

Hola!



SEAT hots up Tarraco with introduction of sportier FR variant

- SEAT Tarraco FR version **augments the vehicle's** sportiness with an exclusive exterior and interior look
- Sport suspension setup changes the style of the ride and handling, giving it a more dynamic character
- **Updated 9.2" infotainment system brings new functionality to the model and** increased levels of connectivity and interaction
- The SEAT Tarraco now benefits from new advanced driver assistance and convenience systems
- Range of petrol (TSI) and diesel (TDI) powertrains give balance between performance and efficiency, while plug-in hybrid technology will add a new dimension

Martorell, 14/09/2020. SEAT makes its largest SUV even more desirable with the introduction of the Tarraco FR, which brings an exclusive exterior and interior look, specific chassis setup and engines that deliver the performance and efficiency with the sporty touch customers demand.

The introduction of the SEAT Tarraco FR offers even more, building on its already solid position in the market, but adding a new dimension to the large SUV.

The SEAT Tarraco FR injects a sportier dynamic into the line-up, through its stronger, more exclusive exterior design language; from the instant the driver takes their seat and holds the **steering wheel, to the vehicle's beating heart** – its range of engines – and the chassis which is tuned to deliver a more involved driving experience.

The FR badge is an important part of SEAT's offering, one that signifies a different character to the vehicles in the line-up, and helps the brand build its position in the market.

Customers are keen to purchase FR versions and have been waiting for the SEAT Tarraco FR which will form a strong part of the large SUV's positioning in the market, accounting for a large proportion of the vehicles that roll off the production line at the Wolfsburg facilities.

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Key Characteristics

EXCLUSIVE FR DESIGN

The SEAT Tarraco FR adds a sportier, unique design to the brand's largest SUV: its exclusive exterior and interior design language gives it standout aesthetic. The SEAT Tarraco integrates a range of exterior additions including a specific front grill in cosmo grey with FR logo, exclusive rear diffuser as well as sporty rear spoiler and coast-to-coast rear LED lights.

POWERTRAINS TO MATCH THE CHARACTER

The SEAT Tarraco FR uses a range of optimised powertrains, both petrol (TSI), diesel (TDI), that marry a reduced environmental impact thanks to low emissions, but the performance required by the FR badge. In early 2021, the large SUV will also bring plug-in hybrid technology to the segment, combining combustion and electrification to deliver a thrilling drive.

A CHASSIS DEVELOPED SPECIFICALLY FOR THE DYNAMIC CHARACTER

The large SUV's sport suspension setup in the Adaptive Chassis Control (DCC) is tuned specifically to deliver an involving drive, and with the combination of the direct steering and 4Drive all-wheel drive technology, it brings a strong character to the large SUV.

FULLY CONNECTED TO YOUR DIGITAL LIFE

The SEAT Tarraco FR is fully connected integrating Full Link (including wireless access to both Android Auto and CarPlay) and out-car connectivity with SEAT CONNECT. In addition, voice recognition allows users to interact with the **new 9.2" infotainment system** using natural language.

SAFETY AND CONVENIENCE AT ITS HEART

With Predictive Adaptive Cruise Control*, Pre-Crash Assist, Emergency Assist, Travel Assist, Side and Exit Assist and Rollover Assist, the SEAT Tarraco will offer the most advanced driver assistance systems to offer optimum protection but adds a host of convenience features including Trailer Assist.

* Predictive ACC will be available in November 2020.

Introduction

The SEAT Tarraco FR expands the large SUV's range to include a vehicle that builds on all the benefits of the original but with a new, sportier, more dynamic dimension to its personality. A range of exterior enhancements, including the trim-specific grille with FR logo, announce the vehicle's change of character, while wider, black wheel arching mouldings, black roof rails and window frames with side mirrors painted in Cosmo Grey enhance the changes. At the rear of the Tarraco a new sporty spoiler, coast-to-coast lighting, an exclusive rear diffuser and rear logo in a handwritten style add to its allure.

The Tarraco FR trims look is enriched by the colour palette available and the exterior look is completed with the inclusion of 19" and 20" FR machined alloy wheels.

Inside, a sports steering wheel bears the FR logo, aluminium pedals add energy while SEAT's Digital Cockpit helps provide the final element to the cabin's dedicated focus on the driver, as they take the controls from the bucket seats (driver's seat: electric with memory function).

The FR trim also brings with it the latest generation of infotainment system helping occupants stay connected and up-to-date no matter where the road takes them. It's an area of the vehicle that gains increasing importance as our lives become always more digital-focused.

But the changes aren't purely aesthetic. The Tarraco also benefits from a sport suspension setup in the Adaptive Chassis Control (DCC) to provide the ride and handling expected from a vehicle carrying the badge – it is after all intended to provide a more focused, dynamic experience.

The chassis is matched perfectly to the range of engines available. The line-up now includes a new TDI engine of 200PS, in addition to the current range of engines available on the Tarraco. TSI petrol units are available with power outputs of between 150PS (110kW) and 190PS (140kW) and capacities of 1.5-2.0 litres. Diesel remains core to the Tarraco, and the FR benefits from two 2.0-litre TDI units with 150PS (110kW) and 200PS (147kW) power outputs respectively. In early 2021, the Tarraco will also be available with a plug-in hybrid powertrain that mates a TSI petrol unit with an electric motor and lithium-ion battery to offer the definitive balance between performance and efficiency.

The SEAT Tarraco FR has been designed to offer the highest levels of performance, efficiency and convenience, wrapped in a distinctive look that stands out from the crowd, offering a character that's in sync with the world around it.

Exterior and interior design

The design approach builds on the foundation set by the Tarraco from launch. With its bigger dimensions, the design team was inspired to bring balance between the vehicle's greater proportions – the SEAT Tarraco is the largest SUV of the range - 4,728mm long, 1,839mm wide and 1,658mm tall – and a need to focus its aesthetic character. But with the introduction of the FR model the need to project lightness and agility grew even further.

A range of exterior enhancements help to add a unique presence to the SEAT Tarraco FR. The FR-specific grille includes the FR logo announcing the vehicle's change of character, while wider, black wheel arching mouldings, black roof rails and window frames with side mirrors painted in Cosmo Grey enhance the changes.

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 handwritten to add to the vehicle's allure.

The exterior look is completed with the inclusion of 19" FR machined alloy wheels with a matt black finish. These can be substituted with the optional 20" FR alloy wheels in machined Cosmo Grey.

The Tarraco FR trim look is enriched by the colour palette available: Oryx White, Merlot Red, Dolphin Grey, Urano Grey, Dark Camouflage and Deep Black all help to highlight the contours in the body, emphasise the vehicle's character and reflect its position in the line-up.

The strong interior design remains, the feeling of space, safety and a level of high quality, but these attributes have all been built on and improved.

When you step inside the SEAT Tarraco FR you are welcomed by a different ambience compared to other vehicles in the line-up. After taking your place in the driver's electric Bucket Seat with memory function, you see the leather sports steering wheel that bears the FR logo, leather gear selector and aluminium pedals at your feet, which together help add energy to the vehicle's feel.

A choice of materials, colours and stitching make add a further differentiation to other vehicle's in the Tarraco line-up and bring together the character of the FR model.

The SEAT Tarraco also benefits from a new touch module (standard in all trims) for all climate control functions (including functions such as seat heater). In addition to touch buttons, illuminated touch sliders are used for fan and temperature control.

SEAT's advanced Digital Cockpit provides the final element to the cabin's dedicated focus on the driver providing all the information and data needed, and which can be configured to suit the driver, or the type of journey being undertaken. The technology streamlines the delivery of information and is augmented by the latest generation of infotainment system, bringing in a new dimension to what functionality can be brought into the cabin, and adding to the digital outlook.

Digitalisation and Connectivity

While the interior space is sculpted to heighten comfort and driver focus, greater emphasis has also been placed on providing a greater digital experience and the ability to connect to online world. The SEAT Tarraco FR integrates the latest generation infotainment system including a new navigation system with a larger **9.2” screen**, optimising driver feedback and passenger connectivity.

The larger Connect System with its clearer display provides a more intuitive user experience, not just because of the layout of the system’s controls but also because it adds natural voice control to simplify user interaction.

Voice recognition is one of the easiest and most natural ways to interact with devices, especially as we have become increasingly used to home assistants from the consumer electronics world.

Voice recognition allows the user to interact with the infotainment system using natural commands, woken with the simple phrase “Hola Hola”, users can make corrections and reference previous commands. So, whether you need to find navigation information or search for music, it is quicker and easier.

The Full Link system enables access to users’ digital lives no matter what device they have; Android Auto or Apple CarPlay (using a wireless connection based on Bluetooth or WLAN). The technology allows users to connect their mobile devices to the vehicle’s infotainment system, bringing their digital eco-system into the vehicle.

So, whether you need access to your contact list, music or mapping, they are all available, accessed in a controlled, intuitive, safe manner that doesn’t distract from the road, using either the infotainment system or the integrated steering wheel controls.

And thanks to the Online Connectivity Unit with an embedded SIM, this means that you’ll never lose your connection to the digital world. In future developments, the system will allow users to access the latest apps which can be updated at any time as the eco-system expands, meaning the number of in-car and online services will grow through the life of the vehicle.

The embedded eSIM allows certain infotainment functions to use real time information adding a new dimension to functionality with online traffic information, parking and petrol station position and the opening times and current prices.

The built-in eSIM also adds an additional safety layer, making the eCall service available, which directly contacts emergency services should an incident occur, adding yet another level of safety to the vehicle. It’s not only the possibility to make an emergency call (manual or automatic) but also that important data from the vehicle will be sent to the emergency services such as car position, engine type, vehicle exterior colour or number of passengers, making it easier for them to assist.

But it isn't only about what's in your vehicle, the SEAT Connect app that can be downloaded to smart devices, opens a new world of possibilities, giving remote control over a plethora of functions that will help maximise the driver enjoyment and help improve safety too.

Users can access vehicle's data including driving data, parking position, vehicle's status, including doors and lights, set up speed alerts so you can be warned if someone using your vehicles is driving too quickly, area and anti-theft alerts, open and close the doors with the remote lock and unlock service, or can remotely activate the horn and turn signals to find the car more easily.

Powertrains and chassis

The SEAT Tarraco FR uses a range of new and optimised powertrains, both petrol (TSI), diesel (TDI), producing the performance expected for a vehicle carrying the FR badge, but balancing the need to lower emissions.

But as well as the traditional, the large SUV also brings plug-in hybrid technology to the segment, combining combustion and electrification to deliver a thrilling drive while maximising the use of electrification and aid SEAT's shift to a more sustainable approach to mobility.

Diesel

Diesel remains core to the Tarraco, and the FR benefits from two 2.0-litre TDI units with 150PS (110kW) and 200PS (147kW) power outputs respectively.

The line-up includes a 2.0l engine linked to either a six-speed manual gearbox or seven-speed automatic DSG transmission with a power output of 150PS (110kW).

A new and more powerful 2.0 TDI 200PS (147kW) engine with 400Nm of torque (previously: 2.0 TDI 190PS/140kW) is also available, and is mated to a new seven-speed automatic DSG dual-clutch transmission (DQ381), exclusively available with 4Drive.

All TDI units introduce a new twin dosing SCR system that includes dual AdBlue injection to reduce significantly NOx emissions compared to previous generation diesel engines. The result is a range of diesel engines that meet the strict requirement of Euro 6AP emissions standards.

Petrol

The line-up of TSI petrol units includes units with capacities of between 1.5 litre and 2.0 litre and power outputs of between 150PS (110kW) and 190PS (140kW).

The 1.5 litre TSI engine pushes out 150PS (110kW)/250Nm and can be linked to either a new six-speed manual gearbox or seven-speed automatic DSG transmission.

The most powerful petrol option is the 2.0l unit 190PS (140kW)/320Nm, always linked to a DSG dual-clutch transmission and 4Drive all-wheel drive system.

Plug-in hybrid

In early 2021, the SEAT Tarraco will also include an advanced plug-in hybrid variant offering a reassuring level of performance while minimising the vehicle's wider impact on the environment.

Mating a 1.4 litre TSI petrol engine electric motor, 13kWh lithium-ion battery pack and six-speed DSG transmission, the setup produces 245PS (180kW) of power and 400Nm of torque.

The plug-in hybrid version also allows drivers to use electric only mode, giving a range of around 50km using just the energy stored in the vehicle's battery – perfect for increased efficiency, or to travel around city streets where air quality regulations are stricter.

“The SEAT Tarraco FR’s advanced plug-in hybrid powertrain will position the large SUV as one of the sportiest, most efficient models in the segment, using the state-of-the-art powertrain to offer a high level of performance combined with the ability to drive a reasonable distance emissions free,” said Werner Tietz, executive Vice-president for Research and Development at SEAT.

Sport suspension setup

Engineers have worked to develop the sport suspension setup in the Adaptive Chassis Control (DCC), so it’s tuned specifically to deliver an involving drive.

Add to the mix the progressive electric power steering system, the inclusion of Adaptive Chassis Control and the 4Drive all-wheel drive technology and the large SUV brings a whole new character to the market with the introduction of the FR badge to the line-up.

The 4Drive all-wheel drive system

Thanks to the selectable driver profiles through the rotary dial – Eco, Normal, Sport and Individual on front-wheel variants, and the additional of 2 extra modes - Offroad and Snow - for 4Drive versions, the vehicle’s ride and handling can change depending on the conditions and the driver’s requirements, making the SEAT Tarraco FR more comfortable.

Safety and convenience

Performance isn't simply a concept attributed to the speed of a vehicle; today's cars also need to offer performance in safety – an area the SEAT Tarraco FR excels in. The brand's largest SUV integrates a range of new advanced driver assistance systems and convenience features that allow it to remain secure, stable and comfortable no matter how demanding the driving environment.

Systems including Pre-Crash Assist, Predictive Adaptive Cruise Control (ACC)*, Travel Assist, Emergency Assist and Side and Exit Assist, work together to protect the vehicle and its occupants.

Additional systems such as Lane Assist and Front Assist – which includes bicycle and pedestrian detection – are standard and can be supplemented with technologies including Blind Spot Detection, Traffic Sign Recognition and Traffic Jam Assist.

Pre-Crash Assist is a system designed to prepare the vehicle and occupants should the worst happen and there's a potential collision. The onboard systems work together; front seatbelts are pretensioned, windows and sunroofs are closed, and warning lights are activated in order to mitigate the consequences of an accident.

Predictive Adaptive Cruise Control (ACC)* can position the large SUV using GPS data delivered from the navigation system, allowing it to correct its speed depending on the road layout ahead – bends, roundabouts, junctions, speed limits and built-up areas. And using input from the front mounted camera and traffic sign recognition, it can adjust vehicle speed when limits change.

The semi-automatic driving functionality continues with the introduction of the Travel Assist technology. By simply pressing one button on the steering wheel, the advanced system uses information from the ACC and Lane Assist to actively keep the vehicle in the centre of the lane and adjust speed to the flow of the traffic – providing assisted driving at speeds of up to 210km/h.

To maintain safety and to meet legal requirements the driver must maintain constant monitoring of the system and their surroundings, keeping at least one hand on the steering wheel. If the vehicle detects that the driver has left the steering for some seconds, they will receive audible and visual warnings, and a braking jolt can be given. If the driver continues to fail to respond the Emergency Assist system can bring the Tarraco to a complete stop.

An added dimension to the new SEAT Tarraco is the Exit Assist. When parking out, the vehicle will give an audible and visual warning if traffic is coming – this can be other vehicles if on the roadside, or cyclists if on the kerb side – and if necessary, initiating automatic braking.

The SEAT Tarraco will also feature Side Assist which can detect vehicles up to 70m, with indications through a led in the exterior mirror.

Rollover Assist works as an extension of this system, and in case of an accident, the car makes an emergency call, switches off the engine, unlocks the doors, turns on the hazard lights and changes the ventilation, among other functions.

The SEAT Tarraco FR also adds a range of features that make life simpler. For those who like to tow, Trailer Assist supports the driver when reversing or parking with a trailer, the reversing camera image is used to help guide the vehicle and trailer to the exact position needed.

It's simple to use; the driver need only select reverse gear, press the parking aid button and use the mirror adjustment switch to set the direction you wish the trailer to be steered, then simply take control of acceleration, braking and gear changes in manual vehicles, and the system will do the rest.

Add to this the Parking Heater system that allows you to warm the engine and vehicle faster in extremely cold weather, Kessy (keyless entry) and practicality is guaranteed.

Finally, one of the key comfort features in the interior of the car is the 3-zone automatic air conditioner "Climatronic", offering new levels of comfort for the passengers, whether seated in the front or in the rear of the car.

** Predictive ACC will be available in November 2020.*

Technical specifications

Petrol

Engine	1.5 TSI with manual gearbox (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1,498 cc
Bore and stroke	74.5 x 85.9
Compression ratio	10.5:1
Max. Power	150PS/110kW
Max. Torque	250Nm
CO ₂ Emissions	WLTP: 150-174 g/km
Fuel consumption	WLTP: 6.6-7.7 litres/100km

Engine	1.5 TSI with DSG gearbox (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1,498 cc
Bore and stroke	74.5 x 85.9
Compression ratio	10.5:1
Max. Power	110kW/150PS
Max. Torque	250Nm
CO ₂ Emissions	WLTP: 160-184 g/km
Fuel consumption	WLTP: 7.0-8.4 litres/100km

Engine	2.0 TSI with DSG gearbox and 4Drive (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	1,984cc
Bore and stroke	82.5 x 92.8
Compression ratio	12.2:1
Max. Power	140kW/190PS
Max. Torque	320Nm
CO ₂ Emissions	WLTP: 191-214 g/km
Fuel consumption	WLTP: 8.4-9.5 litres/100km

Diesel

Engine	2.0 TDI with manual gearbox (EU6DG)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	16,0:1
Max. Power	110kW/150PS
Max. Torque	340 Nm
CO ₂ Emissions	WLTP: 149-162 g/km
Fuel consumption	WLTP: 5.7-6.2 litres/100km

Engine	2.0 TDI with DSG gearbox (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	16,0:1
Max. Power	110kW/150PS
Max. Torque	360 Nm
CO ₂ Emissions	WLTP: 140-157 g/km
Fuel consumption	WLTP: 5.4-6.0 litres/100km

Engine	2.0 TDI with DSG gearbox and 4Drive (EU6AP)
Cylinder/Valves	4-cyl - 16v
Displacement	1.968 cc
Bore and stroke	81,0 x 95,5
Compression ratio	15,5:1
Max. Power	147kW/200PS
Max. Torque	400 Nm
CO ₂ Emissions	WLTP: 164-183 g/km
Fuel consumption	WLTP: 6.2-7.0 litres/100km

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), sells vehicles under the SEAT and CUPRA brands, while SEAT MÓ covers urban mobility products and solutions. SEAT exports 81% of its vehicles, and is present in more than 75 countries. In 2019, SEAT sold 574,100 cars, posted a profit after tax of 346 million euros and a record turnover of more than 11 billion euros.

SEAT employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the 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. These plants are joined by SEAT:CODE, the software development centre located in Barcelona.

SEAT will invest 5 billion euros through to 2025 in R&D projects for vehicle development, specially to electrify the range, and to equipment and facilities. The company aims to make Martorell a zero carbon footprint plant by 2050.

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