optional ultrasound sensors front and rear provide proximity monitoring when parking, and deliver warnings both acoustically and via the display. A reversing camera is also available as an option. It aids parking by displaying guidelines in the monitor.

Perfect for an active lifestyle

The New Ibiza is still offered in the three bodyshell variants, five-door, Ibiza SC Sport Coupé and Ibiza ST Sport Tourer. The estate model in particular offers a surprisingly high degree of utility in such a compact package. Despite its sporty design line, the luggage space is very generous, with a volume of 430 to a maximum of 1,164 litres. For those with an active lifestyle, there is even space for two bicycles, with their front wheels detached, of course.

The base Reference model already makes a compelling argument, with all major items of comfort and safety equipment. Above that is the Style version, with air conditioning and colour touch screen among its standard appointments. The Ibiza FR makes a particular statement with its accentuated design at the front and rear and dedicated alloy wheels. More than ever before, the new Ibiza can also be perfectly adapted to personal style and individual preferences, with an extensive array of colours, options and accessories.

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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