

Hola!



“Goldenes Lenkrad” for the all-new SEAT Leon

- Winner in the **“Best Price / Product ratio up to 35,000 euros” category**
- The all-new SEAT Leon 1.5. eTSI convinced the experts from AUTO BILD
- **Wayne Griffiths: “This award is the best recognition to the team”**

Martorell, 05/11/2020 – Golden Steering Wheel for the Spanish compact: the SEAT Leon 1.5 eTSI wins the “Goldenes Lenkrad 2020”. The all-new SEAT Leon was able to convince the jury in the category “Best price / product ratio up to 35,000 euros”. This award, organized by AUTO BILD, is given exclusively by experts. The AUTO BILD test team considers the driving impressions as well as the entry price, standard equipment and guarantees in their expert judgment.

“We are proud that our new SEAT Leon received the “Goldenes Lenkrad” and was able to assert itself among the renowned AUTO BILD experts. This award is the best recognition for the team that was involved in the launch of the best Leon of all time. A car designed, developed and produced in Barcelona. At SEAT and CUPRA we are currently in the middle of the largest product offensive in our history with models such as the SEAT and CUPRA Leon, the CUPRA Formentor and the future CUPRA el-Born. This award gives us renewed strength to look confidently into the future ”, said Wayne Griffiths, President of SEAT and CUPRA. “The all-new SEAT Leon comes with innovative technologies: it is the brand’s first fully connected and safest vehicle. with the latest driving assistance systems and the first plug-in hybrid model. With its combination of impressive design, inspired by the light of Barcelona and technological advancements, the SEAT Leon fulfills all the needs of our customers and finally brings a breath of fresh air into the compact class. ”

Important award in the automotive sector

The “Goldenes Lenkrad” was launched by Axel Springer in 1976 and established ever since as one of the most important awards in the automotive industry. The combination of customer and expert votes is what makes it so popular. A total of twelve golden steering wheels were awarded in 2020.

AUTO BILD readers were able to choose their favorites among 63 models presented, new product launches released from October 2019. The three models with the most votes in each of the eight vehicle categories qualified for the finals at the DEKRA Lausitzring in early October. On the test track, an expert jury including racing drivers like Sophia Flörsch, Daniel Abt, Mattias Ekström and Hans-Joachim Stuck, checked all 24 candidates according to criteria based on the AUTO BILD test scheme.

In addition to the eight awards in the different categories, AUTO BILD also gave a golden steering wheel for the best innovation of the year, chosen by readers' votes and a jury of experts. The choice of the most beautiful car was pure readers' choice. Two golden steering wheels were finally awarded for the best price-product ratio up to 25,000 and up to 35,000 euros, selected by the experts of the test team of AUTO BILD.

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



Fernando Salvador
Head of Product & Events Communications
M/ +34 609 434 670
fernando.salvador@seat.es



Arnaud Hacault
Head of Product Communications
M/ +34 659 134 804
Arnaud.hacault@seat.es



Jan Conesa
Product Communications
M/ +34 650 659 096
jan.conesa@seat.es

