

It's all about the technology

- **The new Leon is the most technologically advanced model ever created by SEAT**
- **Connectivity, safety and lighting are the the main focal points of innovation**
- **This compact is the Spanish brand's first fully connected vehicle**

Martorell, 12/03/2020. If there is one thing that characterises the fourth generation SEAT Leon, it is an unprecedented technological leap. It is the most advanced model in the history of the Spanish brand and is poised to become a benchmark in its segment. Let's go over the reasons why.

Always on. The new Leon is SEAT's first fully connected car. Full Link, which includes Android Auto and wireless AppleCarPlay, guarantees full connectivity inside the vehicle. Outside, the SEAT CONNECT app provides remote control of a host of functions to maximise comfort and safety. These include driving data, parking position, vehicle status or speed and anti-theft alerts.

At the heart of the system is the Digital Cockpit, with a 10.25 inch instrument panel and a custom infotainment system. 3D navigation, gesture control and voice recognition are some of the main advances that this system provides.

Voice recognition enables the user to interact with the Infotainment system using natural commands, with the possibility of modifying previous orders. This makes finding navigation information or selecting your favourite music much faster, easier and safer.

More assistants, greater safety. Having a wider view of the surroundings and reacting to road obstacles or sudden movements of other drivers. This is the aim of the new Leon's safety innovations, which represent a turning point for the brand in this aspect.

A highlight is the predictive Adaptive Cruise Control (Predictive ACC), which positions the Leon based on route and GPS data. It also adjusts driving speed according to the road. Automatic driving functionality will be implemented in the near future with the introduction of the Travel Assistance system.

Finally, the fourth generation Leon is equipped with the Exit Assistant. That is, when the vehicle is parked and a door is being opened, it emits a warning sound to prevent risks to other vehicles, cyclists or pedestrians.

Lighting the way forward. The great illuminating power of the full LED headlights on the new Leon, thanks to their 22 LEDs per module, is just one example of the progress made by the compact in this aspect.

Full LED technology in the headlights improves vision even on the darkest of roads. And at the rear, the compact features lights that run across the entire width of the body for the first time. The interior also takes a step forward, with a wrap-around system that adds more personality and changes colour and tone as needed.

It is ultimately a model that takes technology to another level to improve driving and make it easier, safer and more connected.

To find out more, visit the press kit of the new SEAT Leon [here](#).

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.

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