

SEAT Leon to debut at Paris Motor Show

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SEAT is set to unveil the most important new model in its recent history at the 2012 Mondial de l'Automobile - the all-new Leon.

Combining effortless beauty with greater practicality than its two preceding generations, the new Leon is the most advanced car that SEAT has ever produced and a landmark for the Spanish company. The introduction of the new Leon makes the 2012 Paris Motor Show an epoch-defining event for SEAT, during which the first of a new model family is introduced - a family that will extend the Leon's reach further than ever before.

And with the official introduction of the new, production-ready Toledo hatchback, SEAT really does have compact family car segment covered. The new Toledo boasts an incredible amount of cabin space and a 550-litre boot, wrapped in a compact body shell and with a price that's more supermini than family car.

Alongside the two new cars (<http://www.seat.co.uk/content/uk/brand/en.html>), SEAT will also display the exciting Mii FR Line Concept. First shown at the 2012 GTI Treffen event in Worthersee, Austria, the Mii FR Line Concept alludes to how the city car could look were it to become available in FR trim.

Finally, the Paris Motor Show represents the official market introduction of SEAT's new corporate identity, which brings a more modern, streamlined look to the existing 'S' logo found on the grille and tailgate of every SEAT model. It will be used first on the new Leon, before being rolled out to the entire range from 2013.

Speaking about SEAT's presence at the 2012 Paris Motor Show, UK Director Peter Wyhinny said: "We're hugely excited about what we have in store for this year's Paris show. The all-new Leon is a remarkable car, oozing Spanish flair but bursting with technology and offering genuine versatility. We can't wait to show it in the metal so that its beauty and presence can really be appreciated, and beyond that we're eagerly anticipating getting people behind the wheel so they can feel just how dynamic this car really is.

"In addition, the introduction of the new, fourth-generation Toledo is a big step for us, because it gives our customers the chance to own a car with unique visual appeal but that packs a practicality punch way above its compact size and price. Its five-door hatchback layout brings the model back to the spirit of the ground-breaking original, which was a huge success. We're convinced that buyers will take this new Toledo to their hearts.

"And with the stunning Mii FR Line Concept sitting on our Paris show stand too, alluding to a sportier future for the sensational city car, there are good times ahead for SEAT. Adding the new Leon and Toledo to models like the Mii, the Exeo and the multi-award winning Alhambra, the SEAT line-up is bigger, better and more exciting than ever before and there's much more to come."

About SEAT:

SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting approximately 80% of its vehicles to 75 countries. SEAT is market leader in Spain, and in 2011 had a total turnover of more than 5.0 billion euros, with overall deliveries amounting to 350,000 units. A number of new car offers (<http://www.seat.co.uk/content/uk/brand/en/models/special-offers/new-cars.html>) can be found on the SEAT website with the SEAT car configurator (<http://carconfigurator.seat.co.uk/seat-cc/main-seat-006-en.view?msk=1#carline>) available to assist customers in finding the car that suits their personal needs and budget.

SEAT Group employs more than 14,000 professionals at its three production centres in Barcelona - Zona Franca, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon cars (<http://www.seat.co.uk/content/uk/brand/en/models/leon/discover.html>), amongst other models.

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