

# Hola!



## SEAT brings new excitement to Ibiza and Arona with an evolution in the exterior and a revolution in the interior

- The Ibiza is an iconic model for the brand and a big part of its success with sales totalling close to 6 million units since its introduction
- Since its launch in 2017, the Arona has become a key pillar for SEAT; it was the 2<sup>nd</sup> most sold model of the range in 2020
- World Premiere on April 15<sup>th</sup>, at 10:00am CET

Martorell, 06/04/2021 – SEAT is bringing new vigour to its urban vehicles with a youthful spirit, as it adds an evolution in the exterior and a revolution in the interior to its ever-popular SEAT Ibiza and Arona models.

The SEAT Ibiza is an iconic model of the brand's success. Since its introduction back in 1984, the small hatchback has established itself as the most successful vehicle to ever roll off SEAT's production line. And the refreshed version is aiming to maintain that winning mentality.

It is joined by the improved SEAT Arona urban SUV which delivers a more robust exterior design and greater off-road character, so even on the clamouring streets of the city, it feels safer and able to cope with whatever is thrown its way.

“The SEAT Ibiza has been a cornerstone **of the brand's success, with** close to 6 million vehicles sold over its five generations, while the SEAT Arona is a clear pillar in the range, being the 2<sup>nd</sup> most sold SEAT model last year,” said Wayne Griffiths, President of SEAT and CUPRA. “The updated and upgraded facelift of both models adds to the vehicles' incredible attributes to deliver an even more complete offering whilst refreshing the **cars' design.**”

The world has become increasingly digitalised and connected, and the SEAT Ibiza and Arona are ready to be part of the journey, keeping their youthful spirit and adding greater intuitiveness, functionality and perceived quality to the interior space, achieved through improved design language and increased levels of technology.

Stay tuned, as the digital World Premiere of the new SEAT Ibiza and SEAT Arona will take place on April 15<sup>th</sup> at 10:00am CET.

SEAT is the brand with the youngest customer profile in Europe (10 years younger than the sector average) and the gateway to new clients for the Volkswagen Group (56% of them come from outside). It offers cars “Created in Barcelona”, with eye-catching design and the most advanced internal combustion engines.

The SEAT brand currently presents the strongest line-up it has ever had. It offers six models, from the most efficient, traditional combustion powertrains to mild and plug-in hybrids as well as engines with compressed natural gas. SEAT recently launched the SEAT Leon e-HYBRID and SEAT Tarraco e-HYBRID, and this year will present the revamped version of the Ibiza and Arona. SEAT’s three SUVs (Arona, Ateca and Tarraco) account for almost a half of SEAT’s sales.

Moreover, SEAT is committed to urban mobility through SEAT MÓ, its business unit working towards developing and pushing the company’s future micromobility strategy focusing on electric products and services.

## SEAT Communications



**Fernando Salvador**  
Head of Product & Events Communications  
M/ +34 609 434 670  
[fernando.salvador@seat.es](mailto:fernando.salvador@seat.es)



**Arnaud Hacault**  
Head of Product Communications  
M/ +34 659 134 804  
[Arnaud.hacault@seat.es](mailto:Arnaud.hacault@seat.es)



**Jan Conesa**  
Product Communications  
M/ +34 650 659 096  
[jan.conesa@seat.es](mailto:jan.conesa@seat.es)



SEAT Mediacenter