

David Jofré: “The new Leon is the best interior project we've done at SEAT”

Martorell, 14/05/2020. Interview with David Jofré, car interior designer at SEAT.

The interior of the new SEAT Leon has several new features, such as its new interior design and the improved user experience, all aimed at producing a welcoming effect on the occupants, in an atmosphere of perfect proportions. To achieve this, the interior design process was carried out jointly by the design and digital areas. David Jofré, head of interior architecture design at SEAT, reveals the inner secrets of the new Leon.

What was the work process for the interior design of the new Leon?

The design and digital departments worked as one since the beginning to bring out the best of both worlds. The goal was to provide a fully digital experience, so that at a single glance you could access all the content. That's why the technological concept prevails in the new SEAT Leon. From the outset, both areas gave each other feedback at all times, and this can be seen in the final result, a feeling that surrounds and protects the driver and other occupants.

How did you achieve this wraparound, protective effect?

This sensation is the result of a combination of several elements: a very good technical package provided by the new platform, a very light and spacious interior design, with a lot of work done to achieve the balance of the proportions of all its parts and the high-backed seats. Also the floating radio, the configuration of the interior lights and even the decorative mouldings that surround the dashboard and continue along the front doors. In addition, this generation has 49 millimetres more legroom in the rear seats, making it very comfortable to sit in the back. In terms of functionality, elements that are now integrated into the Infotainment system were also removed. All of this contributes to offering more comfort and protection, enhanced by a distinctly sporty silhouette.

What has improved in the interior design of the new Leon?

In my opinion, the new Leon is the best interior project we've done at SEAT since we started working together. Everything is very carefully thought out, because we coordinated and worked very well in all areas as one. From day one we made very good decisions.

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), exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, the highest figure in its 70-year history, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

In 2019, SEAT allocated 1.259 billion euros to accelerate its investment programme, mainly for the development of new electrified models. In addition, and as part of its commitment to decarbonisation, it invested 27 million euros in sustainable initiatives and is working on an ambitious environmental strategy, called Move to Zero, which aims to make Martorell a zero-carbon footprint plant by 2030.

SEAT 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.

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