

All-new SEAT Leon goes on sale in Ireland

Submitted by: pr-sending-enterprises

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SEAT Ireland has launched the new SEAT Leon on to the Irish market with a 12 model line-up which includes a choice of 1.2-litre TSI petrol (86bhp and 105bhp), 1.6-litre TDI diesel (90bhp and 105bhp), 1.8-litre TSI petrol (180bhp) and 2.0-litre TDI (150bhp and 184bhp) engines. These engines boast low emissions and outstanding efficiency.

The model that is expected to be the volume seller, the 1.6 TDI, has emissions of just 99g/km placing it in motor tax band A2 and can return fuel economy of just 3.8 l/100km. making this one of the most fuel efficient cars (<http://www.seat.ie/content/ie/brand/en/models/new-leon/performance.html>) in its class.

The SEAT Leon (<http://www.seat.ie/content/ie/brand/en/models/new-leon/discover.html>) is all-new from the ground up and sits on the new Volkswagen Group MBQ platform and it five centimetres shorter than its predecessor, yet the wheelbase is up by almost six centimetres. This results in a car with short overhangs, a spacious interior and from the outside, a very purposeful stance.

Standard specification on all new Leon models is very generous and includes 6 Airbags (2 front + 2 side + 2 curtain), air conditioning, a multifunction steering wheel and on board computer, the Media System Colour with 5" Colour touch screen (MP3, USB / SD card / Bluetooth (phone & audio streaming) / CD / Aux-in, 6 speakers.

The Leon Style version (<http://www.seat.ie/content/ie/brand/en/models/new-leon/versions/style.html>) adds front fog lamps with cornering function, storage box under front seats, interior differentiation (colour and trim and chromed package), cruise control, leather steering wheel, gear knob & hand brake in leather, 16" Design alloy wheels, XDS (electronic differential lock) and Hill Hold. There are also rear electric windows, driver seat lumbar adjustment and Driver & Passenger seat height adjustment.

The top spec FR model features Aluminium FR door step in the front doors, lights sensors, rain sensors, auto dimming rear-view mirrors, rear park distance control, dark tinted windows, SEAT Drive Profile which adjusts steering response, throttle response, multicolour ambient light (red for sport, white for comfort) in door panels, leather FR steering wheel, gear knob and hand brake in leather, Dynamic 17" alloy wheels, a visible chromed double exhaust pipe, FR suspension, full front and rear LED lights with LED daytime running lights, electric heated and folded exterior mirrors with parking position, 2 Zone Climatic Air Conditioning, 5.8" Colour touch screen (MP3, USB / SD card / Bluetooth (phone & audio streaming) / CD / Aux-in, 8 speakers.

Speaking at the launch of new Leon to the Irish media, Cian O'Brien, Director SEAT Ireland said: "The Leon is a hugely important car to us here in Ireland and it has proven to be very popular over the years with a variety of different customers. It is probably fair to say that it is the car that most people associate SEAT with here in Ireland. And this new model is truly outstanding."

O'Brien also commented on the strong start to SEAT sales in 2013, which has seen its sales increase by over 127% in January compared to last year.

"Naturally we are delighted with the strong start to 2013 and the addition of this new Leon will boost our sales even further. Our dealer network is now in good shape and while the market is challenging we certainly think we have the best product line-up in our history."

More information on the new Leon can be found on SEAT Ireland's Facebook (<http://www.facebook.com/seatireland>).

About SEAT:

SEAT is the only company in its sector with the capacity to design, develop, manufacture and market cars in Spain. It offers a range of new cars including fuel efficient cars. For more information, please visit the SEAT Facebook page at facebook.com/seatireland.

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