

SEAT and CUPRA head to the Geneva Motor Show with a host of new vehicles

- **CUPRA Formentor, the first model exclusively developed for CUPRA, will be unveiled next week as a World Premiere**
- **Public debut of the first CUPRA Leon, which will be presented in both 5-door and Sportstourer versions**
- **The all-new SEAT Leon will be presented with its complete line-up of alternative powertrain, including the CNG version**
- **The motor show sees the Premiere of the SEAT Tarraco FR, a much awaited trim that adds a new dimension to the brand's largest SUV**
- **SEAT will also present its latest news regarding urban mobility, initially planned for the Mobile World Congress**

Martorell, 26/02/2020. – This year's Geneva Motor Show will bring together a host of new and exciting vehicles and developments including the World Premiere of the CUPRA Formentor, the first model exclusively developed for CUPRA, and the public debut of the first CUPRA Leon.

SEAT will also celebrate the public debut of the all-new SEAT Leon in its complete line-up of alternative versions – mild-hybrid, plug-in hybrid and also the CNG version presented for the first time – as well as the Premiere of the SEAT Tarraco FR.

“The Geneva Motor Show will be among the first opportunities customers will have to see our 2020 product offensive: SEAT Leon, CUPRA Leon and CUPRA Formentor, which will all be available in plug-in hybrid versions. These products will shift both brands to the next level”, said SEAT Executive Vice-President for Sales and Marketing and CUPRA CEO Wayne Griffiths. **“We’re meeting market demands to offer a range of performance, efficiency, connected and safe vehicles that can deliver everything that our customers need, while maintaining our aims to reduce our impact on the environment.”**

The company will also take the opportunity to present its latest news regarding urban mobility that were initially planned for the Mobile World Congress, including the world premiere of the eScooter.

All-new SEAT Leon sets the standard

At this year's Geneva Motor Show, the all-new SEAT Leon comes with the complete line-up of alternative powertrains.

The all-new SEAT Leon will be presented in mild-hybrid (eTSI), plug-in hybrid (eHYBRID) and CNG (TGI) variants for the first time. An important milestone as the industry looks to diversify the options open to the customer.

CNG (TGI)

The all-new SEAT Leon will be presented for the first time with a CNG 1.5 litre TGI unit that produces 96kW/130PS of power. The vehicle integrates three CNG tanks with a total net capacity of 17.3kg, giving the all-new SEAT Leon TGI a range of up to 440km without needing to refuel. And if the CNG tanks do run dry, the engine switches automatically to run on petrol until reaching the next CNG fuel station. Once there, it's as simple to refuel as any other vehicle in the range.

The all-new SEAT Leon TGI also takes convenience, comfort and driveability to the next level, now incorporating SEAT's Digital Cockpit technology – a first for any vehicle in the brand's CNG line-up – adding increased clarity to driver information.

Added to the first is the introduction of the SEAT's Drive Profile system, meaning customers can better customise the drive to suit their individual preferences. Four modes are available: Eco, Normal, Sport and Individual, making the all-new SEAT Leon TGI an even more desirable option.

PHEV (eHYBRID) and mHEV (eTSI)

And as SEAT expands its use of electrification, the fourth-generation Leon also includes an advanced plug-in hybrid powertrain. Mating a TSI petrol engine with an electric motor, the setup produces 150kW/204PS of power. Thanks to its 13kWh lithium-ion battery pack, the car offers an all-electric range of up to 60 km - perfect for increased efficiency, or to travel around city streets where air quality regulations are stricter.

The all-new SEAT Leon also includes mild hybrid technology (eTSI), allowing the compact car to provide even greater efficiency levels. The system, which is available with the 1.0 TSI 81kW/110PS and the 1.5 litre 110kW/150PS petrol unit (exclusively available with DSG and shift-by-wire technology), mates 48V mild-hybrid technology to the combustion engine.

SEAT Tarraco increases its desirability

The SEAT Tarraco is an important vehicle for the brand, and customer demand for the largest SUV in the range remains strong. As with other cars in the line-up, customers have been waiting for the next stage in the vehicle's rollout with the introduction of the sportier FR trim.

The FR trim adds another level of allure both with a range of exterior and interior enhancements. On the outside the Tarraco gains a trim-specific grille, wider wheels and black wheelarch mouldings, black roof rails and window frames with side mirrors painted in Cosmo Grey. At the rear of the Tarraco a new sporty spoiler, coast-to-coast lighting, an exclusive rear diffuser, the FR logo on the boot, and the Tarraco's name embossed in handwriting all help differentiate the look.

The Tarraco FR trim is enriched by the new and exclusive Merlot Red paint. The look is completed with the optional 20" FR alloy wheels (standard: 19" FR machined alloy wheels).

Inside, a new sports steering wheel bearing the FR logo, aluminium pedals, a large 9.2" infotainment system and exclusive electric bucket seats with memory function, distinguish the Tarraco FR to others in the line-up.

The Tarraco also benefits from a sport suspension to provide the ride and handling expected from a vehicle carrying the badge helping set it further apart from the other trim options available (Style and Xcellence).

CUPRA races into the market

CUPRA Leon

Making its public debut is the first CUPRA Leon, available in both 5-door and Sportstourer body styles, and which offers a progressive dynamic design with a high quality interior, a high level of driving experience and a wide range of customisation.

But it is the performance and dynamism that most people will be intrigued by, and the all-new CUPRA Leon doesn't disappoint. The range of powertrain includes 245PS, 300PS and 310PS (exclusively available in the Sportstourer with 4Drive) 2.0litre petrol engines, all exclusively available with DSG and shift-by-wire technology. And in a world constantly aiming to reduce its impact on the environment, the CUPRA Leon offers a high-performance plug-in hybrid option for the first time, which delivers 245PS with both engines – combustion and electric – working at the same time.

CUPRA e-Racer

Motorsport is changing as it adapts to changing pressures from the rule makers and the wider world, and CUPRA is helping the transition with the development of the world's first all-electric touring racecar.

The CUPRA e-Racer brings all of the advantages of a pure electric powertrain. Four electric motors combine to provide 680PS of peak power and 960Nm of torque, powered by a 65kWh battery pack.

From 2021, the PURE ETCR electric touring car championship will take place, highlighting how different pure electric racing competitions are, and the excitement the technology can produce.

CUPRA Formentor

The fun doesn't end there, CUPRA is bringing the next stage in its growth plan to the Geneva Motor Show. The CUPRA Formentor, the first model exclusively developed for CUPRA, will be taking to the stage as a World Premiere.

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 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.

SEAT Communications



Arnaud Hacault
Head of Product Communications
M/ +34 659 134 804
Arnaud.hacault@seat.es

Jan Conesa
Product Communications
M/ +34 650 659 096
Jan.conesa@seat.es



SEAT Mediacenter