



SEAT's new flagship model

The New Tarraco: **the right SUV to complete SEAT's** biggest product offensive

- / The Tarraco is **SEAT's entry into the large SUV market, completing** the family line-up as it joins the Arona and Ateca
- / The Tarraco blends greater levels of design, quality, equipment, connectivity, safety, style and dynamics to bring a freshness to the segment
- / The large SUV offers increased flexibility for customers with both five- and seven-seater versions
- / The SEAT Tarraco will be introduced to the market at the very beginning of 2019

Martorell, 21/11/2018. - **SEAT's biggest product offensive** reaches its climax with the **introduction of the brand's new flagship model, the Tarraco. The large SUV will bring higher margins** to the company, growing its portfolio and increasing its competitiveness, allowing it to cover 80% of vehicle segments in the European market.

SEAT's outlook continues to be confident and upbeat as it introduces new vehicles to its line-up and refreshes those that are already mainstays in the market, offering vehicles that suit **every aspect of our customers' lifestyles**. Between January and October this year, the brand reached a total volume of 449,000 vehicles worldwide, which is 13.7% more than in the same period of 2017 (395,100). This is the best result in the history of SEAT, and it is above the figure achieved between January and September 2000 (433,600 cars).

The new SUV blends the key attributes of every vehicle in the SEAT range: design and functionality, sportiness and comfort, technology and emotion, but in a form factor that suits a wider variety of lifestyles. The New SEAT Tarraco is designed for drivers who need the usefulness of a five- or seven-seater, the practicality of a higher driving position but are **conscious of a vehicle's aesthetics and appreciate the Tarraco's balance between self-confidence, elegance and sportiness**.

As the SUV market continues to expand, The Tarraco will play a key role for SEAT when it is introduced at the very beginning of 2019, strengthening the brand and aiding further growth **at a time when the company's sales are rising steadily already**. And with a trio of SUVs to offer the opportunities for greater expansion become much clearer, with the Tarraco leading the way.



Contents

Introduction.....	3
Exterior Design.....	4
Interior Design.....	5
Infotainment and Connectivity.....	6
Powertrain.....	7
Chassis.....	8
Safety.....	9



Introduction

The SEAT Tarraco is here. The latest vehicle **designed and developed at SEAT's** facilities in Martorell and produced in Wolfsburg (Germany), marking the third instalment in the **company's SUV product** offensive. The Tarraco brings a fresh look to the sector, highlighting greater self-confidence, elegance, sportiness and determination.

The New Tarraco sits at the top of SEAT's SUV family, as the bigger brother to both the Ateca and Arona, mixing state-of-the-art technology, dynamic, agile handling, practicality and functionality with elegant, progressive design. The Tarraco combines the many advantages of its larger dimensions to offer a vehicle that can take on all elements of modern life.

Named after the Mediterranean city of Tarragona, a historic, cultural centre with awe-inspiring architecture but a spirit that is young and adventurous. The name Tarraco was chosen by a popular vote by the more than 146,000 SEAT enthusiasts who participated in the final phase of the #SEATseekingName competition.

The new SUV blends the key attributes that every vehicle in the SEAT range needs: design and functionality, sportiness and comfort, accessibility and quality, technology and emotion, and that serves a diverse variety of lifestyles. The New SEAT Tarraco is designed for drivers who need the utility and convenience of a five or seven-seater, the practicality of a higher driving position but also appreciate a vehicle's **aesthetics and value the Tarraco's balance between** self-confidence, elegance and sportiness.

Inside the cabin, the Tarraco fuses a high quality, ergonomically designed interior space with state-of-the-art infotainment and connectivity technologies to maximise the interaction between driver and vehicle.

The Tarraco benefits from a choice of two advanced petrol engines and two sophisticated diesel units, helping it to meet the most stringent emissions legislation while offering the best performance for the customer. The large SUV is also future-proofed and ready to take alternative powertrain technologies.

From the sculptured exterior design, high-end feel of the interior, to the advanced engine line-up and dynamic chassis technologies, the Tarraco epitomises the core values of the SEAT brand, and brings them to a segment that is primed for a disruptive force.

"SEAT is experiencing its biggest product offensive in recent times. The introduction of the **SEAT Tarraco, our very first large SUV, forms part of our €3.3 billion investment between 2015 and 2019 in the company's future and the range of vehicles we offer,"** said President of SEAT, Luca de Meo, **"It** not only completes our family of SUVs, but brings a new vigour to the segment and will help bring new customers to the SEAT family."

Exterior Design

Bigger dimensions inspired the design team to find a greater balance between aesthetic integrity and purposeful proportions. And even though the Tarraco SUV is 4,735mm long, 1,839mm wide and 1,658mm tall, creating a huge interior space and an imposing exterior, the overall design implies a lightness and agility as well as a robustness and practicality.

At the front a more prominent grille design, gives an increased presence and more characterful look, and while the sharp **full LED headlights retain the company's triangular signature** they are set further into the body, giving a more focused appearance, and a greater sense of purpose to the vehicle.

Lighting technology is an **important aspect of the Tarraco's** design, to this end the SUV uses 100% LED technology throughout the exterior and interior as standard on both the Xcellence and Style trims. The technology has given designers greater creative freedom to highlight and **extenuate the SUV's design, while at the same time**, customers benefit from cleaner, crisper lighting.

From behind the driver's seat, looking out over the front of the car, its size is subtle and the design team has worked hard to make the Tarraco appear smaller and less intimidating, with intelligent use of shapes and lines in the bonnet.

“The New Tarraco gives a strong impression when you see it for the first time because of its excellent proportions and elegant, yet sporty design. It delivers a feeling of proudness thanks to its assertive front end, a front end that gives you a hint to what **future SEAT's will look like,**” said Alejandro Mesonero-Romanos, Director of Design at SEAT. **“And, as we do in every vehicle we develop, we put a huge amount of our love and passion into the Tarraco's detailing, following our philosophy: If it looks right, it is right.”**

Aesthetics may be of huge importance, but an SUV also has to be a practical, functional vehicle, which is why the emphasis at the rear of the Tarraco has been placed on a low loading area, with a lighting concept to express the width and practicality of the SUV.

The LED lighting also allows for dynamic rear indicators, another technology that highlights the continual mix of form and function in the Tarraco.

No matter which colour the customer chooses from the abundance of options – Dark Camouflage, Oryx White, Reflex Silver, Atlantic Blue, Indium Grey, Titanium Beige, Deep Black and Urano Grey – the shape, stature and presence of the SEAT Tarraco remains evident. And that balance is maintained across both available trim levels, whether customers chose Style or Xcellence.

Interior Design

Inside, designers have worked hard to create an interior that cocoons occupants, using a horizontal line that spans the dashboard and emphasises the width of the Tarraco, increasing the feeling of space in the cabin while at the same time inspiring confidence.

And whether customers chose a traditional five seat layout or elect for the optional seven seat configuration, the interior offers the form, functionality and quality that is a necessity in **today's competitive marketplace.**

The SUV's interior design exudes a level of quality normally found in the premium sector, mixing different materials to evoke a feeling of confidence no matter which trim level is chosen and which specification is selected.

Perfectly sculpted, the cabin balances the differing needs of the driver and passengers; providing a driver-focused, ergonomically designed seating position when behind the steering wheel and a relaxed, comfortable environment for passengers whether sat at the front of the SUV or in the second row, thanks to the generous internal proportions for both leg and head room. Even at the very rear of the vehicle there is sufficient space for the third row passengers.

“It's important that people feel comfortable and the sentiment of having a lot of space, and **the Tarraco's interior is generous, there's a great deal of head room and the leg room we have achieved is fantastic,**” said Alejandro Mesonero-Romanos.

The precision applied is tangible, most notably in the design and positioning of the infotainment system and **SEAT's Digital Cockpit with an 10,25" screen. The central 8"** infotainment display floats, rather than being integrated into the dashboard, not only helping to minimise intrusion into the cabin, but also allowing designers to place it in a more ergonomic and prominent **position, closer to the driver's** eye line, making reading information from it or the cluster simpler and safer.

The interior's design is perfectly supplemented with high quality workmanship and carefully selected materials and colours – a choice of textile, Alcantara® or an optional black leather seats, and an elegant, sporty black interior roof – with tactile precision of the switches and controls demonstrating the utmost attention to detail. The interior's design is also complimented by the frameless rear view mirror, optional heated front and rear seats and electric driver seat with memory function.



Infotainment and connectivity

We live in a world that is highly connected **whether it's through our smartphones or computers**, and the **New SEAT Tarraco extends that connection into the brand's latest and largest SUV.**

The Tarraco benefits from a large 8" floating central display that integrates SEAT's Full Link technology to bring the most important information into the SUV and put it at the occupants' finger tips. The full connectivity solution allows users to benefit from maximum connectivity between their smartphones and the vehicle, incorporating Android Auto and Apple CarPlay.

Access to calls, messages, music and voice recognition as well as the SEAT Drive App, means that the Tarraco allows you to network wherever and whenever.

The SEAT Drive App gives users customisable options to enjoy features such as record your tracks, check your car status, or identify a song via Shazam (only for Android Auto), **all through the Tarraco's 8" touchscreen.**

In addition, Amazon Alexa is also available with the SEAT Tarraco, meaning customers can optimise their time behind the wheel; whether its managing their personal schedule, playing music, navigating to points of interest, requesting personalised news or finding the nearest SEAT dealership. The SEAT Media Control with Amazon Alexa app not only increases the amount of functionality available in the car, but also simplifies access to those key functions. All users need to do is press the control button on the steering wheel and speak.

The Tarraco not only benefits from the clarity and connectivity of the central Infotainment system, the large SUV also integrates SEAT's versatile and customisable Digital Cockpit too, providing clearer information to the driver, and helping them keep their eyes on the road.

The 10.25" digital display is an interactive, customisable pixel-dense digital instrumentation cluster, that not only has a modern and versatile design, but provides greater functionality, allowing drivers to view everything from classic information found on analogue dials, such as speedometer and tachometer, to full-colour maps and navigation.

Controlling the information provided is simple and requires the driver to merely press the steering wheel-mounted **'View' control button** to scroll through the three different available main displays, minimising driver distraction and maximising the clarity of information **provided depending on the driver's needs.**

Transitions between the available information on the 1280 x 480-pixel TFT display are smooth thanks to its 75Hz refresh rate, which makes information easier to read further helping reduce driver stress.

Combined with the possibility of a BeatsAudio system to bring the crystal clear audio into the cabin and a Connectivity Box that allows users to connect and charge their smartphones wirelessly and the New Tarraco offers what few other vehicles can.

In addition, The Tarraco is the first SEAT to feature gesture control functions (when equipped **with 8" Navigation Plus**), which allows the driver to interact with the display without touching it, merely requiring a simple movement of the hand.

Powertrain

Performance, efficiency and reliability are key to the Tarraco's powertrain line-up with all the engines powering the large SUV benefitting from direct-injection, turbocharging and start-stop technology with outputs of between 150PS and 190PS and all meeting latest emissions standards.

Two petrol variants: a four-cylinder 1.5 litre TSI unit that produces 150PS and is linked to a six-speed manual transmission powering the front wheels, and a 2.0 litre, 190PS offering mated to a seven-speed DSG gearbox and 4Drive total traction system.

The 1.5 litre unit produces 150PS of power between 5,000rpm and 6,000rpm while the **engine's 250Nm of torque is available from just 1,500rpm up to 3,500rpm. The output figures are achieved due to the 1,498cc unit's bore and stroke of 74.5mm and 85.9mm respectively** and a compression ratio of 10.5, and give the Tarraco a top speed of 201km/h.

The larger 2.0 litre TSI engine benefits from a bore of 82.5mm and a stroke of 92.8mm with a compression ratio of 11.65 and produces its maximum power output of 190PS between 4,200rpm and 6,000rpm. **The engine's enormous amount of torque, 320Nm, is delivered at 1,500-4,100rpm.** The larger petrol engine helps the Tarraco reach 100km/h in just 8.0 seconds and gives it a top speed of 211km/h.

There are two diesel options, both 2.0 litre TDIs, with power outputs of 150PS and 190PS respectively. Bore and stroke are identical at 81mm and 95.5mm but the compression ratio differs: the 150PS unit uses a 16.2 ratio while the 190PS engine is 15.5.

The 150PS variant can be connected to either a front-wheel drive, six-speed manual or seven-speed DSG with 4Drive system, but maximum power remains 150PS at 3,500-4,000rpm and maximum torque of 340Nm is available from 1,750rpm and 3,000rpm. The 190PS variant is connected to a seven-speed DSG with 4Drive system, and the maximum power remains 190PS at 3,500-4,000rpm and maximum torque of 400Nm is available between 1,750 and 3,250 rpm.

Overall performance in the two-wheel drive version is gratifying with a top speed of 202km/h and a 0-100km/h time of 9.8 seconds. Even in all-wheel drive format the Tarraco is still no slouch with a top speed of 198km/h and an identical sprint time.

The higher-powered diesel engine is solely available in 4Drive/seven-speed DSG gearbox format. And with 190PS/400Nm at the **driver's disposal** it performs splendidly no matter what the driving conditions are or the demands placed on it. Performance is striking with a top speed of 210km/h and the ability to reach 100km/h in only 8.0 seconds.

As new technologies come online the SEAT Tarraco is engineered to benefit from alternative powertrain technologies, improving efficiency even further in the future. In this regards, by 2020, the Tarraco will benefit from a Plug-in Hybrid version.

Chassis

The SEAT Tarraco has been engineered for drivers looking for excitement and functionality in a single vehicle. People who need the practicality of up to seven seats and the space to transport family and friends, but appreciate a vehicle that reacts to the **driver's inputs and** offers dynamic performance.

“The SEAT Tarraco is a masterpiece of functionality and flexibility, as it offers the space and flexibility customers expect from a large SUV. It is the sportiest vehicle in the segment from a design point of view and also thanks to the dynamic chassis control, which allows you to **tune it to meet your driving needs,”** said SEAT Executive Vice-President for Research and Development, Dr. Matthias Rabe.

The key to its nuanced approach to practicality and dynamic behaviour is the latest technology from Volkswagen Group and the MQB-A long wheelbase architecture that underpins the large SUV.

At the front, the SEAT Tarraco integrates an independent MacPherson strut suspension system with coil springs and hydraulic shock absorbers, while at the rear a multilink approach has been used, also incorporating coil springs and hydraulic shock absorbers.

Combined with **the vehicle's Dynamic Chassis Control (DCC) setup**, it gives the perfect balance between a sporty feeling when you are behind the wheel, and a more comfortable ride when you need to cover longer distances, on different types of roads. The driver can select which setting they prefer – Normal, Eco, Sport – but the system can also adapt automatically, modifying the ride depending on the road surface and driving style.

The intelligent DCC system uses electrically regulated dampers and steering, with each shock absorber connected to a control device which constantly monitors the wheels and calculates the best setting. The system can react within milliseconds to bumps in the road to optimise driveability.

So, whether the Tarraco is specified **with 17”** alloy wheels, or the largest **20”** matt machined alloy wheels options, the chassis offers the maximum amount of quality, and nowhere is this more tangible than in the steering.

The driver is able to feel the road thanks to the perfectly weighted steering which uses a rack electric power system to provide assistance, but without numbing the experience, maximising feedback and driver enjoyment.

The result is a nimbleness and light-footedness that few would expect from a large SUV, but the Tarraco, with a wheelbase of 2,790mm and a weight as low as 1,687kg, manages to perfection, making it not only a practical, every day vehicle, but also an SUV that can bring enjoyment to the driver.

Safety

The New SEAT Tarraco is the benchmark among its competitors for safety. A mixture of sensors allows the vehicle to see the road ahead like never before and adapt to any incident that may occur.

Front assist with bicycle detection, lane assist and Emergency Call are all standard throughout the range, while Adaptive Cruise Control is standard on the Tarraco in Xcellence trim.

SEAT offers a plethora of additional systems too, including Emergency Assist, Blind Spot Detection and Exit Assist, Traffic Sign Recognition, Traffic Jam Assist and Light Assist as options, while it has also introduced two new safety systems for the first time: Pre-Crash Assist and Rollover Assist.

The Pre-Crash Assist system can react in 0.2 seconds should it detect an accident is about to happen – tightening the seatbelts, activating the hazard lights, rolling up the windows and closing the sunroof – helping protect the passenger compartment. Rollover Assist, a rollover detection system, if activated, will make an emergency call, switch off the engine, unlock the doors, turn on the hazard lights, and change the ventilation system.

Add to these systems the convenience features also included; Park Assist, the Electric Tailgate with Virtual Pedal and Top View camera system and the New SEAT Tarraco stands head and shoulders above its competitors in the large SUV market.

Summary

The New Tarraco sits at the **top of SEAT's SUV family, mixing state-of-the-art technology, dynamic, agile handling, practicality and functionality with elegant, progressive design** along with the increased dimensions of a large SUV to offer a vehicle that can take on all elements of modern life.

The New SEAT Tarraco seamlessly blends the key attributes that every vehicle in the **brand's** range needs: design and functionality, sportiness and comfort, accessibility and quality, technology and emotion, to meet the demands of the modern driver. Designed for drivers who need the usefulness of a five or seven-seater, the practicality of a higher driving position and **are conscious of a vehicle's aesthetics.**

Inside, the Tarraco's **cabin** fuses a high quality, ergonomically designed interior space with state-of-the-art infotainment and connectivity technologies. Under the bonnet, the powertrain line-up helps it to meet the most stringent emissions legislation while offering the best performance for the customer.

The Tarraco epitomises the core values of the SEAT brand, and brings them to a segment that is primed for a disruptive force.

Pre-sales of the New SEAT Tarraco will start in December and the car will make its entry to the market at the very beginning of 2019.

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), exporting 80% of its vehicles, and is present in over 80 countries on all five continents. In 2017, SEAT obtained an after tax profit of 281 million euros, sold close to 470,000 cars and achieved a record turnover of more than 9.5 billion euros.

The SEAT Group employs more than 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza, Arona and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain's largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company's global digitalisation process to promote the mobility of the future.



SEAT Communications
Arnaud Hacault
Head of Product Communications
T/ +34 659 13 48 04
arnaud.hacault@seat.es

Jaume Rabassa
Product Communications
T / +34 619 61 64 70
jaume.rabassa@seat.es

www.seat-mediacenter.es

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