



After receiving more than 10,000 different proposals

## Nine semi-finalist names for SEAT's new SUV

- / The nine shortlisted names meet all the established criteria
- / The finalists will be revealed on 12 September at the Frankfurt Motor Show
- / The name of SEAT's new SUV will be announced by 15 October

**Martorell, 28/07/2017.** - The initiative #SEATseekingName generated nine proposals that have been selected to name the brand's future third SUV, which will be going on sale in 2018. The nine place names from all over the Spanish geography, selected among the 10,130 proposals received, which stand a chance of becoming one of the finalists on 12 September are the following:

**Abrera -- Alboran -- Aran -- Aranda -- Avila -- Donosti -- Tarifa -- Tarraco -- Teide**

The nine semi-finalist proposals have successfully passed three different rounds defined by SEAT, which were closely supervised by company experts as well as an external naming agency and an industrial and intellectual property agency:

1. Brand values and product characteristics. To begin with, names were selected that fits with the brand values and the characteristics of the new large SUV, SEAT's third following the Ateca and the Arona.
2. Linguistic criteria. After that, the names were put through a careful linguistic verification to ensure they are easy to pronounce in different languages and the positive connotations associated with them. Experts from a naming agency participated in this analysis.
3. Legal criteria. Finally, the legal validity of the candidates was verified internationally to avoid, for example, that the names were already registered by other brands in any of the markets where SEAT operates. An industrial and intellectual property expert collaborated in this third and final stage.

Starting now, SEAT is going to organise several focus groups in its main markets and will carry out tests in different countries where it sells its vehicles to select at least three finalists from among the nine shortlisted names.

Given the enormously popular response to the project, SEAT President Luca de Meo explained that **"the figures speak for themselves. We are very happy with the results of this initiative, which has managed to engage more than 130,000 people from 106 countries and reconnect**



**the brand with Spanish society and fans all over the world, and we would like to thank everyone for participating. The time is fast approaching when we will all know the name of SEAT's new SUV".**

The brand is going to present the names of the finalists during a press conference on 12 September at the Frankfurt Motor Show. From that day until 25 September, everybody aiming to vote for their favourite candidate will be able to do so on [seat.com/seekingname](http://seat.com/seekingname) and [seat.es/buscanombre](http://seat.es/buscanombre) and the name which receives the most votes will be the winner. SEAT will reveal the name of the new SUV before 15 October.

In this manner, for the first time in the history of the brand, the name of one of its models will be chosen by popular vote. SEAT's third SUV will continue the tradition of naming its models after Spanish place names, which began in 1982 with the Ronda right up to the most recent Arona, which was presented in Barcelona last 26 June.

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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