

2012 SEAT Exeo glides into showrooms

Submitted by: pr-sending-enterprises

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The executive class 2012 SEAT Exeo is now available in the Spanish brand's UK showrooms nationwide with even more style, economy and refinement available to savvy saloon and estate buyers.

SEAT's much-admired Exeo saloon and Exeo ST Estate range boasts a new look and some important engineering upgrades.

The 2012 cars' revised 'face' - with new bi-xenon headlights and stunning LED daytime running lights (standard on Sport models and optional on SE spec cars) - ensures it once again cuts a real dash in the executive car park.

The styling enhancements, boosted by smart new alloy wheel designs, further underline the high value SEAT Exeo Estate (<http://www.seat.co.uk/content/uk/brand/en/models/exeo-st/discover.html>) range's premium look while upgrades to interior materials - including improved leather on the steering wheel and revised upholstery - create a matching premium feel.

Meanwhile, improvements to the high quality SEAT saloon and estate's 2.0 TDI common rail power plant see emissions cut to as little as 129 g/km. Economy is similarly improved, too, with the Exeo saloon now being capable of as much as 58.9 mpg on the EU's combined cycle.

The Exeo's elegant styling upgrades, allied to SEAT's on-going commitment to improving quality and fuel economy, as well as reducing emissions, are already generating even more interest in the range. The luxurious saloon and estate car line-up is the Spanish brand's third best-seller in the UK behind the perennially popular Ibiza super-mini and Leon five-door family hatch.

As 2012 unfolds the Exeo family is set for even more upgrades, too, with the likely arrival of an Ecomotive version. SEAT's cleanest, greenest and most fuel efficient cars (<http://www.seat.co.uk/content/uk/brand/en/models/ecomotive/green-ethos.html>) all bear the Ecomotive moniker and are synonymous with environmental efficiency. The Ibiza Ecomotive, for instance, emits just 92 g/km of CO₂ while the Leon Ecomotive (<http://www.seat.co.uk/content/uk/brand/en/models/ecomotive/ecomotive-leon.html>) is hot on its heels with a road tax and London congestion charge-busting CO₂ figure of just 99 g/km.

The forthcoming Exeo Ecomotive will boast many of the same technologies that make its Ecomotive siblings such frugal propositions. SEAT's effortless Start/Stop technology, for instance, will help deliver even more fuel efficiency.

SEAT is targeting an ambitious CO₂ figure of less than 120 g/km for the Start/Stop-equipped Exeo which will, of course, enhance its appeal to both environmentally-conscious private buyers and UK fleet managers who demand such low car emissions (<http://www.seat.co.uk/content/uk/brand/en/models/ecomotive/discover/drive-more-efficiently.html>) levels from even their executive models.

SEAT UK Managing Director Peter Wyhinny said: "The showroom arrival of the freshly upgraded Exeo range comes at a great time for SEAT. With another record year under our belt in 2011, and sales continuing their upward trend so far this year, our dealers are already busy.

"The revised Exeo is yet another reason for buyers to visit - and that's all before the new Ibiza super-mini range and brilliant new Mii city car make their UK debuts.

"2012 is set to be the most exciting year in SEAT's history, and the Exeo gets things off to the perfect start."

For full details on the entire SEAT range, together with a great car configurator, simply visit www.seat.co.uk.

About SEAT:

SEAT is the only company in its sector with the capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell, near Barcelona, and exports approximately 75% of its production to 72 countries.

SEAT is the market leader in Spain and, in 2010, reached a turnover amounting to 4.7 billion euros, with total sales of 339,500 vehicles.

All new SEAT vehicles purchased from an authorised SEAT dealer in the United Kingdom qualify for a three-year car warranty consisting of a two-year unlimited mileage manufacturer's warranty and a third year warranty with a 60,000 miles limitation.

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