



SEAT
FOR BUSINESS





Driver first.

In the past 70 years, SEAT has evolved with the passing of time, and the change becomes visible in every aspect. Today, more than ever, SEAT is committed to your mobility. With an impressive model range, diversified power train and micro mobility solutions, we are now able to offer the precise solution for your fleet.

As always, our solutions built with the highest standard and the most up-to-date technology serving your needs in terms of safety, connectivity and efficiency.

I invite you to be part of an exciting mobility era, allowing us to take your fleet to the next level.

Giuseppe Tommaso
Director, International Fleet Sales & Remarketing

01 Competitive total cost of ownership.

02 Safety and technologies for business.

03 Efficiency.
e-HYBRID
TGI Range

04 Exclusive B2B service network.

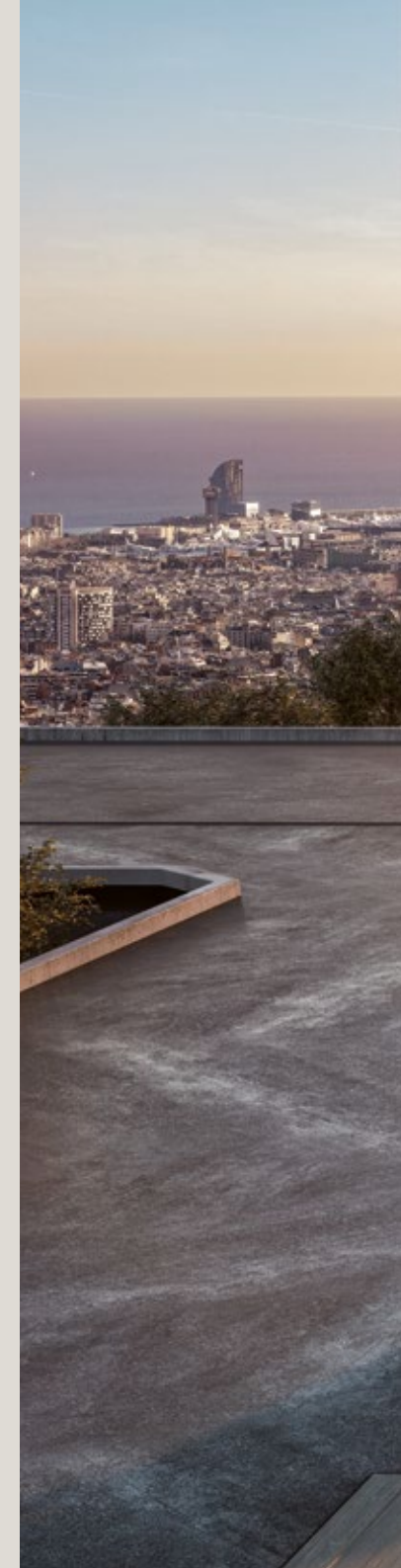
05 Fleet portfolio.

SEAT Leon
SEAT Ibiza
SEAT Arona
New SEAT Ateca
SEAT Tarraco
SEAT Alhambra

06 Urban Mobility.

SEAT MÓ

07 A dedicated team.





Our global range of cars and product specifications varies from country to country. Please, visit your local SEAT website to know more about the product offer available for you.



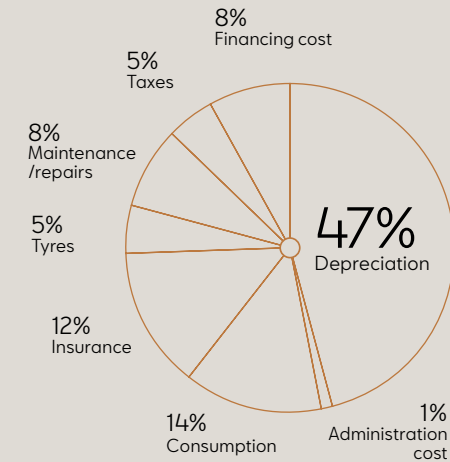
COMPETITIVE TOTAL COST OF OWNERSHIP

The road ahead matters.

SEATs are cost-effective today – and tomorrow. We offer you some of the lowest costs per kilometer in the industry. Service packages that keep your maintenance expenses low. And optimal residual value, a key component of long-term overhead.

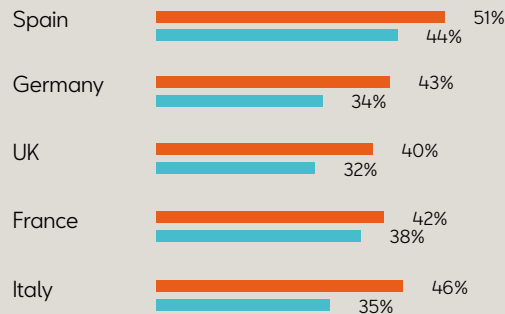
Residual Value corresponds nearly to 50% of TCO. Thus, increasing Residual Value by 1% decreases TCO by 0.5%.

TCO Segmentation by cost.



Leon HB

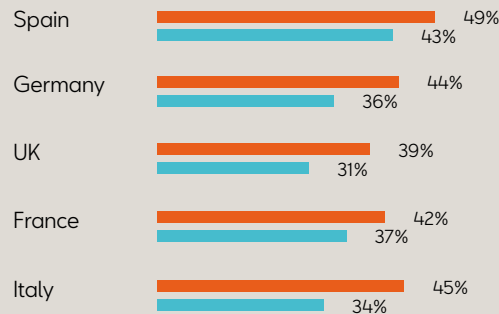
Leon HB ■ Basket Av. ■



Leon and Tarraco (Most representative versions). Sources: Autovista Group July 2020 release [RV Forecast for 36 months / 90.000 kms]. CAP July 2020 release for UK [RV Forecast for 36 months / 60.000 miles].

Leon SP

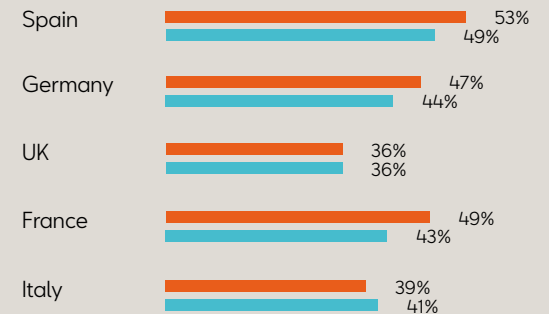
Leon SP ■ Basket Av. ■



Leon and Tarraco (Most representative versions). Sources: Autovista Group July 2020 release [RV Forecast for 36 months / 90.000 kms]. CAP July 2020 release for UK [RV Forecast for 36 months / 60.000 miles].

Tarraco

Tarraco ■ Basket Av. ■



Leon and Tarraco (Most representative versions). Sources: Autovista Group July 2020 release [RV Forecast for 36 months / 90.000 kms]. CAP July 2020 release for UK [RV Forecast for 36 months / 60.000 miles].



SAFETY AND TECHNOLOGIES FOR BUSINESS

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There's no need to compromise.

Every SEAT can offer you state-of-the-art technology.

Safety takes top priority.

- ACC Predictive
- Blind Spot Detection
- Travel Assist
- Exit Assist
- Side Assist
- Pre-crash Assist
- Emergency Assist
- Tiredness Recognition System



Smart technology. Smart choice.

- SEAT Connect
- Parking Heater
- Digital Cockpit
- Wireless Charger
- Keyless entry
- SEAT Drive Profile
- Top View Camera & Park Assist
- Hands- Free Electric Boot



e-HYBRID RANGE



The smarter way to power your business.

Our e-HYBRID models let you drive emission-free, giving you unrestricted access to city centre zones. And when you want to expand your reach, you can just combine electric and petrol power for a larger range. There are thousands of flexible charging options available, so powering up is simple and you'll even save money on your day to day commute. Choose from the stylish, new SEAT Leon e-HYBRID, slightly larger SEAT Leon Sportstourer e-HYBRID or robust SEAT Tarraco e-HYBRID: now's the time to electrify your business.

- Reduced consumption costs & fewer emissions.
- Discounted and free public-chargers & parking with lower costs on toll roads.
- Subsidised home-chargers and easy charging with SEAT Chargers.
- Increased electric range through innovative regenerative braking.





Eco looks good.

TGI combines petrol and compressed natural gas (CNG). This eco-friendly engine improves efficiency and reduces emissions. The engine is smart, selecting CNG as its main fuel and switching to petrol only when required.

Opportunities.



Fewer CO₂ emissions.

Improved efficiency from the engine and fuel tank, which means fewer emissions. The engine is also quieter, which means less noise pollution.



Reduced total cost of ownership.

TGI saves you up to 30% compared to diesel and up to 50% compared to petrol. And because of this reduction in emissions, the total cost of ownership is lower as well.



Free access to low emission zones.

You'll find an increasing number of CNG filling stations all over Europe. Plus, because of the efficient engine, you also get free access to urban parking.

Peace of mind is priceless.



Fixed service prices.

No change in costs for the contract term.



National call centre.

Assistance at your fingertips.



Comprehensive diagnosis.

Enjoy peace of mind with thorough inspections and evaluations.



Flexible plans.

Customise your maintenance plan to fit your business needs.



Residual value.

Certified dealer stamps assure the best residual value of your vehicle with every visit.



Fleet service advisors.

Experts to assist you every step along the way.



Dedicated spaces.

Always find a spot at one of our service centres.



One-stop shop.

Certified service centres with everything at one convenient location.



Mobility services.

Courtesy car at your disposal while your fleet vehicle undergoes maintenance (depending on deals).



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EXCLUSIVE B2B SERVICE NETWORK



There's a match for every business.

A wide range of SEATs for you to choose from. Whatever size, power or features you're looking for, this is where you'll find it.

Hatchback & SP



New SEAT Leon Sportstourer **H TGI ICE**



New SEAT Leon **H TGI ICE**



SEAT Ibiza **TGI ICE**

SUV



SEAT Tarraco **H ICE**



New SEAT Ateca **ICE**



SEAT Arona **TGI ICE**

MPV



SEAT Alhambra **ICE**

e-HYBRID **H**

TGI **TGI**

Internal Combustion Engine **ICE**

Ready for whatever the road brings.

Positively moving as work lights the way. The SEAT Leon is here to support you and your business with cutting-edge design and the latest connectivity.

Technology highlights.

SEAT CONNECT.

When you're always on the go, you need to be connected. SEAT CONNECT lets you check your Leon's status and control it from your smartphone.

10" Navi System with touch slider.

Access a range of services through the high-quality 10" touchscreen. Or go hands-free with voice-control.

Digital Cockpit.

Music. On-route information. 3D maps. Calls. Climate control. Customise your Digital Cockpit to choose how you want to see them all.

Full LED lights.

Diamond grille and full LED at the front. A Coast-to-coast LED light at the back. Better proportions, bolder presence. The SEAT Leon looks, and feels, more seductive than ever.

Engine type.

Petrol: from 1.0 to 1.5 (from 90 to 150 HP)

Diesel: 2.0 (from 115* to 150 HP) *Only for Leon 5D

e-HYBRID: 1.4 TSI (204 HP)

TGI: coming soon in 2021

Gearbox available: manual and automatic (DSG)

Boot capacity: 380l (5D) and 620/1600l (SP)



Leon.



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New Ibiza.



The new SEAT Ibiza For the whole team.



Equipped with the latest technology and driver assistants, topped off by a truly design-oriented presence. The new SEAT Ibiza is more ready than ever to talk business.

Technology highlights.

TGI Engine by SEAT.

TGI by SEAT combines petrol and compressed natural gas for a more efficient and cleaner drive. Good for the environment. And your business.

Navi System+ 9.2".

With a larger floating touchscreen positioned in your line of sight, let drive-time benefit from an office-on-the-go. Make your road life so much simpler.

An interior revolution.

Design should mean comfort. With a new multifunctional steering wheel and a fully digital 10.25" driver cockpit to create a unique sensation while driving.

New driver assistance systems.

With innovative technology like High Beam Assist, Traffic Sign Recognition, Lane Assist and Blind Spot detection, all designed to assist your drive and have your back throughout the journey.

Engine type.

Petrol: from 1.0 to 1.5 (from 80 to 150 HP)

TGI: 1.0 TGI (90 HP)

Gearbox available: manual and automatic (DSG)

Boot capacity: 355 l (TGI 262 l)

Sometimes, mixing business and pleasure is just inevitable.

Your business is driven by passion, and the new SEAT Arona definitely speaks the same language. Beautifully designed, equipped with technology for whatever the road brings and the versatility to get you carried away, wherever your passion takes you.

Technology highlights.

TGI Engine by SEAT.

A TGI engine combines petrol and compressed natural gas, making fuel costs lower and CO₂ emissions fewer.

Mesmerising exterior.

Full LED headlights, integrated fog lights, and High Beam Assist that switches when detecting upcoming traffic.

New driver assistance systems.

A good partner always has your back. And with semi-automatic driving technologies, your company car can do the same.

SEAT CONNECT.

Good connections help your business. They can also keep you safe. eCall contacts the emergency services if an accident is detected.

Engine type.

Petrol: 1.0 & 1.5 (from 95 to 150 HP)

TGI: 1.0 TGI (90 HP)

Gearbox available: manual and automatic (DSG)

Boot capacity: 400 l (TGI 282 l)



New Arona.



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New Ateca.



Expand your business with the perfect partner.



The new SEAT Ateca has everything you need for larger living; striking design, tons of space and unbounded off-road character. Extra safety? No problem, make life easier with autonomous features like Travel Assist and Side Assist.

Technology highlights.

SEAT CONNECT.

Voice recognition. The ultimate co-pilot activated at the touch of a button or with a simple “Hola hola”.

Digital Cockpit.

The 10,25" SEAT Digital Cockpit now splits into 3 for easier access and visibility while you focus on the drive ahead.

Travel Assist.

Equipped with a semi-automatic driving assistant that adjusts your speed according to traffic while keeping you in your lane.

Side Assist.

Detects what your eyes can't see and helps you when changing lanes.



Engine type.

Petrol: from 1.0 to 2.0 (from 110 to 190 HP)

Diesel: 2.0 (from 116 to 150 HP)

Gearbox available: manual and automatic (DSG)

Drive Train available: 2WD and 4WD

Boot capacity: 510l

Have it all.

The SEAT Tarraco is the large SUV that gives your business the space it needs to never stop expanding.

Technology highlights.

Space that you design.

Up to 7 seats gives you 700l with 3rd row down or 1775 l with 2nd and 3rd row down. With 5 seats version, enjoy 760 l of standard capacity or 1920 l with rear seats folded.

4Drive.

The 4Drive all-wheel drive system gives you the power to take on any road condition.

Digital Cockpit.

Traffic sign recognition. Navigation maps. Adaptive Cruise Control. Front & Lane Assist. All in one customisable display.

9,2" screen with Full Link.

With Full Link, you can access your smartphone apps directly from your touchscreen.

Engine type.

Petrol: 1.5 EcoTSI (150 HP)

Diesel: 2.0 TDI (from 150 to 200 HP)

e-HYBRID: 1.4 TSI (245 HP)

Gearbox available: manual and automatic (DSG)

Drive Train available: 2WD and 4WD

Boot capacity: 230 l (7 seats) - 760 l (5 seats)





Tarraco.

Alhambra.



Multi-purpose, awardwinning innovation.



The perfect business partner and the ultimate family car, the SEAT Alhambra has electric, rear sliding doors so everyone can hop in and out with ease. Plus, with the electric boot door and virtual pedal sensor, you'll be able to load up for business completely hands-free.

Technology highlights.

Bi-Xenon headlights.

The more you see, the more you know.

Massage seat.

Reaching the spots that other seats can't, for comfortable driving.

Rear USB ports.

Everyone has at least one device nowadays. Now they will always be charged up.

Electric hatch and sliding doors.

Your SEAT Alhambra's power doors will open and close automatically.

Engine type.

Petrol: 1.4 TSI (150 HP)

Gearbox available: manual and automatic (DSG)

Boot capacity: 2297 l (7 seats) - 2430 l (5 seats)



What is Micromobility?

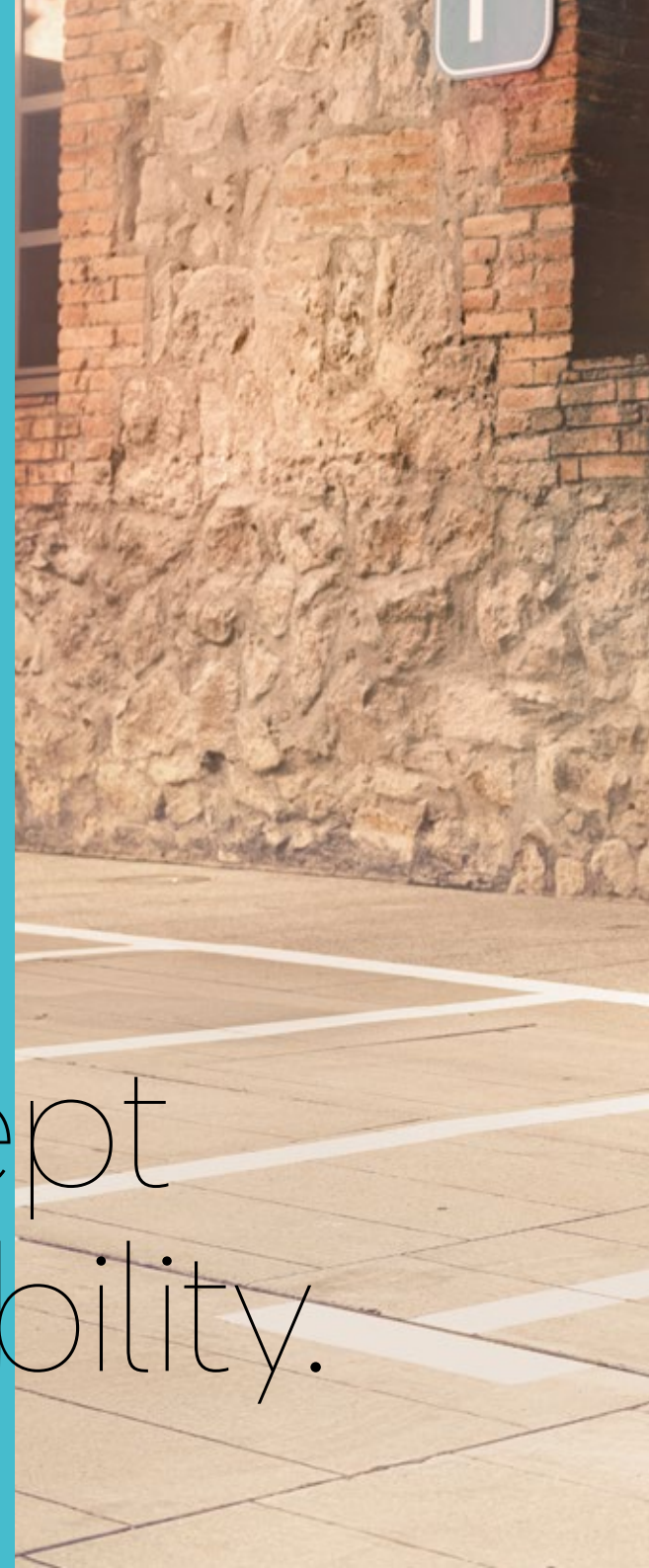
It's a term used to describe travel solutions for short distances, usually the first or last mile of a journey. About 60% of car trips worldwide are less than 8 kilometers and could benefit from Micromobility solutions, according to a study of the McKinsey Center for Future Mobility.

Where is it used?

With the major urban centers expanding, 65% of population is expected to live in cities by 2040. Creating Micromobility solutions is more than just making a product.

The world is changing and the approaches to mobility need to change with it especially in urban environments, said SEAT MÓ Director, Lucas Casasnovas. The SEAT MÓ 125 electric scooter, as well as the SEAT MÓ 65 and 25 electric kick scooters, portray the constant commitment of SEAT MÓ, SEAT's urban mobility division, to take care of the environment, cities and people. SEAT MÓ continues to develop urban mobility products and services that ensure mobility without noise, without emissions and with a minimum footprint, in order to improve the quality of people's lives in cities.

SEAT concept
of Micromobility.





URBAN MICROMOBILITY

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Urban Micromobility.

How is it used?

Solutions include light-weight electric vehicles, like the SEAT MÓ 25 and SEAT MÓ 65 electric kick scooters, and the SEAT MÓ 125 electric scooter.

SEAT MÓtosharing: designed for fleet.

SEAT is in the process of becoming a mobility service provider that goes beyond the scope of making vehicles to respond to one of the major mobility trends of the future: the collaborative, shared, sustainable economy. The sharing services of SEAT MÓ, work through the mobile App, where you can search and book the closest SEAT MÓ 125 drive through the city, depending on your location. For vehicles used as part of fleet solutions, the battery pack can be removed and swapped with a fresh, fully charged unit to keep the electric scooter SEAT MÓ 125 on the road and minimise downtime.



Above and beyond.

SEAT as a company.

- Autobild (Germany) 2020
Corporate of the year
- Fleet world (UK) 2019
Fleet manufacturer of the year
- Autobild Barcelona (Spain) 2019
Be Green Award
- Automotive News Europe Congress (International) 2019
Best OEM 2019
- Kilomètre Entreprises (Switzerland) 2019
Best Fleet Brand 2019
- Welcome Talent Society (International) 2019
“Talent Welcome” Honor Award

Leon.

- Luike Iberoamericana de Revistas (Spain) 2020
Best-selling car in Spain 2019
- Leaseplan (Portugal) 2019
Fleet Car of the year (Leon ST)

Ateca.

- Auto Trader (UK) 2019
Best Family Car

Arona.

- Verkehrsclub (Switzerland) 2019
Best in class for sustainability (TGI)
- What Car? Awards 2019 (UK)
Best Small SUV
- Firmenauto (Germany) 2019
Company car of the year (Small SUV)

Ibiza.

- Kilomètre Entreprises (France) 2019
Best B-to-B car in the segment
- Firmenauto (Germany) 2019
Company car of the year (small car)

Alhambra.

- Firmenauto (Germany) 2019
Company car of the year (Vans)
- Auto Bild (Germany) 2019
Best all-wheel car in Vans and Busses





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AWARDS





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