



The New Alhambra – Versatility with Dynamics and Style

- / **New TDI and TSI engines consume up to 15 percent less**
- / **New-generation infotainment systems – always on**
- / **Exclusive SEAT ConnectApp in cooperation with Samsung**
- / **New comfort and assistance systems**

Martorell, 06/07/2015 SEAT is continuing its product offensive with the new generation of the Alhambra. Thanks to a completely new line-up of TSI and TDI engines, the intelligent and versatile van is up to 10 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.

“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 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. And they offer a completely new level of connectivity – Media System Plus and the navi system can be connected with Mirror Link, Google Android Auto and Apple Car Play using the SEAT Full Link. This forms the direct connection between the smartphone and the in-vehicle display and enables a large number of apps to be safely operated via the 6.3-inch touchscreen.

“Connectivity is a central innovation topic for SEAT. We use it to combine the latest applications with an operating concept that ensures the best possible driving safety,” says Dr. Matthias Rabe, SEAT Executive Vice President for Research and Development. **“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.”**

MirrorLink for optimum integration

MirrorLink is the perfect technology for safely operating smartphones and many of their functions and apps via the Alhambra’s infotainment system. The corresponding elements of the smartphone operating interface are “mirrored” on the touchscreen. It functions easily and smoothly with a growing number of MirrorLink-compatible Android smartphones.



Exclusive solutions “powered by Samsung”

The Spanish car maker has agreed a cooperation with Samsung for the development of innovative connectivity solutions and, in a first step, will offer a Samsung smartphone with the pre-installed SEAT ConnectApp. **“This cooperation is a meaningful deal for Samsung and SEAT’s collaboration for the latest in-car integration of technology and future concepts,”** says Rick Segal, Vice President of Mobile Communication Division at Samsung Electronics.

New SEAT ConnectApp – speak, don’t type

The new SEAT Connect App makes perfect use of MirrorLink integration. The driver is always connected, yet retains full concentration on the road. One central function is the “Read to me” and “Voice Reply”. This text reading function converts incoming messages from the likes of e-mail, text messaging, Facebook or Twitter accounts into speech, reading them out loudly and clearly. Answers to new posts can be “dictated” by voice, with no more distractions caused by typing onto the screen.

A new exclusive function is gesture control. Functions such as calls or contact addresses can be called up onto the touchscreen of the SEAT Infotainment System using brief finger gestures. The welcome screen in the SEAT ConnectApp delivers information such as the current weather forecast or appointments from a Facebook account, all of which can be individualised to user preferences. For the Smart Tips feature, the app learns individual preferences such as frequently used destinations and can provide appointment reminders. A host of further functions will also be immediately available. Regular updates will refresh the range going forward.

Data security is absolutely guaranteed. The backend of the ConnectApp saves no personal data at all, other than the e-mail address and the vehicle specification. They remain completely and exclusively on the owner’s smartphone.

SEAT Full Link provides maximum connectivity

However, SEAT’s new world of connectivity applies to more than just users of MirrorLink-compatible smartphones. The SEAT Full Link connectivity solution also incorporates the functions of Android 5.0 and iOS 7.1 or further operating system. This means that new Alhambra drivers are always connected whatever smartphone they use and able to retain their full concentration on the road. Alhambra drivers have secure access to the enabled functions via the touchscreen. In the case of Apple, for example, these are currently the phone and messaging functions as well as music and maps. More are scheduled to follow.

New engines – even more performance with better efficiency

The new generation of the Alhambra comes to market with a fully revised range of petrol and diesel engines. 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 115 PS or 85 kW, for instance, is at the very forefront of its segment with fuel consumption of 5 litres/100 km and 130 grams of CO₂ 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.

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.

More safety through new assistance systems

The new Alhambra comes as standard with the multi-collision brake. 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. Its additional Parking Assist function warns drivers of vehicles approaching from the side when reversing out of a parking spot. This is supported by the third-generation Park Steering Assist.

Full Beam Assist reacts to different light conditions and ensures that oncoming traffic is not dazzled by the headlights. Drowsiness detection analyses driving patterns to recognise signs of fatigue and, if necessary, recommends taking a break. Traffic sign recognition reminds the driver of current speed limits and other pertinent information.

The DCC adaptive chassis control 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. Another convenience feature is Keyless Entry, whereby the car key can lock, unlock or start the car while remaining in a pocket or handbag.

Dynamic design – subtly revised

The SEAT Alhambra reveals its dynamic character from the very first glance. Well-balanced proportions, clear lines and distinctive wheel arches give it a powerful presence and a sporty look that is unique in the van sector. With its arrow-shaped bonnet, the brand's signature grille and front air scoop, the Alhambra clearly adheres to the SEAT design language. The Alhambra's design has thus been only subtly updated. New rear lights with LED technology display SEAT's distinctive light signature, which underscores its family connections, as does the new brand logo set into the modified front grille. New exterior colours and new wheel designs complete the fresh look.

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 equipment lines have been restructured so that the Alhambra is now be offered as Reference, Style and Style Advanced.



Highly versatile companion

With its enormous versatility, the SEAT Alhambra is the perfect companion for all aspects of life – dynamic, premium, top quality and, above all, extremely flexible. The Alhambra can be equipped with three rows of seats, with space for up to seven people. All seats in the second row can be equipped with integrated children seats. A new massage function for the driver's seat is standard in the Style Advanced line and options for alcantara and leather. The easy-fold seats in the second and third row can be folded away completely to create a load volume of up to 2,430 litres. A number of clever stowage cubbies keep items in order, while the optional panorama glass roof gives the interior a pleasantly bright feel. The premium materials generate an ambience of wellbeing and all passengers travel in relaxed comfort in the ergonomic seats upholstered in either leather or fabric.

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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