

# Hola!



## The new Leon is coming

**Martorell, 27/01/2020.** There is not much time left to go. Tomorrow, SEAT's best kept secret, the new Leon, will be revealed. But for those who cannot wait, Design director Alejandro Mesonero-Romanos is giving a preview of some of the details in an exclusive video in which he guides us through SEAT's most inaccessible place, its design centre, where the fourth generation of a pillar of the brand and of the compact segment has been in the making for three and a half years.

The full video will be available on January 30<sup>th</sup> at [www.seat-mediacyber.com/stories-page.html](http://www.seat-mediacyber.com/stories-page.html).

**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.

## SEAT Communications



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