



Premiere at the Geneva Motor Show

SEAT Toledo FR Line – Sporty Performance with Elegant Lines

- / **The sportiest saloon car in its class**
- / **Unique combination of youthful driving fun, versatile utility**
- / **TSI and TDI engines with displacements of 1.2 to 1.6 litres**
- / **Full-LED headlamps unique in the segment**

Martorell / Geneva, 03/03/2015 SEAT's dynamic and elegant saloon car is now even sportier. At the Geneva Motor Show, the Spanish brand is presenting the FR Line version of the Toledo. The mid-size saloon offers a unique combination of youthful driving fun, versatile utility, outstanding quality and excellent value for money.

The new SEAT Toledo FR Line underscores its dynamic character with additional sills and a newly designed, powerful front end featuring more distinctive air intakes. With its 17-inch wheels painted in titanium grey, the Toledo FR Line has an even more masculine stance. A tinted rear windscreen and rear-side windows add emphasis to the taut lines of the 4.48-metre saloon. Its distinctive appearance is rounded off by exterior mirror casings painted in titanium grey, LED rear lights, fog lamps and FR logos front and back.

The Toledo FR Line continues the theme of sporting elegance with its black interior. The leather steering wheel and gear knob are finished with red stitching. Red seams also feature on the seats, which are upholstered in Alcantara with leather-look side cushions. The foot mats are likewise trimmed in red. The high-gloss black trim elements in the cockpit are illuminated, while the entry sills bear the FR Line logo.

One option that is unique in this segment is the innovative full-LED lights in combination with LED daytime running lights and LED rear lights. The LED headlamps have many benefits besides their expressive design: They illuminate the road with a colour temperature of 5,300 Kelvin, which, because of its close similarity to daylight, places very little strain on the eyes. When it comes to efficiency, the LEDs stand out for their minimal energy consumption – the dipped beam, for example, draws just 20 watts per unit.

The appeal of the SEAT Toledo extends beyond the elegant design so prized by customers, to include its generous spaciousness and the high degree of flexibility offered by its large boot lid and variable luggage space. The state-of-the-art drives with displacements of 1,2, 1.4 and 1.6 litres and featuring FSI and TDI technology generate between 63 kW / 86 PS and 90 kW / 122 PS. Thanks to its outstanding efficiency and excellent value for money, the SEAT Toledo FR Line appeals to customers seeking a practical, expertly crafted and affordable saloon for the whole family – while not missing out on exciting design and dynamic driving fun.



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 more than 80% of its vehicles, and is present in more than 75 countries. In 2013 SEAT achieved a business volume of 6,473 million euros, the highest figure in its history, with worldwide sales of 355,000 units.

SEAT Group employs 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Center, a ‘knowledge hub’, bringing together more than 900 engineers whose goal is to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO2 emissions, energy efficiency, as well as recycling and re-use of resources.

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