

All-new SEAT Leon lights the way in the segment

- **The all-new Leon takes lighting technology to the next level to accentuate the exterior and interior design of SEAT's best seller**
- **Full LED headlights bring clarity for the driver, while the rear coast-to-coast light heightens the vehicle's design**
- **The all-new SEAT Leon's interior space is emphasised by wraparound ambient lighting**
- **The all-new SEAT Leon will be unveiled on January, 28th**

Martorell, 18/12/2019. SEAT is adding a dash of the exceptional with the next-generation Leon and putting lighting technology at the centre of the vehicle's personality. The all-new SEAT Leon adds lighting systems that will make the dynamic, sporty and elegant compact car even more desirable whether viewed from outside or from the comfort of the cabin.

Back in 2012 when the third generation was presented, the SEAT Leon was the first car in its segment to feature the full LED technology. SEAT's dedicated design and engineering teams have taken the lighting technology to the next level in the brand's best-seller, to accentuate the all-new Leon's bold new interior design language.

Externally the next-generation Leon incorporates full LED technology; at the front this means dynamic headlights with a brightness and clarity that will illuminate even the darkest roads. At the rear the coast-to-coast continuous lighting between the two rear lamps, and on start up, provide a striking welcome ceremony light show.

The Leon will also include dynamic rear indicators, making it even clearer to other road users your direction of travel, improving overall safety.

But before you even set off on your journey, as you approach the car a SEAT specific welcome light projects the word "Hola!" onto the ground as you activate the vehicle, providing yet another element of style to the latest Leon to roll off the production line.

"Advanced lighting technology is key in enhancing a vehicle's design. In the all-new SEAT Leon, we have been able to use to great effect to empower its already strong character", said Alejandro Mesonero-Romanos, Director of Design at SEAT. **"Inside, its wraparound ambient light takes the new Leon yet to another level of functionality and aesthetics."**

As you take your seat inside the all-new SEAT Leon, its innovative lighting concept enhances the driving experience, with a full LED wraparound ambient light running all along the front dashboard and doors.

The lighting technology of the all-new SEAT Leon has been designed and developed at the Technical Centre of SEAT in Martorell.

The fourth generation of SEAT Leon will be unveiled on January 28th.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 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 over 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 electric in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focused on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and it is currently engaged in the company's global digitalisation process to promote the mobility of the future.

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