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SEAT brings new excitement to Ibiza and Arona with an evolution in the exterior and a revolution in the interior

- **The Ibiza is an iconic model for the brand and a big part of its success with sales totalling close to 6 million units since its introduction**
- **Since its launch in 2017, the Arona has become a key pillar for SEAT; it was the 2nd most sold model of the range in 2020**
- **World Premiere on April 15th, at 10:00am CET**

SEAT is bringing new vigour to its urban vehicles with a youthful spirit, as it adds an evolution in the exterior and a revolution in the interior to its ever-popular SEAT Ibiza and Arona models.

The SEAT Ibiza is an iconic model of the brand's success. Since its introduction back in 1984, the small hatchback has established itself as the most successful vehicle to ever roll off SEAT's production line. And the refreshed version is aiming to maintain that winning mentality.

It is joined by the improved SEAT Arona urban SUV which delivers a more robust exterior design and greater off-road character, so even on the clamouring streets of the city, it feels safer and able to cope with whatever is thrown its way.

“The SEAT Ibiza has been a cornerstone of the brand's success, with close to 6 million vehicles sold over its five generations, while the SEAT Arona is a clear pillar in the range, being the 2nd most sold SEAT model last year,” said Wayne Griffiths, President of SEAT and CUPRA. **“The updated and upgraded facelift of both models adds to the vehicles' incredible attributes to deliver an even more complete offering whilst refreshing the cars' design.”**

The world has become increasingly digitalised and connected, and the SEAT Ibiza and Arona are ready to be part of the journey, keeping their youthful spirit and adding greater intuitiveness, functionality and perceived quality to the interior space, achieved through improved design language and increased levels of technology.

Stay tuned, as the **digital World Premiere** of the **new SEAT Ibiza** and **SEAT Arona** will take place on **April 15th at 10:00am CET**.

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SEAT S.A.

SEAT S.A. 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), sells vehicles under the CUPRA and SEAT brands, while SEAT MÓ is the business unit that covers urban mobility products and solutions.

SEAT S.A. exports more than 80% of its vehicles, and is present in 75 countries. The company employs over 15,000 professionals and has three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the Ateca in the Czech Republic, the SEAT Tarraco in Germany, the SEAT Alhambra in Portugal. The company also has the SEAT:CODE software development centre, located in Barcelona.

SEAT S.A. will invest 5 billion euros through to 2025 to develop new models for the two commercial brands, SEAT and CUPRA, and to electrify the range. The company aims to play a relevant role in the electrification of urban electric vehicles, with a special focus on the transformation of the Spanish automotive industry.