



Space, comfort and versatility on a grand scale

SEAT Alhambra 20th anniversary – Style, Design, Technology

- / Attractive special edition for the anniversary of the successful MPV**
- / Unique design features, premium equipment**
- / Innovative technology package for comfort, safety, connectivity**

Martorell / Geneva, March 2016 – The most spacious and versatile vehicle in the SEAT line-up celebrates its anniversary with a special edition. The first-generation SEAT Alhambra was presented 20 years ago – and quickly developed to become a successful model for family, hobbies and leisure, as well as for business and fleet customers. Nowadays, the dynamic MPV for active people counts among its strengths maximum variability, state-of-the-art technologies and assistance systems, powerful and efficient drives and universal connectivity. Added to that – in true SEAT fashion – is exceptionally high quality and perfection combined with excellent value-for-money.

The new SEAT Alhambra 20th anniversary special edition unites unique design features with an extensive package of technologies. The edition is immediately recognisable by its 17-inch alloy wheels in high-gloss black, which are complemented perfectly by the xenon headlamps, the tinted side and rear windows and the large panorama glass sliding roof. The interior is defined by distinctive, dark Alcantara upholstery with stitching in light corn silk. Those seated in the first row of the Alhambra 20th anniversary edition benefit from sports seats with massage function.

The technology package is equally extensive. Keyless entry opens the door to one of the most innovative vehicles in this segment – and even the tailgate can be operated hands-free by foot gesture. Like the tailgate, the two sliding doors also open and close electrically. The comprehensive package of safety and assistance systems includes the Lane Assist lane-departure warning system, Blind Spot Detection, traffic sign recognition and the light assistant. Likewise on board is the SEAT navigation system with the optional Full Link smartphone connection for perfect connectivity.

SEAT is the only company that designs, develops, manufactures and markets 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 over 75 countries. In 2015 SEAT achieved worldwide sales of 400,000 units, the highest figure since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Alhambra in Portugal, the Mii in Slovakia and the Toledo in the Czech Republic.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are the driving force behind innovation for Spain's largest industrial investor in R&D. In line with its



declared commitment to environmental protection, SEAT undertakes and bases its activity on sustainability, namely the reduction of CO2 emissions and energy efficiency.

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