Live stream: World Premiere of the all-new SEAT Leon

- On January 28th, SEAT will unveil the 4th generation SEAT Leon
- Live streaming from 19:00 CET on SEAT Media Center

Martorell, 24/01/2019. The world premiere of the all-new SEAT Leon will take place next Tuesday, January 28th in Martorell, at SEAT's facilities. For anyone wanting to follow the event online, the presentation will be broadcast live in English starting from 19:00 CET at SEAT Media Center.

Media agencies can also broadcast the transmission via embedded code on their own channels.

Date: Tuesday, January 28th from 19:00 CET


Embedded code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/MrHL3kRKmz0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. Member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exports the 80% of its vehicles, and is present in 80 countries on all five continents. In 2019, SEAT sold 574,100 cars, the highest figure in the history of the company.

The SEAT Group employs over 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 in the Czech Republic, the Tarraco in Germany, the Alhambra in Portugal and the Mii electric, SEAT’s first 100% electric car, in Slovakia.

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

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