



SEAT and Ducati

Jorge Lorenzo and Andrea Dovizioso, new SEAT ambassadors

- / Both Ducati riders join the Spanish brand as the image of the Leon Cupra
- / This model is also the official car of the Ducati Team in the current MotoGP season
- / SEAT strengthens its commitment to sportiness and competition racing

Martorell, 21/04/2017. – Ducati Team riders Jorge Lorenzo and Andrea Dovizioso will be SEAT ambassadors during the current MotoGP season. Both riders will be the image of the SEAT Leon CUPRA, the most powerful model in the history of the Spanish company.

The agreement between SEAT and the two Ducati riders is in addition to the one concluded between both brands, as the Leon CUPRA is also the official car of the Ducati Team racing in MotoGP. The agreement also includes displaying SEAT on the front of the motorcycle, as well as on the riders' racing leathers and on the team members' uniforms.

Jorge Lorenzo (Palma de Mallorca, 1987) is three-time MotoGP world champion and two-time champion in the 250 cc category. Andrea Dovizioso (Forlimpopoli, 1986) has won a world championship in the 125 cc category and finished third in MotoGP in 2011. The two riders share common values with SEAT, such as dynamism and a passion for competition.

Both Lorenzo and Dovizioso will be driving the SEAT Leon CUPRA which, equipped with 300 hp output, is the most powerful model in the history of the Spanish brand. It is also the fastest, as it accelerates to 100 km/h from a standstill in just 4.9 seconds. The new model is the utmost expression of SEAT's dynamism, combining attractive design with innovative technology. The CUPRA offers extraordinary performance levels that lead to a unique driving pleasure.

In this sense, SEAT strengthens its commitment to sportiness and competition racing. This season, in addition to the agreement with Ducati, the Barcelona based brand is the official sponsor of the World Superbike Championship, with the Leon CUPRA as safety car.

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 81% of its vehicles, and is present in over 80 countries through a network of 1,700 dealerships. In 2016, SEAT obtained an operating profit of 143 million euros, the highest in the history of the brand, and achieved worldwide sales of nearly 410,000 vehicles.



SEAT Group employs more than 14,500 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 digitalisation process to promote the mobility of the future.

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