



## SEAT unveils the Mii by COSMOPOLITAN at #FashFest in London

- / Co-created by SEAT designers and the editors and readers of Cosmopolitan, the global young women's media brand
- / A car built for the lifestyle of the Cosmopolitan audience
- / Available in two colours: Violetto and Candy White, with Bismuth wing-mirrors

**Martorell/London, 15/09/2016.** – The cars we drive are a reflection of our personalities, a carefully chosen investment that not only gets us from place to place, but defines who we are. For consumers looking for performance and fun, SEAT and Cosmopolitan introduce the SEAT Mii by COSMOPOLITAN at Cosmo's #FashFest in London on 15 September. The culmination of an 18-month co-creation process between SEAT and Cosmopolitan's global creative team, regional editors and readers across the UK and Europe, the SEAT Mii by COSMOPOLITAN is the perfect ride for confident, independent, active young women who are really going places.

SEAT's world premiere is being presented for the first time at the London FashFest in the United Kingdom. **"This is a car that adapts to today's lifestyle by providing amazing solutions that are both intuitive and easy to use. The SEAT Mii by COSMOPOLITAN is dynamic, stylish and versatile, with a daring, edgy appeal. Not only did we strive to create an elegant car, it is designed to be a bold, personal ally for the driver, with amazing solutions that are functional and intuitive,"** SEAT's global marketing director, Susanne Franz said.

Designed with the tastes and preferences of *Cosmopolitan's* audience in mind, the Mii by COSMOPOLITAN is agile, exciting to drive and easy to park; an aesthetically pleasing car with personality. *Cosmopolitan's* readers participated in the process, sharing thoughts and opinions through surveys and product testing, offering feedback and ideas.

Kim St. Clair Bodden, senior vice president and editorial director of Hearst Magazines International, explains, **"Cosmopolitan is the biggest, most powerful young women's brand in the world, engaging and inspiring our readers to achieve the fun, fearless lives they want. It has been incredibly rewarding to work with SEAT, our global editors and readers to design a car with all the bells and whistles that really personalise the driving experience."**

*Cosmopolitan* is supporting the launch with a social media campaign around the hashtag #ThisIsMii, with engaging content based on reader opinions and experiences, creating a conversation around the car, fashion, lifestyle, beauty and work, putting the SEAT Mii by COSMOPOLITAN in context with readers' lives. From the social posts, readers can click through to the SEAT website for more detailed information on the Mii by COSMOPOLITAN.



Following its debut at Cosmo #FashFest, the Mii by COSMOPOLITAN will be showcased at the Paris Motor Show at the end of September.

### **Light and Shade, the Magic of Colour**

Small on the outside but big on the inside, the Mii by COSMOPOLITAN is versatile, safe, economical, comfortable, reliable and kind to the environment. It's also sophisticated, feminine and chic, with a design that reflects a bold, audacious, lifestyle.

The Mii by COSMOPOLITAN is available in two colours; Violetto and Candy White, with champagne-toned bismuth details inside and out. Candy White is a smooth tone, while Violetto has an elegant, pearlised finish, achieved by carefully choosing colour pigments, revealing the 'flip,' or light, and the 'flop,' or dark, tones. Headlights have an 'eyeliner' shape, emphasised in the same way as make-up emphasises the eye. The jewelled, bi-colour rim design works in harmony, offering a surprise sparkle.

The champagne-finish bismuth of the wing-mirrors is reflected in the interior details as well, on the air-vents, the infotainment system frames and in the stitching of the car, including the floor mats. Violet seats are upholstered in Alcantara, high-end, top-quality upholstery with a beautiful hand; the ceiling is upholstered in dark tones, providing a sense of glamour. Aluminium strips in the front footwells are lettered with the phrase "COSMOPOLITANlovesMii." The interior chrome details are matte, with the exception of the SEAT logo found on the steering wheel.

### **As Much Mii as Any Other Mii**

The Mii by COSMOPOLITAN is a new addition to the Mii range, and the biggest product launch in the history of SEAT with three new models coming in the next 12 months. Always innovating, SEAT is at the forefront of the growing trend towards collaborations between the auto industry and partners in other sectors, first with women's fashion and accessories retailer Mango, and now with *Cosmopolitan*.

The SEAT Mii by COSMOPOLITAN will be on sale in early 2017. It will be available in three or five-door versions. The three-door offers a spacious interior and ergonomic driving position, with doors that open at a wide angle, providing easy access to rear seats. The Mii by COSMOPOLITAN is available in three efficient options:

- 60 horsepower, 1 litre power unit with 3 cylinders (manual 5-speed gearbox),
- 75 horsepower unit (5-speed manual or automatic)
- CNG 68 horsepower with 3 cylinder (5-speed manual).

The 1 litre 60 horsepower version puts out between 101 and 102 g/km of CO<sub>2</sub>, thanks to a level of consumption that stays between 4.3 and 4.4 l/100 km (depending on the engine);



while the 1 litre 75 horsepower unit puts out between 102 and 104 g/km of CO<sub>2</sub>, with an average consumption of 4.4 l/100 km. The CNG 1 litre 68 horsepower unit puts out 83 g/km of CO<sub>2</sub>, with an average consumption of 4.5 l/100km. There is also an Ecomotive version that brings down fuel consumption to 4.1 l/100 km and CO<sub>2</sub> emissions to 97 g/km.

The Mii by COSMOPOLITAN has all the elements necessary to ensure a safe and comfortable drive, from air-conditioning to “Hill Hold” (to prevent roll-back), ABS brakes, as well as a list of optional extras that allows the driver to configure a Mii with rear parking sensors and a 300-watt sound system and subwoofer. And for staying connected, the new infotainment system “You&Mii ColourConnection+” has a smartphone cradle integrated into the dashboard. To amplify the driving experience, the SEAT Mii by COSMOPOLITAN app, “DriveMii” (available in Play Store or App Store for Android and iOS devices) enables the driver to control the infotainment system through a smartphone. The SEAT Mii by COSMOPOLITAN is also available with a *Cosmopolitan* Lifestyle Collection package with attractive and functional features such as a wireless charging cell phone battery.

The Mii by COSMOPOLITAN is a car built for and co-created by women who want the time they spend behind the wheel to be as engaging and exciting as every other facet of their busy, fun, fearless lives.

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.

### **SEAT Communications**

#### **Antonio Valdivieso Florido**

SEAT Product Communications Manager  
T / +34 93 708 58 95  
[antonio.valdivieso@seat.es](mailto:antonio.valdivieso@seat.es)

#### **Jaume Rabassa**

SEAT Product Communications  
T / +34 93 708 65 91  
[jaume.rabassa@seat.es](mailto:jaume.rabassa@seat.es)

<http://seat-mediacycenter.com>