

## “Best Buy Car of Europe 2021”: the all-new SEAT Leon wins AUTOBEST 2021

- **AUTOBEST, which represents the views of 31 European nations with jury members made up of a single renowned journalist from each country, elected the all-new SEAT Leon**
- **The all-new SEAT Leon’s mix of dynamics, efficiency, advanced safety and connectivity technologies convinced the jury**
- **This is the 2<sup>nd</sup> time that SEAT wins the AUTOBEST Award; in 2017, the SEAT Ateca already took the top honour**

**Martorell, 15/12/2020.** The all-new SEAT Leon has been voted “**AUTOBEST 2021**”, the European accolade for the “**Best Buy Car of Europe 2021**”. The AUTOBEST jury is a panel of 31 judges made up of some of the most recognised automotive journalists from all over Europe. It’s the second time in SEAT’s 70 years of history that the company has taken the honour; in 2017 the SEAT Ateca took the same award. It highlights the dedication to developing vehicles that go beyond the ordinary and offer something truly exceptional in the market.

**“We are proud that our new SEAT Leon was elected “AUTOBEST 2021”, the best possible recognition for the team that was involved in the launch of the best Leon ever. A car designed, developed and produced in Barcelona, this award gives us renewed strength to look confidently into the future. The SEAT Leon has proven generation after generation that it’s an important pillar of the segment, and the award from the AUTOBEST judges reinforces the significance the Leon has in the market,”** said Wayne Griffiths, President of SEAT and CUPRA. **“It has brought the segment to a whole new level, mixing impressive design with technological advances to create a vehicle that provides everything customers need.”**

The all-new SEAT Leon has an amazing track record, across all generations of the segment-defining vehicle, more than 2.3 million units have been sold. The SEAT Leon has been a bestseller in Spain since 2014 and the introduction of the fourth-generation vehicle brought the best Leon ever to the market.



BEST  
BUY CAR  
OF EUROPE  
AUTOBEST.ORG



The SEAT Leon's success has been built on a €1.1 billion investment to help take it to the next level in terms of connectivity, efficiency, dynamism and safety, but also to prepare the vehicle's production facilities, as for the very first time, it is available with a plug-in hybrid powertrain, in addition to the other energies.

The all-new SEAT Leon was designed and developed in Barcelona, to maintain its standing as not only a core pillar in the brand's vehicle line-up, but also a standout vehicle in the segment. Greater levels of connectivity, making it truly part of our digital lives and the first fully connected car of the brand, a suite of new powertrain technologies; petrol (TSI), diesel (TDI), Compressed Natural Gas (TGI), mild-hybrid (eTSI), and plug-in hybrid (e-HYBRID), giving drivers a vehicle that most closely matches their lifestyle and needs, and the integration of the most advanced driver assistance systems available, make the SEAT Leon one of the best in its category.

The advances to the all-new SEAT Leon in terms of connectivity, efficiency, performance and safety, recently proven by the five stars accomplished in the 2020 Euro NCAP, have been achieved, in part, thanks to the vehicle's MQB Evo architecture, providing the toolkit required to develop a vehicle that meets the many and varied needs of SEAT's customers.

The AUTOBEST Award is among the most prestigious in Europe and has run consecutively since their inception in 2001. The 31 journalists who make up the awarding panel had the possibility to test drive the range of SEAT Leon powertrains – including the plug-in hybrid version - during the final, celebrated in Austria at the beginning of November.

**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.



BEST  
BUY CAR  
OF EUROPE  
AUTOBEST.ORG



## 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**

PRENSA • PREMSA • PRESSE • NEWS • STAMPA