

Until October 14<sup>th</sup>

## SEAT showcases all its novelties in the city of Paris

- / The brand connects with Parisians and launches pop-up stores in Saint-Lazare and Le BHV Marais
- / The CNG models can be test-driven at the Green Test Center in Place de la Concorde
- / Global premiere of the new SEAT Arona TGI at the Paris Motor Show
- / The Tarraco makes its general public debut as the last model of the SUV offensive

**Paris, 04/10/2018.** - SEAT is heading to the city of Paris with all of its latest novelties. Coinciding with the motor show in the French capital, which opens its doors today to the public, SEAT is launching two pop-up stores to integrate its new models into the streets of Paris and bring them closer to brand enthusiasts.

The SEAT Arona is on display starting today in a pop-up store located in the emblematic Saint-Lazare Square, where Parisians will get the chance to test drive the vehicle and discover all its features. Furthermore, as of Saturday there will be a space set aside for the CUPRA brand in the iconic Le BHV Marais, located in the city's trendiest neighbourhood. The interior of this space will feature a prominent exhibition of sophistication, uniqueness, quality and personalisation, and this pop-up store will also include products and limited editions of a unique new line of accessories produced through the collaboration between CUPRA and other prestigious brands such as Fabike, L.G.R or Trakatan.

SEAT President Luca de Meo stated that **"Paris is the perfect backdrop to present our latest proposals to the public, such as the Tarraco and the Arona TGI. Until 2020 we are going to launch one new car every six months, which represents a challenge for the company as well as an opportunity to show the potential of SEAT. We want to be even closer to people and for this reason we are taking our cars to their natural setting, which is the streets of a city."**

As part of the activities within the framework of the Paris Motor Show through to October 14th, SEAT will also have a test drive site in the Green Center at Place de la Concorde, where the Leon and the Ibiza fuelled with compressed natural gas (CNG) can be taken for a test drive. In addition, the new Arona TGI will be on exhibition for the first time. It is the world's first SUV to run on CNG and SEAT's fourth model that consumes this clean, efficient fuel which contributes to reducing emissions. With the arrival of the Arona TGI, SEAT now has the broadest natural gas powered vehicle range of any European brand in the market.

Finally, and to celebrate the 120 years of the Paris Motor Show, the brand participated last Sunday September 30th in a parade in Place de la Concorde with the legendary SEAT 600.

### **The SUV offensive makes it to the Paris Motor Show**

Visitors to the Paris Motor Show, which opens today, can get a first-time look at SEAT's entire SUV model lineup – the Arona, Ateca and the new Tarraco. At this year's edition of the show,

SEAT is going to explore all the possibilities of the newly launched Tarraco at its stand. With the claim 'Why not now?', visitors can get to know the car and enjoy a spectacular experience in an interactive room lined with reflecting walls that transport them to the centre of the Tarraco universe. This model is going to attract new customers, boost the image of the brand and make a positive contribution to the company's financial results. The SEAT stand at the Paris Motor Show also features large format screens so visitors can individually configure models such as the Ibiza, Arona, Leon, Ateca or the Tarraco itself.

### **SEAT Tarraco, the brand's new flagship**

SEAT's new SUV symbolises the brand's entry into the all-terrain category of vehicles with up to 7 seats. Presented last September 18th in the city of Tarragona, the Tarraco points to the design direction to be followed by the company's future vehicles. Positioned at the forefront of SEAT's SUV range, the Tarraco prominently features design and functionality, sportiness and comfort, affordability and quality, as well as technology and emotion. All its engines are equipped with direct injection, turbocharger and Start&Stop technology, with power outputs of 150 and 190 hp.

### **SEAT Arona TGI, the first gas powered SUV on the market**

The Arona is the first vehicle in SEAT's SUV lineup to be equipped with a compressed natural gas powertrain, a sustainable alternative to petrol and diesel. The Arona TGI was designed, developed and will be produced at SEAT's main facility in Martorell. This model represents a step forward in the company's vehicle development programme thanks to its green propulsion, which leads to a lower environmental impact and cost savings for drivers. The new three-cylinder Arona TGI is equipped with a 12 valve engine and a six-speed manual gearbox, and features a range of 400 km in CNG mode and 160 km when operating with petrol.

### **CUPRA Ateca, a new brand is born**

The sporty new SUV spearheads the new CUPRA brand and stands out for the extraordinary balance between sporty driving pleasure and convenience for day-to-day use. With its sporty design, unique style and personality, it features an impressive array of technological equipment that places it on a par with premium category vehicles. It is equipped with a four cylinder 2.0 TSI engine that delivers 300 hp output and a six-speed automatic dual clutch DSG gearbox.

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 80% of its vehicles, and is present in over 80 countries on all five continents. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 cars and achieved a record turnover of more than 9.5 billion euros.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona 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.

#### **SEAT Communications**

##### **Cristina Vall-Llosada**

Head of Corporate Communications

T / +34 93 708 53 78

M/ +34 646 295 296

cristina.vall-llosada@seat.es

##### **Ezequiel Avilés**

Corporate Communications

T / +34 93 708 59 50

M/ +34 646 303 738

ezequiel.aviles@seat.es

<http://seat-mediacenter.com>