

# Hola!



## The new SEAT Ibiza is refreshed and ready to deliver more excitement to the urban segment

- The new **SEAT Ibiza's** updated exterior look includes 100% LED headlights as **standard, as well as the model's name embossed in handwriting**
- The vehicle's revolutionised interior design brings a modern, digital design language, with illuminated air vents and larger, floating infotainment systems
- Greater levels of connectivity thanks to SEAT CONNECT, wireless access to **CarPlay and Android Auto, as well as the voice recognition "Hola Hola"** make the new SEAT Ibiza a vehicle ready for the digital era
- New advanced driver assistance systems such as Travel Assist and Side Assist, make the new SEAT Ibiza even more intuitive and reassuring to drive
- The new SEAT Ibiza is available with six different powertrains between 80PS and 150PS, in petrol and CNG
- Reference, Style, Xcellence and FR trims add a huge range of standard equipment and enough options to match the vehicle more closely to the **customer's personality**

Martorell, 12/07/2021 – The new SEAT Ibiza adds a refreshed exterior look, a revolution to the interior, as well as new levels of connectivity and driver assistant systems, helping the iconic car to continue its success story.

The SEAT Ibiza has been a key pillar of the brand's success since it was first introduced back in 1984, and after 37 years, five generations and nearly 6 million sales, it's the most successful vehicle to ever roll off SEAT's production line. And the updated fifth generation is here to maintain that winning mentality as a key model in its segment in Europe.

**"The SEAT Ibiza is an icon** of the brand and the automotive industry, helping us build our position in the market thanks to its astounding sales success," said Wayne Griffiths, CEO of SEAT and CUPRA. **"The refreshed fifth-generation will build on that thanks to its new exterior details and its revolutionary interior, together with new levels of connectivity and safety mean it's ready to continue the success story."**

The world's become increasingly digitalised and the SEAT Ibiza is ready to be part of the journey, bringing greater intuitiveness, functionality and quality to the interior space, achieved through an improved design language and increased levels of connected technology and new, more elegant materials.

Add to this the use of lighting technology to improve the cabin's ambience and the inclusion of the latest infotainment display systems, to bring a strong updated language and feel to the car's personality.

Under the bonnet, the new SEAT Ibiza will offer six different powertrains between 80PS and 150PS, in petrol and compressed natural gas, linked to either manual or DSG dual-clutch transmissions.

Finally, the SEAT Ibiza adds a range of new driver assistance systems that make driving the urban car more relaxing no matter what the scenario.

Designed, developed and produced in Barcelona, at SEAT's headquarters in Martorell, the new SEAT Ibiza entered production at the beginning of July; it will be launched in summer 2021.

## KEY MESSAGES: **READY TO TAKE ON LIFE'S CHALLENGES**

### REFRESHED EXTERIOR

The new SEAT Ibiza adds a refreshed exterior design to enhance an already characterful look: it integrates 100% LED headlamps technology as standard offering better visibility with lower energy consumption. New alloy wheel designs renew the look and the **model's name** in handwritten lettering on the rear together with the new SEAT logo in two-tone chrome finish, add a stylish finishing touch to the car.

### REVOLUTION IN THE INTERIOR

Inside, the updated SEAT Ibiza represents a strong design revolution compared to its predecessor. A completely new soft dashboard with larger, floating central infotainment systems - now placed in an elevated position to improve the ergonomics – as well as a new ergonomically designed multifunction steering wheel in Nappa highlight the new language inside and reinvigorate the cabin adding a new layer to its personality. That character is enhanced further with the use of lighting technology and illuminated newly designed air vents.

### CONNECTED TO MODERN LIFE

The SEAT Ibiza is fully connected with in-car and out-car connectivity: It includes the Wireless Full Link system bringing Android Auto and CarPlay into the cabin; out-car connectivity is enhanced with SEAT CONNECT. Users can interact with the **new 9.2** infotainment system (20% bigger on average compared to the previous generation of infotainment) using natural language through the wake-up phrase **“Hola Hola”**.

### SAFER THAN EVER

New Driver Assistance Systems such as Travel Assist delivers semi-automatic driving over the entire speed range. And with Lane Assist, Side Assist, Traffic Sign Recognition and High Beam Assist, the SEAT Ibiza is equipped with the latest in terms of safety systems.

### POWERTRAINS: PETROL AND COMPRESSED NATURAL GAS

The updated SEAT Ibiza will be available with six different powertrains between 80PS and 150PS, in petrol and CNG.

### THE SUCCESS STORY

Since its introduction in 1984 the SEAT Ibiza has sold in huge numbers to become key to the brand's line-up. Nearly six million vehicles have rolled off the production line and the updated fifth generation is set to push those numbers to even higher levels.

### CREATED IN BARCELONA

The refreshed SEAT Ibiza is 100% created in Barcelona: designed, developed and produced in Barcelona at the brand's Martorell facilities.

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## Introduction

The SEAT Ibiza is the brand's best-selling vehicle and has paved the way for SEAT's enormous success as it works towards growing its position as a global company, delivering vehicles to markets across the world.

Since its introduction in 1984 the SEAT Ibiza has sold nearly six million units across all generations, and the latest generation is set to continue the huge success of the urban car.

The new SEAT Ibiza combines a refreshed exterior design that enhances its look by incorporating features such as 100% LED headlamps technology as standard and a range of new alloy wheels designs. Smaller, more subtle additions such as the model's name finished in handwritten lettering and a two-tone chrome finished SEAT logo add to the delicate improvements.

Inside a revolution has happened. A completely new soft dashboard that houses a larger, floating central infotainment system signifies the shift to a digital approach, putting the SEAT Ibiza more in-sync with the world around it. Control is more tangible thanks to the new ergonomically designed multifunction Nappa steering wheel, while the quality of the fit and finish is now even more apparent, highlighted most obviously by the integration of the newly designed air vents, illuminated using the latest lighting technology.

A vehicle that isn't connected to the digital world can't truly be a complete part of our lives, and the new SEAT Ibiza gives full control to the user whether they are in the cabin or out of the vehicle completely.

The Wireless Full Link system takes Android Auto and Apple CarPlay into the cabin, and with it access to a plethora of functionality and information. But that's just the beginning. Out-car connectivity is enhanced thanks to SEAT CONNECT, while interaction is simplified and streamlined with the introduction of the new 8.25" and 9.2" infotainment systems (20% bigger on average compared to the previous generation of infotainment) and voice control that benefits from natural language to make the whole process intuitive and instinctive.

The new SEAT Ibiza is the safest in the model's history. New advanced driver assistance systems such as Lane Assist, Side Assist and Traffic Sign Recognition work together to provide security no matter what the driving scenario. And Travel Assist technology delivers semi-automatic driving no matter what the speed to offer reassurance on both long and short journeys.

Under the bonnet the new SEAT Ibiza delivers performance, efficiency and driveability through its range of petrol and compressed natural gas powertrain options. Six different powertrains are available – five petrol and one CNG – ranging in output from 80PS (59kW) to 150PS (110kW) linked to either a manual or DSG dual-clutch transmission.



But the new SEAT Ibiza doesn't lose any of its fun to drive. The powertrain line-up delivers enough dynamism to make sure that the experience is just as involving whether you're taking on the city streets or heading out on the open road.

## Exterior design

The SEAT Ibiza is well known for its iconic and youthful design, defined by its perfect proportions. As the refreshed model enters the fray, it's defined by subtle additions to the vehicle's exterior design, that enhance the already characterful look of the model, across all trim levels (Reference, Style, Xcellence and FR).

Lighting technology is a central part of any vehicle's external aesthetic, and the SEAT Ibiza now integrates 100% LED headlamps technology as standard - LEDs and the option of an upgrade with Full LEDs - offering better visibility with lower energy consumption.

The SEAT Ibiza's side profile maintains its short overhangs with wheels pushed out to the four corners of the vehicle, providing incredible stability and highlighting its dynamics and sportiness. The visual cues are highlighted even further with the introduction of three new alloy wheel designs - two 17" and one 18" option.

One further aspect of the new SEAT Ibiza's differentiation is the inclusion of model's name in embossed handwritten lettering. A delicate change that helps bring the urban vehicle in line with SEAT's design themes across its range.

Finally, the new SEAT logo is finished in two-tone chrome - matt on the front part and glossy on the borders - both in the front and rear, adding a stylish finishing touch to the car.

Those refined changes are highlighted by the range of colours now available; customers can choose from nine exterior colours, including two new paints: Sapphire Blue and Asphalt Blue.

## Interior design

The SEAT Ibiza's interior represents a design revolution. New materials, technology and illumination systems improves its dynamic character with a greater level of perceived quality.

The new floating central infotainment system display is an obvious highlight in this new interior approach. The screen has grown on average by more than 20% compared to its predecessor – the standard screen is now 8.25”, while the optional screen is 9.2”. In addition, its higher position in the cabin – at the driver's line of sight – improves its ergonomics, making it safer and more practical. Add to this the clear 10.25” Digital Cockpit and the interior of the new Ibiza is fully digital.

Improvements have been made to the fit, finish and quality throughout; one highlight is the completely new soft dashboard, which linked to the new and ergonomic multifunction steering wheel in Nappa (available in Style as an option, and in Xcellence and FR trims as standard) delivers an increased level of refinement. New upholstery also gives the interior space a greater level of value.

The use of lighting technology adds to the SEAT Ibiza's interior personality. The driver and passenger side newly designed air vents benefit from surrounding LED lights – for FR and Xcellence-, with a different colour available depending on the trim level chosen – Daring Red for FR trim, Burgundy for Xcellence trim and Honey for Style and Reference trims. It means the cabin space is more in-sync with the customer.

The boot's total capacity remains at 355 litres (TGI version: 262 litres), making it one of the best in class, and accessing the space is easier as the loading height is relatively low, proof, if it were needed, that SEAT knows how to combine design and functionality.



## Trims

Personalisation is part of making the new SEAT Ibiza in tune with the owner's personality and through the urban car's range of trims – Reference, Style, Xcellence and FR – matching it more closely to the character they desire has never been easier.

The Reference trim is the starting point of the new SEAT Ibiza's experience and brings with it an enormous amount of standard equipment, including: an 8.25" infotainment system (previous version of the Ibiza: 6.5") with multifunction steering wheel, Bluetooth and four speakers providing the perfect balance between functionality, usability and audio quality.

The list of features also includes a soft dashboard, painted mouldings, LED headlights, handwritten lettering and electric exterior mirrors and door handles in body colour. The trim adds a height adjustable driver's seat and folding rear seats to maximise space and practicality and powered front windows. And with the addition of ESC, multi-collision brake and hill hold the Reference trim delivers incredible value.

Style takes the new SEAT Ibiza up a level replacing the 15" steel wheels with alloys, introducing a front grille frame in chrome while inside adds a six-speaker system, sun visors with mirrors and cardholders, air-conditioning, leather multi-function steering wheel, gearstick and handbrake as well as the Style upholstery.

The shift to the Xcellence trim adds even more, not least 16" alloy wheels a trim-specific doorstep, gloss black B-pillars, chrome side window frames and inserts on the front grille. Inside it adds exclusive Xcellence upholstery, the storage pack with armrest, a Nappa steering wheel and ambient lighting to the footwell, central console and door panels. The trim also includes fog lights, electric rear windows, rear parking sensors, Climatronic, light and rain sensors, auto dimming interior mirror and KESSY keyless start.

Combining the new SEAT Ibiza with the FR trim amplifies the vehicle's sportiness. Machined 17" alloys, FR-specific front grille and rear bumper, sport focused suspension and FR driver profile deliver a more exotic look and feel. Inside the additions include FR interior details, sports seats and an FR steering wheel enhancing the interior's sporty ambience.

The incredibly high standard equipment levels can be augmented with a range of optional extras to personalise the vehicle even more closely to the customer's personality.

So, whether Reference, Style, Xcellence or FR trims are chosen, there's an option to meet everyone's needs.

So whether you want to add air-conditioning, full link or the driver pack (Cruise Control, Tiredness Recognition) to a Reference model, machined alloys wheels, Full LED, panoramic sunroof keyless access, Beats Audio or the Connectivity Box to Style, ambient lighting to the air

vents or Travel Assist on Xcellence trim, or machined 18" alloy wheels or the red pack (Dual Ride suspension and red calipers) to FR-spec, the option is there.

## Connectivity

Life is becoming increasingly digital-first and the refreshed SEAT Ibiza is ready to be part of it, now fully connected with 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.

With the integration of the wireless Full Link system, customers can access their digital lives no matter what device they use, be it Apple CarPlay or Android Auto. It simplifies the process of bringing in contact lists, music and mapping systems, as they are all available, accessed in a controlled, intuitive, safe manner that doesn't distract drivers from the road, using either the infotainment system or the integrated steering wheel controls.

The infotainment system delivers an even richer experience with online content available at the touch of a button – or verbal request – whether it's traffic information, parking, petrol stations or internet radio and media online.

Natural voice recognition makes using the technology safe and simple; saying “Hola Hola” wakes up the system, much like the home assistants from the consumer electronics world that everyone is so used to. Voice recognition allows 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 with two Type-C USB ports in the front of the cabin, connecting, and recharging devices is simplicity itself.

The new SEAT Ibiza also integrates SEAT CONNECT with a built-in eSIM, meaning 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. SEAT CONNECT will be offered as a standard equipment in EU markets, no matter which version or trim the customer chooses.

In addition, it includes the SEAT CONNECT App, which 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 and convenience

The new SEAT Ibiza integrates a range of new driver assistance systems, making it safer than ever.

Building on the breadth of systems already in place such as Adaptive Cruise Control (ACC), Front Assist, and Tiredness Recognition the rejuvenated vehicle now combines some of the most advanced driver assistance systems.

Travel Assist delivers semi-automatic driving across the whole speed range, making sure the vehicle maintains speed as the flow of traffic changes. Add to that Lane Assist, to keep the vehicle centred in the lane and Traffic Sign Recognition, so the vehicle always knows what the speed limit is for any given road and the SEAT Ibiza becomes an even more secure vehicle on the road.

But it doesn't end there. The vehicle also benefits from Side Assist taking the pressure off when changing lanes. Rear facing radars monitor the vehicle's blind spots up to 70 meters letting the driver know if there is a vehicle in the vicinity should they want to change lanes for example.

Finally, High Beam Assist has been added to the SEAT Ibiza's list of advanced technologies. When daylight starts to fail, the system detects vehicles in front of the Ibiza, shifting the light between high and low beam as necessary.

## Powertrains

Petrol and compressed natural gas (CNG) take centre stage in the revised SEAT Ibiza powertrain line-up, delivering efficiency and dynamics.

**“The updated SEAT Ibiza integrates a range of powertrain technologies that help reduce emissions and improve fuel efficiency, but without compromising dynamics and the fun to drive,”** said Dr. Werner Tietz, executive Vice-President for Research and Development at SEAT. **“The mix of smaller displacements and petrol and CNG mean that no matter which engine, the SEAT Ibiza remains agile, characterful and fun.”**

Five petrol units with outputs ranging from 80PS (59kW) to 150PS (110kW) are joined by a 90PS (66kW) CNG unit, linked to either manual or DSG dual-clutch transmissions.

The three-cylinder 1.0 litre MPI petrol engine is matched to a five-speed manual transmission. The unit’s multi-point injection system helps the engine deliver excellent response at low- to mid-revs, while the 80PS (59kW) power output and 93Nm of torque mean that it offers enough to handle the demands of modern-day driving. It’s capable of reaching a top speed of 170km/h and emits just 117-134g/km based on the WLTP test cycle.

Direct-injection technology is used extensively in the rest of the engine line-up, with three 1.0 EcoTSI units available and a larger 1.5 EcoTSI. The 95PS (70kW) unit, linked to a five-speed manual transmission provides 175Nm of torque with tailpipe emissions and fuel efficiency of 116-133g/km and 5.1-5.9litres/100km respectively.

The final three-cylinder unit delivers 110PS (81kW)/200Nm and is linked to either a six-speed manual or seven-speed DSG dual-clutch transmission. The increase in output and the choice of gearbox make the engine incredibly diverse, able to cope in any situation, whether spinning around town or out on the open road. And the adaptability reaches into the unit’s efficiency no matter what the transmission with CO<sub>2</sub> emissions as low as 113-132 (DSG: 121 – 141)g/km and fuel efficiency at 5.0-5.8 (DSG: 5.3 – 6.4) litres/100km, impressive as the most powerful three-cylinder unit allows the SEAT Ibiza to reach 100km/h in only 10.3 seconds and on to a top speed of 195km/h.

The largest option in the range is the four-cylinder 1.5 EcoTSI, linked to a 7-speed DSG gearbox, and featuring ACT (Active Cylinder Technology). With an output of 150PS (110kW)/250Nm it produces incredible performance balanced with the efficiency that the world now demands. The top speed of 216km/h and acceleration to 100km/h in only 8.1 seconds is balanced against CO<sub>2</sub> emissions of 130-145g/km and fuel efficiency figures of 5.7-6.4 litres/100km.

The ACT technology improves engine efficiency, reducing fuel consumption and CO<sub>2</sub> emissions. The technology shuts down two of the four cylinders at low to medium rpm and reconnects these

cylinders at higher revolutions to retrieve the engine's full potential. This system works at up to 130 km/h regardless of which gear is engaged.

SEAT remains committed to compressed natural gas. It's a fuel that has an important part to play in lowering emissions, and the SEAT Ibiza takes advantage of the technology with the inclusion of the 1.0 TGI unit. The benefits of the fuel are highlighted by the low emissions levels of 95-109g/km.

A CNG vehicle reduces CO2 emissions by about 25% compared to a petrol driven equivalent. As well as ecological and tax benefits, TGI technology offers exceptionally low costs per kilometre, up to 50% cheaper than a petrol equivalent model and 30% cheaper than a diesel.

SEAT supports the development and availability of renewable bio-methane, which neutralises CO2 emissions generated through vehicle use. High quality bio-methane is obtained from organic waste residues and can either be added to conventional natural gas or used to substitute it completely. Bio-methane combines environmentally friendly mobility with the circular economy and allows reductions in CO<sub>2</sub> emissions (well to wheel) up to 80%.

The inclusion of the CNG variant was made possible by the SEAT Ibiza's MQB AO platform, making packaging the components simpler and providing a strong starting point for its dynamic ability.

The strong underpinnings remain; front MacPherson Struts and a torsion beam rear finely tuned to meet the needs of urban driving, and adaptable enough to cope with adventures further afield. Steering that's connected, intuitive and replies instantly to the driver's input, makes it an involving drive and one laced with enjoyment.

Finally, the ability to better tune the ride and handling is achieved through the multiple driver modes. Eco, Normal, Sport and Individual modes, available at the press of a button, modifies the engine response, steering, suspension (normal or sport, when equipped with the adjustable suspension) and gearbox.

## Technical specifications

### Ibiza 1.0 MPI 80PS (59kW) 5-speed Manual

Engine	1.0 MPI 80PS (59kW)
Cylinder	3-cyl
Displacement	999cc
Bore and stroke	74.5 x 76.4
Compression ratio	12
Max. Torque [Nm]	93 / 3,700 -3,900rpm
0 to 100 km/h	15.3 secs
Maximum speed	170km/h
Consumption (l/100km) WLTP	5.2-5.9
CO2 emissions (g/km) WLTP	117-134

### Ibiza 1.0 TSI 95PS (70kW) 5-speed Manual

Engine	1.0 TSI 95PS (70kW)
Cylinder	3-cyl
Displacement	999cc
Bore and stroke	74.5 x 76.4
Compression ratio	11.5
Max. Torque [Nm]	175 / 1,600 -3,500rpm
0 to 100 km/h	10.9 secs



Maximum speed	186km/h
Consumption (l/100km) WLTP	5.1-5.9
CO2 emissions (g/km) WLTP	116-133

Ibiza 1.0 TSI 110PS (81kW) 6-speed Manual / 7-speed DSG

Engine	1.0 TSI 110PS (81kW)
Cylinder	3-cyl
Displacement	999cc
Bore and stroke	74.5 x 76.4
Compression ratio	11.5
Max. Torque [Nm]	200 / 2,000 -3,000rpm
0 to 100 km/h	10.3 secs
Maximum speed	195km/h
Consumption (l/100km) WLTP	5.0-5.8 (DSG: 5.3 – 6.4)
CO2 emissions (g/km) WLTP	113-132 (DSG: 121 – 141)

Ibiza 1.5 TSI 150PS (110kW) 7-speed DSG

Engine	1.5 TSI 150PS (110kW)
Cylinder	4-cyl
Displacement	1,498cc

Bore and stroke	74.5 x 85.9
Compression ratio	10.5
Max. Torque [Nm]	250 / 1,500 -3,500rpm
0 to 100 km/h	8.1 secs
Maximum speed	216km/h
Consumption (l/100km) WLTP	5.7-6.4
CO2 emissions (g/km) WLTP	130-145

Ibiza 1.0 TGI 90PS (66kW) 6-speed manual

Engine	1.0 TGI 90PS (66kW)
Cylinder	3-cyl
Displacement	999cc
Bore and stroke	74.5 x 76.4
Compression ratio	10.5
Max. Torque [Nm]	160 / 1,800 -3,800rpm
0 to 100 km/h	12.1 secs
Maximum speed	181km/h
Consumption (kg/100km)	3.5-4.1
CO2 emissions (g/km) WLTP	95-109

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 micro mobility strategy focusing on electric products and services.

## SEAT Communications



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