

The Leon sets out for the first time

- **The new Leon makes its first journey with a fresh design both on the outside and in the passenger compartment, which gives it greater presence and character**
- **This is the brand's first fully connected vehicle**
- **Safety is a key aspect of the new model, with the incorporation of new assistants that are paving the way for autonomous driving functions**

Martorell, 19/03/2020. It's six in the morning and the sun has not yet risen. A set of unmistakable headlights come on in the vehicle holding area at SEAT Martorell. The new Leon is on the move. Its first time on the road went like this.

The eyes of the Leon. The Leon stands out on the road. It is impossible not to recognise its eyes and the coast-to-coast light that runs across the width of the rear. Full LED technology of up to 900 lumens for perfect vision in even the darkest places. **“The new lighting not only improves visibility, but consumption as well, since halogen headlights and rear lights are no longer used”**, explains the SEAT Leon Product Manager Daniel Cortina.

Design with greater poise. Once on the go, the Leon is also unmistakable thanks to its harmonious and proportionate design, which in turn improves aerodynamics by 8%. **“This car resembles premium segments in terms of perceived quality, and its ride is agile, dynamic and stable”**, Daniel points out.

On the path to autonomous driving. The new generation Leon is the safest and most collaborative with drivers. Assistants such as Dynamic Chassis Control, Lane Departure Warning and Adaptive Predictive Cruise Control are already moving towards a future where automatic driving functions will be implemented. **“We could be talking about nearly level 2 autonomy thanks to the smart cruise control, the lane departure system or the renewed automatic braking system, which features new functions such as the cornering assistant that allows you to avoid a car when approaching an intersection”**, says the Product Manager.

Always connected. On its journey the Leon is never alone, as it's the first fully connected SEAT vehicle. Thanks to an integrated eSIM card, real-time road status information is displayed on the central 10" infotainment screen featuring natural voice control and gesture control. **“Voice recognition enables the driver to interact with the system, so whether requesting navigation information or musical selections, it's easy, fast and safe”**, Daniel Cortina adds. To enjoy the ride in complete safety, your phone connects with Full Link technology, while it charges wirelessly (using a wireless connection via Bluetooth or WLAN with Apple CarPlay, or a wired Android Auto connection).

The new Leon in figures

5 engines: petrol, diesel GNC, microhybrid and plug-in hybrid

2 bodystyles: 5-door and family sized Sportstourer

4 trim levels: Reference, Style, Xcellence and FR

2 gearboxes: manual and DSG

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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