

Hola!



New SEAT Leon e-HYBRID: **the brand's first plug-in hybrid model reaches the market**

- Introduction of plug-in hybrid technology adds extra appeal to the new SEAT Leon, in both 5 door and Sportstourer body types
- The SEAT Leon mixes dynamics and efficiency – a core pillar of the compact **vehicle's development**
- The SEAT Leon e-HYBRID system mates a 1.4 litre TSI engine, an electric motor and a lithium-ion battery to offer 204PS (150kW) of power and 350Nm of torque combined
- With a 13kWh lithium-ion battery pack, the SEAT Leon can travel for up to 64km (72km in NEDC) in all-electric mode
- Plug-in hybrid technology adds CO₂ emissions reductions to the SEAT Leon; based on the official WLTP test cycle, it emits between 25 and 30g/km of CO₂ (WLTP)
- The SEAT Connect app gives drivers greater access over the SEAT Leon e-HYBRID, including battery management functions, delivering a fully connected experience

Martorell, 18/11/2020. The SEAT Leon has always been a core pillar in the brand's vehicle line-up. Now, this model is helping the brand move in a new direction as the world shifts to an electrified and sustainable future.

The SEAT Leon continues the successful path carved out by its predecessors but, as well as taking it to the next level in terms of connectivity, dynamism and safety, it is also leaping forward in terms of efficiency. The latest generation vehicle integrates a plug-in hybrid system, making the SEAT Leon e-HYBRID the brand's first plug-in hybrid model and a key part of its electric offensive, in both five door and Sportstourer bodies.

“With its impressive design, inspired by the light of Barcelona, the all-new SEAT Leon comes with innovative technologies: it is the brand's first fully connected and safest **vehicle, making it the best Leon ever**”, said SEAT President Wayne Griffiths. “**Now SEAT's best-selling model is coming to the market with an electrified version, our very first plug-in hybrid.** Available in both 5-door and Sportstourer version, it forms an important **part of SEAT's move to integrate electrification into the portfolio**, which is destined to expand even further as we will launch five new electrified models until the end of 2021.”

Designed, developed and produced in Barcelona, at the company's headquarters in Martorell, the SEAT Leon epitomises the brand's determination to deliver the latest technologies and shift to a future in line with changing environmental values.

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Key Messages: Powertrain technology for a new world

THE MOST ADVANCED & EFFICIENT POWERTRAIN

The fourth generation Leon boosts efficiency with a plug-in hybrid (e-HYBRID) system: a 1.4 litre 110kW TSI petrol engine with an 85kW electric engine to produce an overall output of 150kW/204PS of power and 350Nm of torque (combined), that mixes the dynamics expected of the SEAT brand with the efficiency demanded by a changing society. Thus, the new SEAT Leon e-HYBRID becomes the most powerful and efficient SEAT.

Thanks to its 13kWh lithium-ion battery pack, the SEAT Leon can travel for up to 64km (72km in NEDC) in all-electric mode. And when using both electric and petrol engines, the SEAT Leon e-HYBRID can reach up to 800km.

STRONG DESIGN EVOLUTION

The SEAT Leon brings with it a strong design evolution: its renovated exterior and interior design language gives it stronger character, helped by its improved overall proportions and its more determined face and smoother lines. The all-new Leon lights the way in the segment with a range of innovative lighting technologies including wraparound interior ambient light, rear coast-to-coast light, dynamic blinkers, full LED headlights and welcome lights.

FULLY CONNECTED AND IN COMPLETE CONTROL

The Leon is SEAT's first fully connected car: in-car connectivity (Full Link including wireless Android Auto and CarPlay; online-based functions and services) keep you linked to the outside world. The combination of SEAT CONNECT, and the e-HYBRID system gives even greater control over the vehicle, with an even wider range of functions controlled from the app - including battery management functions - whether inside or outside the vehicle.

THE SAFEST SEAT

The SEAT Leon continues to reinforce its reputation as the safest vehicle made by the brand. With predictive adaptive cruise control, emergency assist, travel assist and side and exit assist, the SEAT Leon also combines some of the most advanced driver assistance systems to offer the optimum protection in any driving scenario.

THE KEY TO PRACTICALITY

SEAT's most successful model becomes even more practical in its plug-in Hybrid variant. The increased dimensions of the 5-door and Sportstourer, make them extra roomier in the rear seats. In the e-HYBRID version, the SEAT Leon 5-door and Sportstourer offers respectively 270l and 470l of boot capacity

THE FIRST PLUG-IN HYBRID CREATED IN BARCELONA

The SEAT Leon e-HYBRID is the brand's first plug-in hybrid vehicle designed, developed and produced in Barcelona (Martorell).

Introduction: Advanced technologies to meet changing demands

The SEAT Leon has always been a core pillar in the brand's product range, with a history of success after accumulating more than 2.3 million sales since its introduction in 1999. The fourth-generation SEAT Leon takes the brand to the next level, to meet the needs of an ever-changing market. Not only does the vehicle offer new levels of dynamism, efficiency, safety and appeal, but it adds incredibly efficiency too thanks to its advanced plug-in hybrid powertrain at a time when electrification is gaining traction in the market.

The new SEAT Leon brings a strong design evolution, with an exterior and interior language that gives stronger character to the vehicle, helped in no small part by its revised dimensions, overall proportions, its more determined face and a fresh approach to lighting technology, both inside and outside. **But it's under the bonnet where the e-HYBRID takes even bigger steps.**

The SEAT Leon e-HYBRID integrates combustion, electric and battery technologies to maximise efficiency and convenience without any compromise on dynamism. The 1.4 litre TSI engine, electric motor and 13kWh lithium-ion battery provide a blended power delivery, offering the dynamics every SEAT vehicle requires, with reduced tailpipe emissions – especially in all-electric mode.

And in a world where digitalisation is king, the e-HYBRID system also makes the SEAT Leon an even more connected proposition, offering consumers greater opportunity to take their digital lives with them into the vehicle, and **when they're out of the car.**

The SEAT Leon e-HYBRID's Full Link system allows Wireless Android Auto and **Apple's CarPlay** standards to be brought into the cabin - and online infotainment will offer in-car apps soon that expand and **improve the customer's driving experience.** The electrified powertrain also gives more control once out of the vehicle, through the SEAT Connect app users can access their **vehicle's data remotely**, manage the charging process and control the remote climatization from afar.

The basic requirement of delivering one of the safest vehicles possible remains at the heart of the SEAT Leon. It integrates some of the most advanced driver assistance systems available, including predictive adaptive cruise control, emergency assist and travel assist, to make it the safest car the brand has ever made.

The development of the SEAT Leon was **achieved, in part, thanks to the vehicle's MQB Evo** architecture of the Volkswagen Group, providing the toolkit required to develop a vehicle that **meets the needs of SEAT's diverse customer base** and the challenge of integrating electrified powertrains in well-established vehicles.

The SEAT Leon characterises the core values of the brand and its goal of offering the best vehicles possible. With the introduction of the new SEAT Leon, now with plug-in hybrid technology, the compact segment is going to witness a transformative force in the market.

Powertrain: Combustion and electricity in sync, maximising dynamism

The world is changing, and a more holistic approach to personal transportation is needed as the world looks to lessen its impact on the environment. Electrification is the key to delivering what the future demands and the SEAT Leon e-HYBRID has been developed with that in mind, whether it's the 5-door or Sportstourer versions.

The building blocks for the SEAT Leon e-HYBRID come from the MQB Evo architecture that underpins the vehicle and creates a pathway to develop the compact vehicle, so it meets as closely as possible the demands of modern life.

SEAT took advantage of the most advanced powertrain technology available, integrating plug-in hybrid so the SEAT Leon can deliver the highest levels of performance and driveability, balanced perfectly with the need to reduce tailpipe emissions and the impact on the environment. Mixing well known combustion systems, optimised over decades of research and development, with the simplicity of electric components, brings an advanced driving experience not seen in the SEAT Leon before.

“Combining combustion and electric technologies provides the ultimate mix of dynamism and efficiency, helping move the brand towards a more environmentally conscious future” said Dr. Werner Tietz, executive Vice-president for Research and Development at SEAT. **“By joining the most advanced engine and battery technology the SEAT Leon is able to spend more time in pure electric mode, maximising its benefit, while leveraging traditional motive power when necessary.”**

The advanced plug-in hybrid mates a 1.4 litre 150PS (110kW) TSI petrol engine with an 115PS (85kW) electric engine, 13kWh lithium-ion battery pack to produce an overall output of 204PS (150kW) of power and 350Nm of torque.

The 1.4 litre TSI unit which uses its turbocharger and direct-injection technology to maximise performance and efficiency, while its bore and stroke of 74.5 and 80.0 respectively and compression ratio of 10.0 aid the unit's smooth running. The combustion engine has been configured specifically to run perfectly within the plug-in hybrid setup.

Linked to the brushless electric engine, the system can switch instantly between the different driving modes – whether the SEAT Leon is powered solely by the combustion engine, a mixture of both combustion and electric energy or only by electricity.

The power delivery is smooth no matter what mode the vehicle is running in. And, as one of the main benefits of electric propulsion, power delivery in electric only mode comes instantaneously, providing a dynamic not felt in the SEAT Leon until this point.

The plug-in hybrid version provides an all-electric range of up to 64km in WLTP (72km in NEDC) using the energy stored in the vehicle's battery – perfect for increased efficiency, or to travel around city streets where air quality regulations are stricter – and can be used at speeds of up to 140km/h making it incredibly versatile. And when there is the necessity of driving for longer

distance, the SEAT Leon e-HYBRID offers the possibility to use both electric and petrol engines, in order reach around 800km without refuelling.

The driver retains a huge amount of control over the system and can choose to maintain the battery's state of charge, saving it for situations when zero emission driving is required. And when the battery is running low, the powertrain switches back to hybrid mode. But once you're near a power source, the battery can be plugged in and replenished in as little as 3 hours and 40 minutes using a 3.6kW charger (Wallbox), or little less than 6 hours using a 2.3kW charger.

Back in the car, the plug-in hybrid uses DSG automatic transmission technology to maximise efficiency. The SEAT Leon's six-speed system now benefits from shift-by-wire technology designed so that the gear selector is not connected to the gearbox mechanically, instead using electronic signals to shift.

Shift-by-wire provides the possibility to select gears without using a physical shifter, this is useful for the new automatic park assistance systems, where the mechanical parking lock was substituted for an electronically controlled parking lock. All in all, the new shift-by-wire not only adds a greater level efficiency, but advancement to the art and pleasure of driving.

And because of its electric-combustion powertrain carbon emissions are between 25-30g/km while it uses between 1.1 – 1.3 litres of fuel to travel 100km according to the WLTP official test cycle.

While efficiency is a crucial part of the SEAT Leon e-HYBRID, dynamics, performance and the sheer driving pleasure remains incredibly important. For that reason, the vehicle remains a thrilling drive.

When the e-HYBRID system requires more space than a traditional combustion engine, it's been packaged to maximise dynamics – the chassis isn't forced to compensate – with weight balanced between the front and rear of the vehicle. Under the bonnet sits the engine, motor and PCU while at the rear is the lithium-ion battery and fuel tank. The SEAT Leon e-HYBRID weighs 1,614kg in 5-Door and 1,658kg in Sportstourer.

But thanks to the vehicle's chassis setup with MacPherson struts at the front and a multilink system at the rear, as well as the direct steering, the SEAT Leon e-HYBRID is able to offer a more involved drive when you turn off the main roads and on to more interesting tarmac.

This is aided by the chassis driving mode pre-sets: Eco, Normal, Sport as well as the ability for drivers to use a sliding scale (DCC Slider) of changes to adapt the SEAT Leon to their exact requirements, offering an infinite number of possibilities (individual mode).

Thanks to the SEAT Leon's 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. That customisability means no matter what the conditions, no matter who the driver, the SEAT Leon e-HYBRID can provide the right driving characteristics at the right time.

The SEAT Leon e-HYBRID always starts in all-electric mode (when the battery is sufficiently charged). The drive switches to Hybrid mode if the energy capability of the battery drops below a certain level or if the speed rises above 140 km/h. In Hybrid mode, the driver has the possibility of maintaining the status of charge, increasing it or reducing it to a well-defined level. This makes it possible to drive into an urban destination area under electric power and with zero emissions.

The SEAT Leon e-HYBRID blows away the traditional view of hybrids being efficient but uninspiring, allowing the joy of driving to carry on no matter what the form of propulsion used under the bonnet.

Design: Bold and uncompromised inside and out

Exterior

With an exterior design that exudes confidence, elegance and sportiness, the SEAT Leon e-HYBRID benefits from well executed proportions; with some subtle nods to the advanced nature of what's powering the vehicle – its e-HYBRID lettering, placed on the right side of the tailgate, and the cover, in body colour, of the charging compartment located on the front left side of the vehicle.

The basis for the vehicle's overall aesthetics is the advanced MQB Evo platform, which provided the dimensions, flexibility and adaptability the design team required, while the SEAT Leon's increased size for both the five-door and the Sportstourer bring an improved sense of proportions to the next-generation vehicle's design.

The SEAT Leon 5-door e-HYBRID version is 4,368mm long, 1,799mm wide and 1,460mm high, while the Sportstourer e-HYBRID version is 4,642mm long, 1,799mm wide and 1,456mm high. The wheelbase of both 5-door and Sportstourer stands at 2,682mm.

Given that the battery pack is located under the boot floor, the boot capacity in the 5-door e-HYBRID variant is 270l, while the Sportstourer e-HYBRID version reaches 470l.

The SEAT Leon has a strong personality, helped by its smooth flowing surfaces and the perfect mix of edges and curves in the right places. And while the exterior aesthetics are what draws the eye, its style also enhances the vehicle's overall efficiency with improved aerodynamics; the SEAT Leon's drag coefficient has improved by around 8% compared to the previous generation – a welcome decrease for the e-HYBRID helping it maximise even more its efficiency.

At the front of the SEAT Leon, the design provides greater personality, with a stronger three-dimensional connection between the grille and front lighting. The LED headlights are set back, providing an eyebrow effect, giving a deeper focus and making it instantly recognisable to other road users.

The vehicle's side mirrors include integrated LED indicators, and on vehicles with the full LED option include welcome lights that greet the driver and passengers projecting the word "Hola!" onto the ground as you activate the vehicle.

The excitement and creativity continue at the rear, emphasised by the coast-to-coast LED light and a boot designed to maintain the dynamic personality of the vehicle. Both the lighting system and spoiler create lines that generate the notion of speed, even when the car is not moving at all.

The all-new Leon also includes dynamic indicators making the vehicle's direction of travel clearer and therefore safer.

Finally, new 18" aero wheels have been specifically designed for the SEAT Leon e-HYBRID (also available with the rest of the engine range).

Interior

Inside, the design continues its evolutionary theme, but one that puts the driver and other occupants at the centre of its strategy, with subtle touches to the vehicle's advanced powertrain technology.

The interior is the pinnacle of functionality, minimalism and sleekness from the moment you take your seat in the cabin behind the steering wheel – the main contact point between driver and car.

The smooth-surfaced, slim yet wide dashboard gives the impression of lightness, and a degree of “floatability”. The effect is created with the help of the decorative mouldings that surround the dashboard and continue through the front doors.

Everything in the cabin has been designed to be ergonomically precise, increasing interior comfort for occupants. Whether sitting in the driver's seat, as a passenger or in the rear, the cabin is developed to fit the occupants like a glove, providing the feeling of security.

The interior's main protagonist is its central 10” infotainment screen and the 10,25” digital cockpit, which in the e-HYBRID version of the Leon comes as a standard. The infotainment screen includes gesture recognition, delivering precise interaction with the occupants and reducing the number of physical buttons required. The “diagonal” graphic design theme of the screen gets its inspiration from that important avenue of Barcelona, the Diagonal.

Interior light is an important feature of the all-new Leon. It includes a wraparound dashboard light that covers its entire width and continues through the doors. The lighting sweeps around the front of the cabin, from the front doors and across the top of the dashboard, creating an arc of light that brings the Leon's interior character to life. The system changes the colour and tone of the lighting depending on the needs. So, whether you've just started the vehicle and enjoy the welcoming ceremony or shift drive profile from Eco to Sport mode, for example, the light system brings a new dynamic to vehicle-driver interaction.

And it's not only an ambient decorative light, but it also provides several key functions such as blind spot detection or exit assist.

A lot of attention has been placed on achieving a perfect balance of refined and soft plastics, textiles and leathers to cover seats, door panels and the dashboard. The SEAT Leon e-HYBRID mixes appealing design with practicality too even with the inclusion of the advanced powertrain technology.

Connectivity: Greater control for an interconnected world

The world is more digitalised than ever as we plug into the connected world. The need to take this digital world with us into the vehicle is growing, which is why the SEAT Leon is the brand's first fully connected car. The connected, controllable attributes of the vehicle are further enhanced by the incorporation of specific on-line functionalities for the e-HYBRID, giving a greater breadth of functionality increasing the relationship between vehicle and user.

A new world is being opened thanks to the SEAT Connect app which can be downloaded to your smart device, giving remote control over a plethora of functions that will help maximise the driver enjoyment and improve safety too.

Outside the vehicle, the SEAT Connect app allows users to remotely access their vehicle's data: driving data, parking position, vehicle's status, including doors and lights, set up speed alerts to be warned if someone using the vehicle is driving too quickly, area and anti-theft alerts, open and close the doors with the remote lock and unlock service, or remotely activate the horn and turn signals to find the car more easily. But it doesn't end there.

With the introduction of the e-HYBRID variant, additional features to help users have been included. Plug-in hybrid vehicle drivers can manage the charging process remotely via the e-Manager, control the air conditioning – the vehicle can be pre-heated for up to 30 minutes and the system works from: 15°C to 22°C, and manage departure times all from the smartphone app.

Inside the cabin, the heart of the system is the SEAT Digital Cockpit, which comes as standard with the plug-in hybrid version of the SEAT Leon and brings together a high-resolution 10.25" user definable instrument cluster and infotainment system. The standard Media system boasts a larger 10" screen Navi system offers 3D navigation, capacitive display capability and natural voice control (via the command "Hola Hola") as well as gesture recognition to simplify user interaction.

The SEAT Digital Cockpit provides a window into the SEAT Leon e-HYBRID's controls, setup and status providing information on what mode the vehicle is running, battery state of charge and other important areas.

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.

In the all-new SEAT e-HYBRID 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 with the Full Link system, customers will also be able to access their digital lives no matter what device they use; Apple CarPlay or Android Auto, using a wireless connection based on Bluetooth or WLAN, 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.

And with the optional Connectivity Box with inductive charging that meets Qi standard protocols, users needn't worry about losing power at crucial moments.

The Online Connectivity Unit with an embedded SIM means that the SEAT Leon e-HYBRID will never lose its 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. Therefore, the SEAT Leon e-HYBRID will be able to offer new digital products and services throughout its lifetime. The built-in eSIM also means that the SEAT Leon e-HYBRID benefits from the eCall service, which directly contacts emergency services should an incident occur, 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 car will be sent to the emergency services such as car position, engine type, colour or number of passengers, making it easier for them to assist.

In addition, the online connectivity 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. And, for those who don't want to be limited to the radio they listen to, the SEAT Leon e-HYBRID brings online radio into the cabin, allowing the customer to listen to any online radio station they like, even if it's from a different country.

The number of in-car and online services will grow through the life of the vehicle as the digital eco-system expands, enhancing the user experience.

Safety: Greater clarity delivered through ADAS

The SEAT Leon is not only one of the most advanced in terms of the powertrain it users, but also one of the safest vehicles the brand has ever developed; designed to see more of its surroundings and react to obstacles on the road or sudden movements by other drivers thanks to the integration of a suite of updated and completely new advanced driver assistance systems (ADAS).

The various technologies mean that the SEAT Leon senses its environment to offer the optimum protection no matter what scenario occurs when you're behind the wheel, taking safety to the next level.

The SEAT Leon brings together a range of new ADAS systems including Predictive Adaptive Cruise Control (ACC), Emergency Assist, Travel Assist and Side and Exit assist, which, together can protect the vehicle and its occupants while driving or stationary.

Predictive adaptive cruise control (Predictive ACC) can position the Leon based on route and GPS data delivered from the navigation system, also 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 automatic driving functionality continues with the introduction of the Travel Assist. The 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 sensors they haven't, (the steering wheel includes capacitive sensors, when equipped with Predictive ACC) and they let go for more 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 Leon to a complete stop.

Another new addition to the all-new Leon's safety suite is the Exit Warning. When stationary and opening a door, the vehicle will give an audible and visual (through the wraparound ambient light) warning if traffic is coming – this can be other vehicles if on the roadside, or cyclists or pedestrians if on the kerb side.

Trims: Meeting the need for style and substance

The SEAT Leon e-HYBRID mixes an abundance of standard technology and options, and two different trim levels – Xcellence and FR – to deliver everything the driver needs, personalised to the highest level.

Xcellence

Xcellence adds two rear USB type C ports so users can keep devices charged and introduces three zone Climatronic, front and rear armrests. The driver also benefits from the introduction of the SEAT Digital Cockpit, making all necessary information easily accessible, and giving the ability to customise what is displayed which comes as a standard in the e-HYBRID version of the Leon, as well as the 10” infotainment screen.

The interior also gains wraparound ambient lighting, Xcellence-specific colour and trim seats and a steering wheel embossed with the Xcellence logo and includes both the LED interior illumination pack, convenience pack and interior design pack.

Xcellence trim includes 17” alloy wheels full LED rear lights including the rear coast-to-coast light, front LED fog lamps and cornering lights. Adding to the external look is the hot stamped diamond grille, chrome framed side windows (rear windows are also tinted), chromed roof rails, rear parking sensors and foldable exterior mirrors.

The Xcellence trim also adds lumbar adjustment for the passenger, illuminated aluminium doorsteps in the front doors and door panel illumination as well as an air clean filter.

FR

At the top of the trim levels sits FR. As well as all the standard equipment found in the Xcellence trim level FR adds specific bumpers, suspension, simulated exhaust pipes, rear FR logo with the e-HYBRID lettering underneath it (included also in Xcellence) and SEAT drive profiles.

The FR trim also adds front sports seats finished in sport textile, and an FR specific steering wheel with logo adding a sportier character to the all-new Leon

Technical specifications

Engine	1.4 TSI
Cylinder/Valves	4-cyl - 16v
Displacement	1,395cc
Bore and stroke	74.5 x 80.0
Compression ratio	10:1
Electric motor power	85kW/115PS
Battery capacity	13kWh
Recharge times	3hrs42-> 3.6kW/h & 5hrs48 -> 2.3kW/h
Max. Overall Power	150kW/204PS
Max. Overall Torque	350Nm
Maximum speed	220km/h
Electric-only range	WLTP: 58-64km
CO ₂ Emissions	WLTP: 25-30g/km
Fuel consumption	WLTP: 1.1 – 1.3 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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