

## New SEAT Ibiza: refreshed and ready to deliver more excitement to the urban segment

- The SEAT Ibiza's exterior look is updated, now including 100% LED headlights as standard, as well as the model's name embossed in handwriting
- SEAT adds an interior design revolution to its iconic Ibiza, bringing a modern, digital design language, with newly designed and illuminated air vents and larger floating-screen infotainment systems
- The new SEAT Ibiza now includes greater levels of connectivity with the inclusion of SEAT CONNECT, wireless access to CarPlay and Android Auto, as well as the voice recognition "Hola Hola"
- The compact city car adds new driver assistant systems such as Travel Assist and Side Assist, to make it even more intuitive and reassuring to drive
- The new SEAT Ibiza will be available with six different powertrains between 80PS and 150PS, in petrol and CNG

**Martorell, 15/04/2021** – SEAT is updating its Ibiza, adding a refreshed exterior look, a revolution to the interior, as well as new levels of connectivity and driver assistant systems.

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 SEAT's most successful vehicle to ever roll off the production line. The updated fifth generation is aiming to maintain that winning mentality as a key model in its segment in Europe.

**"The SEAT Ibiza is an icon in the automotive industry and one of the key pillars of the brand,"** said Wayne Griffiths, President of SEAT and CUPRA. **"The refreshed fifth-generation's new exterior modifications and interior revolution, 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 will enter production in the third quarter of the year.

## MAIN HIGHLIGHTS

### REFRESHED EXTERIOR

The new SEAT Ibiza adds a **refreshed exterior design** to enhance an already characterful look: it integrates **100% LED 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 8.25" and 9.2" infotainment systems** 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.

## 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 technology** as **standard** - Eco-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 the SEAT's design themes.

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 **redesigned 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, 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.

## 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 free of charge for one year, 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 new vehicle also benefits from **Side Assist** taking the pressure off when changing lanes. Front and 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**.

Under the bonnet, the new SEAT Ibiza will offer **six different powertrains: five petrol units** with outputs ranging **from 80PS (59kW) to 150PS (110kW)**, joined by a **90PS (66kW) CNG unit**, linked to **either manual or DSG dual-clutch transmissions**.

The entry **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.

Direct-injection technology is used extensively in the rest of the engine line-up, with **three 1.0 EcoTSI options** available and a **larger 1.5 EcoTSI**.

The **1.0 TSI 95PS (70kW) unit**, linked to a **five-speed manual** transmission provides **175Nm of torque**. 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 largest option in the range is the **four-cylinder 1.5 EcoTSI**. With an output of **150PS (110kW)/250Nm**, it produces strong performance balanced with efficiency.

In addition to the petrol engine offer, the new SEAT Ibiza also includes a **CNG** version. The **1.0 TGI 90PS (66kW) unit**, linked to a **six-speed manual** transmission provides **160Nm of torque**

A CNG vehicle reduces CO<sub>2</sub> 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 is also supporting the development and availability of renewable bio-methane, which neutralises CO<sub>2</sub> 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 reduces the CO<sub>2</sub> impact of this engine type during its lifecycle.

**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.

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