

## SEAT updates its range, from the Tarraco to the Mii

- **SEAT is making enhancements to its range of vehicles to improve the attractiveness and usability of its range**
- **The updates will add new convenience features, safety technologies, a wider choice of trims and fresh colour options**

**Martorell, 09/07/2019.** SEAT is bolstering its vehicle line-up with a host of model year changes in order to improve the attractiveness and usability of its vehicles, while at the same time increasing safety and piece of mind for customers.

The additions to each of the vehicles will provide greater choice for SEAT's customers, allowing them to specify a vehicle that meets their needs exactly, no matter how varied their demands, and deliver even greater value.

### **An expanding range of choices, for a growing range of needs**

The **Alhambra** will benefit from a standard 6.5" navigation system, traffic sign recognition and blind spot detection across all trim levels, helping make the versatile and popular MPV even safer. It will also gain a new colour option: Reflex Silver.

SEAT's range of SUVs is also being updated. The brand's largest SUV, the **Tarraco**, will benefit from an optional trailer assist system to help with challenging manoeuvres, as well as a 230V socket in the boot – which could be used to charge the SEAT eXs KickScooter for example.

The **Ateca** will now benefit from an upgraded 8" infotainment system as standard, replacing the old 6.5" system, with black panels for all trims. Customers will also be able to choose two USB ports in the rear on Style, Xcellence and FR trims. On top of this SEAT is introducing the Easy Plug-in Pack, integrating 230V and 12V sockets in the boot.

In front-wheel drive variants of the compact SUV, DCC will be available in Style, Xcellence and FR trims. The Ateca will now also include the option of the Black Pack for the FR trim, adding roof rails, glossy black window frames and mirror covers and a black interior. Lastly a new colour will be added to the palette: Crystal Black.

SEAT's smallest SUV, the **Arona**, has a new colour option, Pure Red, a choice that is also available on the **Ibiza** hatchback.

The best-selling **SEAT Leon** receives a number of updates, primarily the introduction of the Sport Black Matt special version. Adding to the already impressive design of the Leon, Sport Black Matt adds black exterior mirrors, a black front grill frame, Alcantara® seats, black interior roof, 18" alloy wheels in performance black and the convenience pack.

For the **Leon Sportourer ST** (formerly named the Leon ST), the Sport Black Matt adds black roof rails too. The Leon's colour palette expands to include Pure Red (for all trims) as well as Dynamic Grey (exclusive to FR trim).

### The start of an electric future

SEAT's model year changes also herald the beginning of an exciting move for the brand's smallest vehicle, the **Mii** city car. As demand grows to reduce the impact on the environment, SEAT is starting to integrate electrification into its range of vehicles, the first of which is the Mii electric.

Taking on the baton from combustion engine variants, production of the first all-electric vehicle from SEAT will start in Q4 2019. The Mii electric brings together a state-of-the-art powertrain, with new levels of connectivity, putting greater control in the customer's hands.

In the first half of the year, SEAT posted its best results in history. The company's figures showed a record volume, with 314,300 vehicles sold, which means 8.4% more than in the same period of last year. Thanks to these model updates, SEAT expects to further boost its successful sales results.

**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 80 countries on all five continents. In 2018, SEAT sold 517,600 cars, the highest figure in the 68-year history of the brand, posted a profit after tax of 294 million euros and a record turnover of close to 10 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 in the Czech Republic, the Tarraco in Germany, 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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