

## New Ateca 2020: SEAT's reinvigorated SUV success story is coming

- **The new SEAT Ateca 2020 brings a design evolution to the compact SUV thanks to its more emotional exterior design language and its updated interior**
- **The compact SUV offers a fully connected user experience for customers**
- **The new SEAT Ateca 2020 brings another levels of comfort and safety to the segment**
- **A renewed range of advanced combustion engines increase efficiency and performance**
- **The new SEAT Ateca 2020 will be unveiled on the 15<sup>th</sup> June**

**Martorell, 08/06/2020** – Get ready, SEAT is refreshing its successful Ateca with the introduction of the 2020 version. The revamped vehicle will build on its compact SUV attributes, adding a refreshed and more emotional appearance both inside and outside, a fully connected user experience, improved levels of safety and comfort and increased efficiency.

Since its introduction in 2016, more than 300,000 SEAT Ateca have been sold, a huge accomplishment for the compact SUV, and now the brand is evolving the vehicle to make it even more appealing to customers.

Stay tuned, on the 15<sup>th</sup> June SEAT will reveal the latest vehicle in its line-up: the new SEAT Ateca 2020.

**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), exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574.100 cars, the highest figure in its 70-year history, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

In 2019, SEAT allocated 1.259 billion euros to accelerate its investment programme, mainly for the development of new electrified models. In addition, and as part of its commitment to decarbonisation, it invested 27 million euros in sustainable initiatives and is working on an ambitious environmental strategy, called Move to Zero, which aims to make Martorell a zero-carbon footprint plant by 2030.

SEAT 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.

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