



A special promotion in association with

SEAT

Sporty cars with the environment at heart

Seat aims to deliver more with low-emission range

Manufacturer's strategies focus on cutting costs and improving service to fleet customers

Seat is focusing on cutting costs for fleets and minimising tax liability with a range of new low CO₂ models introduced in 2010.

A combination of expanding the availability of fuel-saving features, new engines and all-new models will help drivers take advantage of class-leading low-CO₂ emissions on many new Seats.

The company also has other strategies aimed at cutting costs. A 'longlife' servicing regime is now being introduced across the Seat range, where all engines will use high-grade, fully synthetic oil that can run the engines for longer between services.

There are no set service intervals in a longlife servicing regime. Depending on how the car is driven and on-road conditions, a service will be required anywhere between 9,000 and 18,000 miles/24 months (whichever comes sooner).

Longlife servicing may reduce the number of services required over a typical lease period, thereby reducing wholelife costs.

All these strategies tie in with Seat's philosophy of encouraging fleet operators to 'expect more' from car manufacturers. It has expanded its fleet team and has introduced a number of fleet-specialist dealers as well as a dedicated call centre for fleet customers.

Nick Andrews, head of fleet and remarketing at Seat says: "We're communicating to drivers and fleet operators that Seat has already focused on reducing

CO₂ emissions with a huge amount of new technology across the entire range.

"We accept that Ecomotive perhaps wasn't as well known as other low-CO₂



British Gas uses 500 Leon Ecomotives on its fleet

branding from other manufacturers."

He says as some of the technology used in the Ecomotive models has become more widely available across the Seat range, a new E-Ecomotive badge will take over as highlighting the very lowest-CO₂ and most fuel-efficient models in the range.

"Our Ibiza now has CO₂ emissions from 92g/km, which is among the best in its class, and the 99g/km Leon Ecomotive has been available for a while."

The Leon Ecomotive was chosen by British Gas earlier this year in a deal that will see 500 of them used by the utility firm.

Seat is confident that it has a growing range of models that fit in with self-imposed CO₂-emissions caps whether companies set them at 160g/km, 120g/km or even 100g/km.

Even Seat's ultra high performance offering – the 155 mph Leon Cupra R – can rightly claim to have one eye on the environment. Its official CO₂ figure of just 190g/km, allied to a combined economy figure of 34.9mpg, make it easily one of the least polluting cars in its class.

Andrews hopes to communicate some of the good news regarding emissions in its range of petrol engines over the coming months, particularly of the recently introduced 1.2-litre TSI engine.

The 105bhp engine replaces the previous normally-aspirated 1.6-litre, and offers more power and torque, as well as improved efficiency.

In the Altea and Altea XL, CO₂ emissions are 132g/km (reduced from 173g/km and 178g/km respectively when using the 1.6-litre), with fuel



The new 1.2 TSI engine offers improved efficiency

consumption now greater than 50mpg on the combined cycle in both versions.

In the Leon, CO₂ emissions are cut to 124g/km compared to 169g/km in the 1.6-litre discontinued earlier this year, while fuel consumption on the combined cycle is 54.3mpg. When manual versions of the Ibiza are equipped with the 1.2 TSI, it joins the ranks of the few non-hybrid petrol cars with CO₂ emissions below 120g/km, with fuel consumption of more than 55mpg on the combined cycle.

The company's pursuit of reduced emissions and improved economy doesn't come at the expense of driving enjoyment, passenger comfort or style.

Andrews believes today's Seat line-up is not only the most environmentally responsible to date, it's also comfortably the most stylish and well-equipped, too.

"We have a great range which we think environmentally conscious businesses will be interested in, not just because of the low CO₂ emissions and fuel efficiency, but because they are also stylish cars."



Nick Andrews: communicating to fleets

Ecomotive technology points to a green future

Seat's environmental brand utilises the latest fuel-saving and emissions-cutting measures

Huge strides have been taken by Seat in reducing CO₂ emissions since it introduced its first Ecomotive models in 2008.

At the time, the Ibiza Ecomotive with emissions of 99g/km and the Leon Ecomotive with 119g/km were among the most frugal and lowest-emitting models in their classes.

Both models used clever techniques and equipment that help save fuel and reduce CO₂, but now this technology is spreading across the Seat range.

Their equivalent models today achieve 92g/km and 99g/km respectively, demonstrating that Seat competes with the very best in the industry when it comes to diesel technology.

The Ibiza Ecomotive uses a 1.2 TDI engine and has CO₂ emissions of 92g/km – a figure that applies to five-door hatchback, three-door SC and ST estate versions.

The Leon Ecomotive achieves 99g/km to put it on a par with the best-performing diesels in its class, while Ecomotive versions of the versatile Altea and Altea XL both sneak under the 120g/km barrier at 119g/km.

Seat's head of fleet and business sales Nick Andrews admits that

Ecomotive might not be as well known as the green technology used by other manufacturers such as BMW's EfficientDynamics and Volkswagen's BlueMotion, but believes there will be opportunities for Seat's greener vehicles to increase their profile and take advantage of shifts in the market.

‘Seat can compete with the very best when it comes to diesel technology’

92

CO₂ emissions (g/km) of the Seat Ibiza Ecomotive

“Ecomotive was a key factor in our deal to supply 500 Leon Ecomotive models to British Gas this year,” he said.

Vehicles with CO₂ emissions up to 100g/km will become more significant for fleet users over the next few years.

From January, the London Congestion Charge changes its discount rules which currently apply to all ‘alternative fuel’ vehicles, to apply to vehicles with CO₂ emissions lower than 100g/km.

And while all cars with CO₂ emissions up to 120g/km fall into the same BIK tax bracket (10% for petrol cars and 13% for diesel

cars), from April 2012 only cars up to 100g/km will qualify with grading at every 5g/km increment above 100g/km.

Ecomotive models achieve their exceptional low-CO₂ performance (which also results in ultra-low fuel consumption) through a variety of modifications from standard

versions as well as additional technology.

But increased adoption of the technology and a greater acceptance of these features have prompted Seat to revise its ‘green’ badging strategy.

A key part of Ecomotive has been automatic stop-and-start technology which, when the engine has warmed up, can switch off saving fuel and stopping emissions. The engine restarts again automatically the moment the driver is ready to move off.

Ecomotive uses energy recovery under braking which helps the vehicles operate more efficiently.

The Ecomotive badge will now be applied to any car in the Seat range that uses these features.

However, we will soon see a new E-Ecomotive badge for vehicles that include extended fuel-saving and CO₂ reducing features, such as improved aerodynamics and low rolling resistance tyres.

The addition of the new ‘E’, which appears in green above the chrome Ecomotive boot lid badge, makes these the standard-bearers of Seat's green performance identifiable at a glance.

These real world examples of Seat's commitment to fuel efficiency and emissions reduction appear alongside the brand's concepts for future engineering and styling developments such as the petrol/electric hybrid Leon Twin Drive Ecomotive and latest plug-in electric IBE concept.



Seat's model range

Spanish manufacturer's vehicles range from a green supermini to a large seven-seat MPV

Ibiza

A choice of stylish, practical and frugal cars.

The Ibiza is unusual in being offered as a five-door hatchback, a three-door Sport Coupé, and a versatile ST Sport Tourer.

From the ultra-low CO₂ of the Ecomotive versions to the high-performance of the FR, Cupra and Bocanegra models, the Ibiza scores well for desirability.

New 1.2 TDI models are available with fuel-saving E-Ecomotive technology giving the Ibiza among the lowest CO₂ emissions of any car at 92g/km.

Seat has also replaced its 1.6-litre petrol engine with a new turbocharged 1.2 TSI and, combined with stop-start technology, represents a fuel consumption saving of up to 25% compared with the previous 1.6.

BIK from 10% - CO₂ from 92g/km - Combined mpg up to 80.4



Leon

Whether you choose the Ecomotive or the Cupra, the Seat Leon demonstrates style can go hand-in-hand with low running costs.

The practical Leon hides its spacious interior in a coupé-like profile and also makes use of the latest technology, such as Bluetooth connectivity, bi-xenon headlights and also DAB radio through its high-tech sat-nav system.

The Leon Ecomotive remains faithful to Seat's sporty ethos but also delivers 74.3mpg on the combined cycle and CO₂ emissions of 99g/km.

Further up the range the 2.0 TDI has recently improved fuel economy and refinement with the adoption of common rail technology found on the 1.6 TDI engine.

BIK from 13% - CO₂ from 99g/km - Combined mpg up to 74.3



Alhambra

The new Alhambra offers class-leading fuel consumption and low CO₂ emissions.

The 150PS 1.4 TSI and the 170PS 2.0 TDI both feature Ecomotive technology and boast impressive fuel economy with the stop-start system and brake energy recovery function part of the Seat efficiency package.

With CO₂ emissions from 146g/km, and just 149g/km for the DSG automatic, the 140PS 2.0 TDI is class-leading and will be badged Ecomotive.

The Alhambra is 22cm longer than its popular predecessor and has also gained an additional 9cm in width.

It also comes with hi-tech and high-value features with SE Lux models including powered rear sliding passenger doors.

BIK from 20% - CO₂ from 146g/km - Combined mpg up to 50.4



Altea

The versatile Altea takes the dynamism associated with Seat and combines it with a practical family-friendly interior.

Seat offers two versions of the Altea: the roomy Altea is a compact MPV, while the cavernous Altea XL puts many larger estate cars to shame.

The range boasts a spectrum of powerful yet

frugal engines. The petrol range comprises a 105PS 1.2-litre TSI and a class-leading 125PS turbocharged 1.4-litre TSI, while diesels include a sophisticated 2.0-litre TDI unit with 140PS – now featuring common rail technology – and a new 1.6-litre TDI CR producing 105PS.

Both Altea and Altea XL are available in low-emission Ecomotive versions with fuel consumption of 62.8mpg and CO₂ of 119g/km.



BIK from 13% - CO₂ from 119g/km - Combined mpg up to 62.8



BIK from 19% - CO₂ from 136g/km - Combined mpg up to 53.3

Exeo

The Exeo has the sophistication of an executive car but with features that you would expect to find on the options list of other models.

Available as an elegant saloon or practical ST estate, it offers an aspirational product with the latest low-CO₂ petrol and diesel engines, as well as a potent 211bhp 2.0-litre TSI model.

However, CO₂ emissions for the Exeo range start at a lowly 136g/km for the 120bhp 2.0 TDI.

Equipment levels are high, and customers can also boost them further with the high-value kit in the Sport Tech models.

Costing £875 more than the standard Sport, these grades add more than £3,000 worth of equipment, including sat-nav, leather seats, Bose audio upgrade and iPod connectivity.



Electric idea is seriously fun

Seat is determined that its future cars will feature sporty design as well as green credentials

The current Seat range exploits the best cutting-edge technology available to optimise the efficiency of petrol and diesel engines.

However, Seat is also exploring other emerging technologies that are likely to have a growing presence in the marketplace over the next decade.

The public will have witnessed the evolution of Seat's electric car concept – the IBE, introduced at the Geneva Motor Show in March 2010, then with the interior revealed at the Paris Motor Show in October.

Nick Andrews, Seat head of fleet and business sales, said: "We're setting out our stall for future electric vehicles with the IBE concept. We felt it was very important to make it an electric car that didn't compromise on our sporty design philosophy.

"We want electric cars to be fun as well as environmentally friendly."

The IBE has a purposeful appearance with a broad stance. However, it is surprisingly compact at 3.83m long – shorter than the Ibiza. Its dimensions make it easily manoeuvrable in urban environments although it still comes with a sports-car character.

It is fitted with a 102bhp electric motor and, although one of the downsides of electric vehicle technology is heavy battery packs, the IBE uses other weight-saving materials to help it tip the scales at 1,100kg – lighter than a diesel-powered Ibiza.

It will reach 30mph from rest in 3.6 seconds, hitting the 50mph mark in 6.6 seconds and on to 62 mph after just 9.7 seconds thanks to the instantaneous torque available from the electric motor.

Seat believes electric vehicles will be suitable for certain applications where drivers are largely city-based, covering low day-to-day mileage.

Andrews says: "We recognise that there will need

to be strategies in place to improve the infrastructure and accessibility of charging points in the UK to help boost the take-up of electric vehicles.

"It is also encouraging to see the introduction of incentives by the government to help kick-start the market. If consumers can see the Government getting behind electric vehicles, they will be more confident about choosing them."

Seat has also experimented with the plug-in hybrid concept, where a vehicle runs on electric power charged from the mains for short distances, with an engine taking over when the charge is depleted.

The Leon Twin Drive Ecomotive concept car was unveiled in 2009. It uses a 47bhp electric motor powered by a lithium-ion battery pack along with a 1.9-litre diesel engine.

The battery pack gives the Leon Twin Drive Ecomotive a maximum range of 30 miles on electric power, while the diesel engine is able to power the remainder of the journey. Trials are expected to take place in Spain during 2011.

There is more to come for Seat developing established powertrain technology, too.

Andrews says: "Although we expect diesel and petrol engines will continue to be the dominant power source for vehicles for the next decade or so, we also need to develop alternatives that are emerging. Many of our customers will be looking with interest at electric power. We aim to offer a product that meets their needs and captures Seat's sporty DNA."

Seat's IBE concept was introduced at the Geneva Motor Show

