



International award for the Spanish brand

## The SEAT Ateca, crowned in Europe

- / AUTOBEST, with 31 countries represented in the jury, acknowledges the Ateca as “Best Buy Car of Europe in 2017”
- / The award shows that SEAT’s first SUV is the most complete and innovative option available to customers in Europe
- / The Ateca’s excellent reception recognises the company’s wager in becoming a reference in one of the market’s most demanding segments

**Martorell, 15/12/2016.** - The Ateca has brought SEAT great international acknowledgement as the “Best Buy Car of Europe in 2017” at the AUTOBEST 2017 awards, one of the most prestigious on the continent.

This award is a guarantee of the company’s development and of the great effort put into consolidating SEAT’s presence in the most important markets with the largest product offensive in its history launching four models in 18 months: the Ateca, already on the market, the Leon, reaching the dealers in early 2017, the fifth generation of the Ibiza and the new SEAT Arona crossover, which will also be coming next year.

**“Ateca is meant to create an inflection point for SEAT. We are entering a new segment with a product that offers an excellent mobility experience for our customers and truly represents our very DNA. Ateca is positively contributing to take the brand to the next level. This award confirms that we are on the right track”,** says Luca de Meo, SEAT President.

In its sixteenth edition, the AUTOBEST jury pinpointed the factors that make the Ateca the best buy option for customers: Design, comfort, easy driving, value for money and commercial and service network.

After testing in Italy at the end of November, the Ateca was chosen the favourite over the other four finalists by a jury of specialised journalists representing 31 countries in the final vote of these prestigious European awards.

Dr. Matthias Rabe, SEAT Vice-president for Research and Development says: **“Ateca perfectly combines design, comfort and technology. It is perfect for the urban jungle and its on- and off road capabilities ensure a spectacular driving experience in all kind of journeys. That is why we truly believe that Ateca is called to become a reference in the segment.”**



### **The Ateca, also leader in urban mobility**

SEAT's SUV is currently exceeding all expectations and it is a particularly important vehicle for the brand, not only because it has opened the door to one of the most dynamic market segments, but because it is the vehicle the company aims to use in facing such important challenges as the future of urban mobility, which will require new solutions and new technologies.

### **Wide range for all needs**

The Ateca range versatility was one of the factors most highly rated by the AUTOBEST awards panel. Petrol turbo TSI or diesel turbo TDI power packs offer between 115 PS and 190 PS, front or four wheel traction, and manual gearboxes or DSG. The numerous options range from Full LED headlights to a wide variety of driver assist systems, such as the Traffic Jam Assist and the new Emergency Assist, and state-of-the-art information and entertainment systems pack with true eight-inch touchscreen and Full-Link connectivity. The XCellence version at the top of the range, offers elegant interior finish with Alcantara® upholstery and concerning safety, at the very top of the line, the Front Assist emergency braking system for city driving, detects pedestrians and warns the driver if a possible collision is detected. It is also able to automatically make an emergency stop.

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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