

Hola!



SEAT reinvigorates the success story with refreshed Ateca 2020

- The new SEAT Ateca 2020 adds an evolutionary approach to the compact SUV's aesthetic, with a more emotional exterior design language and updated interior
- A fully connected vehicle, the SEAT Ateca now integrates in-car connectivity with online-based functions and services as well as out-car connectivity with the SEAT CONNECT app
- **The renewed SEAT Ateca's range of advanced combustion** engines, including petrol (TSI) and diesel (TDI), help reduce emissions while maintaining driving dynamics
- Core chassis technologies and advanced systems such as Adaptive Chassis Control and 4Drive all-wheel drive deliver an involving and focused driving experience
- Advanced driver assistance and convenience systems take the SEAT Ateca 2020 to the next level in safety
- The new XPERIENCE trim gives the SUV a more robust and off-road character

Martorell, 14/O9/2020. SEAT is reinvigorating its successful Ateca with the introduction of the revamped 2020 version. The refreshed vehicle will build on its compact SUV attributes, adding a more emotional appearance both inside and outside, a fully connected user experience, improved levels of safety and comfort, increased efficiency and an even more involving driving experience.

The SEAT Ateca brought a new dimension to the compact SUV market when it was launched; the perfect match for urban life: spacious, practical and versatile SUV with a unique style. And its clear character, emotional design and dynamic personality has been updated and strengthened into the new version.

It's been an incredible success for SEAT, bolstering its position in the market and helping it attract new customers, the new SEAT Ateca 2020 will now carry the baton, breaking new ground in the segment.

The SEAT Ateca is designed and developed in Barcelona and produced in the brand's Kvasiny (Czech Republic) facilities, adding additional impetus to the brand's line-up of SUVs – a vehicle segment that is intrinsically important to SEAT's continued success.

Production of the new SEAT Ateca began in August 2020, with market introduction due this month (September 2020).

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Key Characteristics: Reinvigorating the success story

REFRESHING EVOLUTION

The SEAT Ateca 2020 brings a design evolution to the compact SUV: its more emotional exterior design language and updated interior gives it stronger character, helped by its more determined face, typical of the new SEAT design language.

The new SEAT Ateca integrates a range of lighting technologies including front FULL LED and rear LED as standard, as well as dynamic blinkers as standard for XPERIENCE and FR trims.

OPTIMIZED POWERTRAINS TO MEET LIFE'S DEMANDS

The renewed SEAT Ateca is equipped with a range of new and optimized powertrains, both petrol (TSI), diesel (TDI), with lower emissions compared to its predecessor. All TDI units introduce a new twin dosing SCR system that includes dual AdBlue injection to reduce significantly NOx emissions compared to previous generation diesel engines.

DYNAMIC CHASSIS TO BRING JOY TO THE DRIVE

The compact SUV keeps the core chassis ingredients to deliver an involving drive, from its base setup to the Adaptive Chassis Control system, direct steering and 4Drive all-wheel drive technology.

FULLY CONNECTED TO KEEP YOU LINKED TO YOUR DIGITAL LIFE

The refreshed SEAT Ateca is fully connected integrating in-car connectivity (online-based functions and services; Full Link including wireless access to both Android Auto and CarPlay) and out-car connectivity with SEAT CONNECT. In addition, voice recognition (through the wake-up phrase “Hola Hola”) allows users to interact with the **new 9.2”** infotainment system using natural language.

SAFETY AND CONVENIENCE AT ITS HEART

With Predictive Adaptive Cruise Control, Pre-Crash Assist, Emergency Assist, Travel Assist and Side and Exit Assist, the new SEAT Ateca combines the most advanced driver assistance systems to offer optimum protection in any driving scenario, making it one of the safest and most convenient vehicles in the segment.

In addition, the SEAT Ateca features new comfort equipment such as a heated steering wheel, Climacoat (all-weather windscreen with an invisible coating) or the Trailer Assist.

TRIMS THAT MATCH YOUR LIFESTYLE

The SEAT Ateca 2020 brings fresh choices with the introduction of the XPERIENCE trim joining the Reference, Style and FR options. The new XPERIENCE trim brings increased robustness and more off-road character to the new SEAT Ateca.

THE AWARD-WINNING SUCCESS STORY

The SEAT Ateca continues to succeed in a highly competitive market: nearly 100,000 units were sold in 2019, the best year ever for the compact SUV. Since its introduction in 2016, more than 300,000 units have been sold.

CREATED IN BARCELONA

The new SEAT Ateca is designed and developed in Barcelona (Martorell) and is produced in Kvasiny (Czech Republic).

Introduction: Continuing the success in the compact SUV segment

“The Ateca marked SEAT’s successful debut in the SUV segment and has become a cornerstone of the brand’s strategy along with the other pillars of the company; the Ibiza and Leon families”, said SEAT’s Executive Vice-president for Sales and marketing, Wayne Griffiths. **“The SUV segment sales had a very positive impact to the company’s results in 2019. 44% of the cars sold by SEAT last year were either Ateca, Arona or Tarraco models. With the new Ateca 2020, we believe we are in a good position to keep our positive results in the segment”.**

All SEAT’s vehicles hold the same core values, offering dynamism, unmatched aesthetics, comfort, safety and connectivity. The SEAT Ateca has already proven itself an important player in the market, with sales increasing each year since its introduction in 2016. To date it’s sold over 300,000 units.

The introduction of the renewed SEAT Ateca adds new dimensions to the compact SUV, reinvigorating its position in the market and making it an even more competitive option.

The design has been remodelled, combining the new SEAT design language, with an enhanced look, that adds confidence to its personality and character, while bringing an additional degree of versatility.

The key ingredients remain; a solid chassis setup, direct steering and a range of transmission and powertrain options, which provide a dynamic, involving driving experience.

The SEAT Ateca 2020 offers a range of new and advanced combustion engines to reduce emissions. The range includes both petrol (TSI) and diesel (TDI) options, that are available in outputs of between 110PS (81kW) and 190PS (140kW).

But new functionality comes to the fore to make the Ateca a vehicle of the here, now and the future.

The ever-increasing impact of our connected world is also catered for; the new SEAT Ateca gives customers the opportunity to take their digital lives with them into the vehicle, and when they’re out of the car. The compact SUV offers connectivity powered by the latest infotainment technology, with Full Link – wireless access to both Android Auto and Apple’s CarPlay - and, online-based functions and services with in-car apps available that expand the customer’s driving experience.

The SEAT Ateca now integrates some of the most advanced driver assistance systems available, including Predictive Adaptive Cruise Control, Pre-Crash Assist, Travel Assist and Side Assist. The technologies make the compact SUV safer and more convenient no matter what scenario customers find themselves driving in.

Design: Adapted to the modern world, mixing robustness and emotionality

Exterior

The SEAT Ateca's design combines dynamism and functionality and remains, with every aspect of the vehicle carefully sculpted to provide a confident look that is instantly recognisable. With the introduction of the 2020 version of the compact SUV, these details have been enhanced and added to, allowing the Ateca to reflect the world in which it exists, mixing an emotional exterior design with an increased robustness in its attitude.

The Ateca maintains its broad, muscular stance overall, helped by its dimensions. The SUV slightly grows in length (+18mm) to 4,381mm - due to the new design of the front and rear bumpers -, but remains as wide (1,841mm) and tall (1,615mm) as its predecessor.

The front gains a new face that introduces the new SEAT design language, formed in part with the inclusion of a new bumper and FULL LED headlights. The SEAT signature design remains, and as you sweep along the side of the vehicle, its profile continues to convey its confidence and dynamism with precise lines and flowing forms. Welcome lights greet the driver and passengers, now projecting the word "Hold!" onto the ground as you activate the vehicle.

At the rear the design is chiselled to emphasise the compact SUV's powerful shoulders and conceal its impressive 510 litre load space (4Drive: 485l). A new rear bumper and the introduction of FULL LED rear lights with dynamic blinkers complement the vehicles look and increase its attractiveness. Simulated exhaust pipes add an edge to the design and bring added intrigue to the rear. Finally, the Ateca's name is now embossed in the new handwriting style.

The FR trim adds a sportier look with highlights in Cosmo Grey Matt including a new grill design, front and rear bumper mouldings, foglamp grill, mirror caps, side mouldings and matt finish framed simulated exhausts.

The newest trim is the XPERIENCE offering, adding a dash of off-road character to the compact SUV, providing a feeling of versatility, freedom and confidence. That character is highlighted with the addition of black front and rear bumpers, side and wheel arches, with side mouldings and front and rear mouldings finished in Aluminium look.

And with the option of 14 different alloy and aero wheels between 16" and 19", and a wide palette of 10 exterior colours - including the new Dark Camouflage paint - no matter which trim is chosen, Reference, Style, the sporty FR or the all-new XPERIENCE option, the new SEAT Ateca offers a spirit that suits the customer's lifestyle.

Interior

Inside, the interior design works coherently with the SEAT Ateca's exterior, providing an elegant, refined cabin with a dynamic feeling. The new vehicle adds to the ambiance of the interior increasing the perception of quality, robustness and safety, from the moment you take your seat inside.

The 10.25" SEAT Digital Cockpit available adds a focus to the interior from the driver's seat, with an improved HMI interface and diagonal view, and upgraded infotainment system with a larger 9.2" screen (standard: 8.25"), the interior is fully digitalised. The bigger screen contributes to increasing the technology and connectivity appearance while enhancing the Ateca's interior design.

The new SEAT Ateca's interior fit and finish is enhanced with the introduction of new door moulding materials along with a stitching effect in the door panels. New upholsteries add to the ruggedness, while the driver benefits from the tactility of a newly designed steering wheel, giving an increased feeling of connection between drivers and vehicle. And on those cold days, the steering wheel can be heated, adding comfort levels.

And the inclusion of a heated steering wheel isn't the only improvement to the Ateca on those cold days. The compact SUV also includes an all-weather windscreen with an invisible coating – Climacoat.

The technology means the windscreen can be defrosted in only 2-3 minutes, while also minimising the strain on the system – importantly the system doesn't add any reflections, meaning the drivers view is uninterrupted.

The driver's seat is now electric with 12-way adjustment and memory function (for the seat and the exterior mirrors), meaning you'll always be able to find the perfect position behind the wheel.

The interior's design is underscored by the inclusion of matt finish surrounds for the air vents, gear lever and infotainment system, with multicolour ambient lighting bringing an extra dimension to the vehicle's interior finish.

Powertrains and chassis: Petrol and diesel engines designed to maximise efficiency

A range of powertrains boost efficiency whether customers chose petrol (TSI) or diesel (TDI), with each designed to deliver the highest levels of performance and driveability, while also reducing emissions, giving customers the right combination of vehicle and engine to match their needs.

But it isn't solely about what's under the bonnet. The SEAT Ateca's chassis mixes technologies developed to make sure that no matter what the road throws at it, the compact SUV can take them all in its stride. Effortlessly mixing a driver focused experience, with one that maximises comfort for everyone in the cabin.

Petrol

Four petrol options are available. A three-cylinder 1.0 litre TSI unit which produces 110PS (81kW) of power and 200Nm of torque and linked to a manual transmission. This engine uses a Miller-cycle combustion process and variable geometry turbocharger to take efficiency to the next level in this displacement size engine.

The Miller-cycle optimises valvetrain control with early closure of the inlets combined with a higher compression rate and turbocharging to better control the air-fuel mixture, to improve efficiency by up to 10%.

Available with a power output of 150PS (110kW) and 250Nm of torque the larger capacity four-cylinder 1.5 litre petrol engine is available with both manual and DSG dual-clutch transmissions. It integrates Active Cylinder Management, so in some driving scenarios the engine works with only two cylinders to reduce the fuel consumption and maximise efficiency.

The most powerful petrol option is a 190PS (140kW) 2.0 litre TSI unit with a higher torque of 320Nm, linked exclusively to a DSG dual-clutch transmission and 4Drive all-wheel drive system.

Diesel

Diesel remains a key technology in the Ateca's powertrain line-up, and with the introduction of the new version of the Ateca, the offering has been adjusted to provide a greater balance between dynamism and efficiency.

All TDI units introduce a new twin dosing SCR system that includes dual AdBlue injection to reduce significantly NOx emissions compared to previous generation diesel engines. The result is a range of diesel engines that meet the strict requirement of Euro 6AP emissions standards.

The 1.6 litre TDI units that were previously available with the lower output (115PS/85kW) have been replaced with 2.0 litre TDI engines; in addition to offering better performance (more torque and maximum power available in a wider range of engine speeds), the 2.0 TDI allows for significant emission reduction.

The line-up includes a 2.0 linked engine linked to a six-speed manual transmission with a power output of 115PS (85kW) and 300Nm of torque.

A more powerful 150PS (110kW) unit with 340Nm of torque is available, linked to either a manual or DSG dual-clutch transmission. The 150PS (110kW) unit is also available with 4Drive all-wheel drive (exclusively with the DSG transmission); in that case, maximum torque is 360Nm.

The performance and efficiency of the powertrains is matched by the chassis, allowing the new SEAT Ateca to offer an involved, dynamic drive no matter what the conditions.

At the front, the Ateca uses MacPherson struts while at the rear a semi-rigid axle or a multilink axle (only for 4Drive versions) setup specifically to match the powertrain choice gives the dynamic performance needed to make sure whether you are through town, along motorways or on twisting country roads, the compact SUV is assured and builds driver confidence.

And for those models with DCC Dynamic Chassis Control, the vehicle's ride and handling can change depending on the conditions and the driver's requirements, making the vehicle more comfortable.

The adaptive chassis technology constantly reads the road conditions, while also considering steering input, braking and acceleration, to adapt the suspension, optimising damping at each wheel to provide comfort and dynamics like no other.

On front wheel variants with the system, drivers can select from Eco, Normal, Sport and Individual options using the rotary dial, while for vehicles that include 4Drive all-wheel drive two more options – Offroad and Snow – are also available.

Front-wheel drive versions of the Ateca offer an incredible driving experience, but the 4Drive system brings with it's a host of additional benefits, adding a level of assurance to the drive in more challenging conditions.

As one of the most advanced all-wheel drive systems, 4Drive is located on the rear multilink axle at the end of the drive shaft, just in front of the rear differential. This positioning improves weight distribution reduces inertia and system reaction time since the cardan shaft is always connected to the engine.

The multi-disk wet clutch's metal friction rings are placed in pairs one in front of the other: one ring of each pair is permanently connected to the drive shaft that turns with the gearbox; The other ring turns with the driveshaft joined to the rear axle's differential. A hydraulic actuation piston compresses the multi-disk packet to reach the required oil pressure, depending on the parameters indicated by the electronic system.

Combined with the precise, responsive electric power assisted steering and the choice of a quick shifting DSG dual-clutch transmission or precise six-speed manual gearbox, the new SEAT Ateca offers an exquisite mix of driver focused ability and refined composure on the road.

Connectivity: More connected, more in tune with modern life

Since the SEAT Ateca was first introduced, **the world has changed. We're more connected**, reliant on a more digitalised experience than ever before and need to take this digital world with us into our vehicles, which is why the new version of the compact SUV takes connectivity to another level.

At its centre is SEAT's Digital Cockpit, which brings together a high-resolution 10.25" user definable instrument cluster and infotainment system. The standard Media system boasts an 8.25" screen with smartphone audio compatibility, while the larger 9.2" Connect System offers navigation and natural voice control to simplify user interaction. And for simplicity the new Ateca also includes illuminated Type C USB connectors making it easier to plug in, connect, and charge without any hassle.

Voice recognition is perhaps one of the easiest and most natural ways to interact with devices, especially as we have become increasingly used to home assistants from the consumer electronics world.

Voice recognition enables a natural understanding of language in order to allow the user to interact with the infotainment system using natural commands, making corrections and referencing previous commands. So, whether you need to find navigation information or search for music, it is quicker and easier, and the system uses a simple wake-up phrase "Hola Hola" to get things started.

And with the Full Link system, customers will also be able to access their digital lives no matter what device they use; Android Auto or Apple CarPlay (using a wireless connection based on Bluetooth or WLAN).

The Full Link system is the gateway to connectivity, allowing users to connect their mobile devices to the vehicle's infotainment system, and bring their digital eco-system into the vehicle. So, whether you want to bring your contact list into the vehicle, the music that's part of your journey or mapping systems, they are all available, accessed in a controlled, intuitive, safe manner that won't distract drivers from the road, using either the infotainment system or the integrated steering wheel controls.

SEAT CONNECT with an embedded SIM means that you'll never lose your connection to the digital world, and, in future developments, the system will allow users to access the latest infotainment apps which can be updated at any time. That means the number of in-car and online services will grow through the life of the vehicle as the digital eco-system expands. SEAT CONNECT will be offered free of charge for one year, no matter which version or trim the customer chooses.

The built-in eSIM also means that the eCall service is available, which directly contacts emergency services in case an incident occurs, adding yet another level of safety to the vehicle. It's not only the possibility to make an emergency call (manual or automatic) but also that

important data from the vehicle will be sent to the emergency services such as car position, engine type, vehicle exterior colour or number of passengers, making it easier for them to assist. In addition, the built-in eSIM also offers the possibility of reaching SEAT services through the “private call” button; this assistant allows the driver to contact SEAT services in their own language, no matter where they are driving.

In addition, the SEAT CONNECT services via the embedded eSIM allows some infotainment functions to use real time information from the cloud, adding an additional dimension to the traditional navigation system. For example, online traffic information, parking and petrol station position and the opening times and current prices.

The SEAT Connect app opens a whole new world of possibilities by giving access to remote services. The app can be downloaded to your smart device, providing remote control over a host of features that will help maximize the driving experience beyond the car.

Users can remotely access their vehicle’s data: driving data, parking position, vehicle’s status, including doors and lights, set up speed alerts so you can be warned if someone using your vehicles is driving too quickly, area and anti-theft alerts, open and close the doors with the remote lock and unlock service, or can remotely activate the horn and turn signals to find the car more easily.

Safety: One of the safest, most intelligent compact SUV in the market

“The new SEAT Ateca keeps its outstanding robustness, but it also brings a new dimension to safety and convenience through a host of integrated systems that make the compact SUV among the safest and most advanced in **the market,”** said Werner Tietz, Executive Vice-president for Research and Development at SEAT. **“From the ability to offer supervised automated driving in certain scenarios to aiding the driver when leaving a parking space, the new SEAT Ateca makes the life of our customers easier and safer.**

The new SEAT Ateca is arguably one of the safest vehicles in its segment, offering a range of new advanced driver assistance systems (ADAS) that few competitors do. It’s been developed to see more of its surroundings, able to react to obstacles on the road, and because of these technologies the SEAT Ateca can sense its environment, offering optimised protection no matter what scenario occurs.

Systems including Pre-Crash Assist, Predictive Adaptive Cruise Control (ACC), Travel Assist, Emergency Assist and Side and Exit Assist, work together to protect the vehicle and its occupants.

Pre-Crash Assist is a system designed to prepare the vehicle and occupants should the worst happen and there’s a potential collision. The onboard systems work together; front seatbelts are pretensioned, windows and sunroofs are closed, and warning lights are activated in order to mitigate the consequences of an accident.

Predictive Adaptive Cruise Control (ACC) can position the compact SUV using GPS data delivered from the navigation system, allowing it to correct its speed depending on the road layout ahead – bends, roundabouts, junctions, speed limits and built-up areas. And using input from the front mounted camera and traffic sign recognition, it can adjust vehicle speed when limits change.

The semi-automatic driving functionality continues with the introduction of the Travel Assist technology. By simply pressing one button on the steering wheel, the advanced system uses information from the ACC and Lane Assist to actively keep the vehicle in the centre of the lane and adjust speed to the flow of the traffic – providing assisted driving at speeds of up to 210km/h.

To maintain safety and to meet legal requirements the driver must maintain constant monitoring of the system and their surroundings, keeping at least one hand on the steering wheel. If the vehicle detects that the driver has left the steering for some seconds, they will receive audible and visual warnings, and a braking jolt can be given. If the driver continues to fail to respond the Emergency Assist system can bring the Ateca to a complete stop.

An added dimension to the new SEAT Ateca is the Exit Assist. When parking out, the vehicle will give an audible and visual warning if traffic is coming – this can be other vehicles if on the roadside, or cyclists if on the kerb side – and if necessary, initiating automatic braking.

The SEAT Ateca will also feature Side Assist which can detect vehicles up to 70m, with indications through a led in the exterior mirror.

For those people who like to tow, the new Ateca also offers Trailer Assist technology as well. The system supports the driver when reversing or parking with a trailer, the parking sensors and the reversing camera image allow the system to guide the vehicle and trailer to the exact position needed.

It's simple to use; the driver only needs to select reverse gear, press the parking aid button and use the mirror adjustment switch to set the direction they wish the trailer to be steered, then simply take control of acceleration, braking and gear changes in manual vehicles, and the system will do the rest.

Technical specifications

Petrol

Engine	1.0 TSI with manual gearbox (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	999 cc
Bore and stroke	74.5 x 76.4
Compression ratio	11.5:1
Max. Power	81kW/110PS
Max. Torque	200Nm
CO ₂ Emissions	WLTP: 143-162 g/km
Fuel consumption	WLTP: 6.3-7.2 litres/100km

Engine	1.5 TSI with manual gearbox (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1,498 cc
Bore and stroke	74.5 x 85.9
Compression ratio	10.5:1
Max. Power	110kW/150PS
Max. Torque	250Nm
CO ₂ Emissions	WLTP: 139-163 g/km
Fuel consumption	WLTP: 6.1-7.2 litres/100km

Engine	1.5 TSI with DSG gearbox (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1,498 cc
Bore and stroke	74.5 x 85.9
Compression ratio	10.5:1
Max. Power	110kW/150PS
Max. Torque	250Nm
CO ₂ Emissions	WLTP: 146-162 g/km
Fuel consumption	WLTP: 6.4-7.1 litres/100km

Engine	2.0 TSI with DSG gearbox and 4Drive (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	1,984 cc
Bore and stroke	82.5 x 92.8
Compression ratio	12.2:1
Max. Power	140kW/190PS
Max. Torque	320Nm
CO ₂ Emissions	WLTP: 180-196 g/km
Fuel consumption	WLTP: 7.9-8.7 litres/100km

Diesel

Engine	2.0 TDI with manual gearbox (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	16,0:1
Max. Power	85kW/115PS
Max. Torque	300 Nm
CO ₂ Emissions	Not available
Fuel consumption	Not available

Engine	2.0 TDI with manual gearbox (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	16,0:1
Max. Power	110kW/150PS
Max. Torque	340 Nm
CO ₂ Emissions	WLTP: 138-156 g/km
Fuel consumption	WLTP: 5.3-5.9 litres/100km

Engine	2.0 TDI with DSG gearbox (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	16,0:1
Max. Power	110kW/150PS
Max. Torque	360 Nm
CO ₂ Emissions	WLTP: 142-162 g/km
Fuel consumption	WLTP: 5.4-6.2 litres/100km

Engine	2.0 TDI with DSG gearbox and 4Drive (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	16,0:1
Max. Power	110kW/150PS
Max. Torque	360 Nm
CO ₂ Emissions	WLTP: 158-177 g/km
Fuel consumption	WLTP: 6.0-6.7 litres/100km

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), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the 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. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

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