

The all-new SEAT Leon brings greater presence to the compact segment

- **The vehicle adds boldness, elegance and sportiness to the brand's bestseller with a strong design evolution**
- **The all-new SEAT Leon's rear design generates the appearance of speed to enhance the vehicle's dynamic personality**

Martorell, 14/01/2020 The all-new SEAT Leon is almost here. The brand's latest vehicle arrives with a strong design evolution that keeps the soul that any Leon generation stands for. Its design philosophy connects perfectly with the values of the SEAT brand. The next-generation SEAT Leon stands out thanks to its improved overall dimensions, its more determined face, smoother lines and more sculptered rear end.

The basis for the vehicle's strong design language is its advanced MQB Evo platform, which provided the flexibility and adaptability the design team required, while the all-new SEAT Leon's increased dimensions for both the five-door and Sportstourer brought an improved sense of proportions to the next generation vehicle's design.

“The all-new SEAT Leon has been designed by our team with the courage of simplicity and executed with strength and determination. Simplicity because at SEAT, we believe that most things can be said with just a few lines. Determination and strength because those are some of the attributes that make our cars recognisable and seducing at first glance”, said Alejandro Mesonero-Romanos, Director of Design at SEAT.

The surfaces of the all-new SEAT Leon have evolved, with stronger shapes, giving a more elegant design treatment, with more changes and nuances in the colour and tone of the vehicle as the light hits the paintwork and shifts across the body. It means a vehicle with a greater three-dimensional approach and a layered, shifting aesthetic.

The rear character of all-new SEAT Leon is emphasised by the coast-to-coast LED lights,. Both the lighting system and spoiler create lines that generate the notion of speed, even when not moving at all.

The all-new SEAT Leon's design has been forged by the relationship between evolution and revolution, adding a new boldness, stronger character when on the road and refined when viewed from near or far.

The all-new SEAT Leon has been designed and developed and will be produced at SEAT's facilities in Martorell.

The eagerly anticipated all-new SEAT Leon is already creating a buzz; it'll be the brand's safest, most connected vehicle and will benefit from electrified powertrains and an enticing, evolving

design, but for now you'll have to keep your gaze on the rear design until the fourth-generation vehicle is unveiled in its entirety 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 2019, SEAT sold 574,100 cars, the highest figure in the history of the company.

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, SEAT's first 100% electric car, 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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