



Autoemotion





## SEAT **ECOMOTIVE** LESS EMISSIONS. MORE EMOTIONS.

### INTRODUCING SIX WAYS TO HELP THE ENVIRONMENT.

Each of us plays a role in the way the world is shaping up, and the decisions we make every day affect the planet we live on. We all leave a carbon footprint measured in units of CO<sub>2</sub> (carbon dioxide), and the cars we drive contribute to that CO<sub>2</sub>. At SEAT, we call this a carbon tyreprint

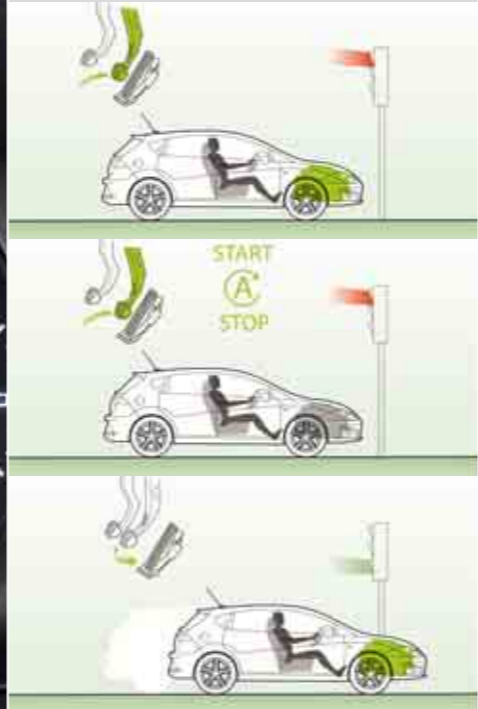
and we are determined to do something about it. In general terms, we already have in place an Environmental Management System, looking at ways our people and our parts can be more eco-conscious. We ensure that our workforce participate fully in environmental care,

whatever their position, and we apply the principle of 'prevention before reduction, reduction before re-use, and re-use before recycling' to all our parts. Cutting CO<sub>2</sub> emissions is vitally important to us. But we also believe that, when it comes to cars, reducing emissions shouldn't be at the cost

of the driving experience. And that's exactly the principle we have applied to our expanding Ecomotive range of cars, offering choice instead of compromise.



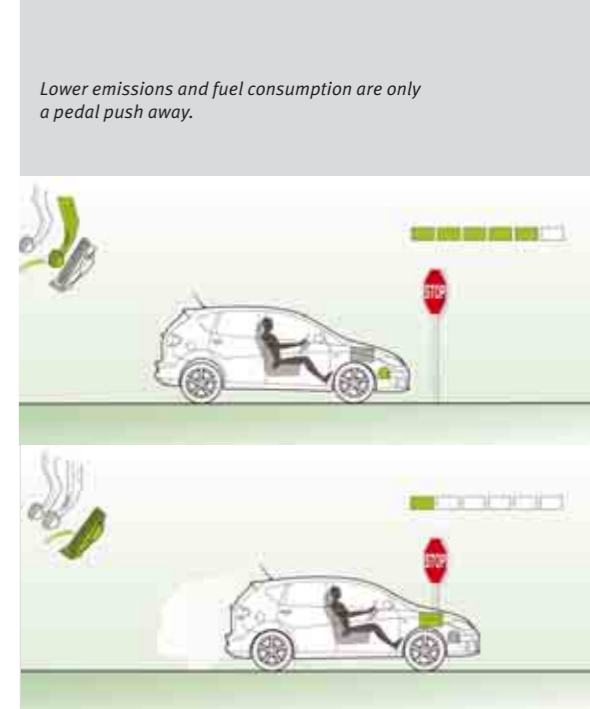
The Start/Stop System can be turned on or off at the push of a button. An illuminated symbol tells you when it's been activated.



When the car is stopped, the gear lever set to neutral and clutch pedal is released, the Start/Stop System switches the engine off. Once the clutch is engaged again the engine starts automatically.



An Energy Recovery System works on the power absorbed by the alternator, to recover energy combining high and low cycles of absorbed power, depending on the driving needs, then feeds it back into the electrical system during acceleration. This system helps you reduce the fuel consumption level, and consequently the CO<sub>2</sub> emission levels when driving.



Lower emissions and fuel consumption are only a pedal push away.

## ECOMOTIVE TECHNOLOGIES.

We all want to help the environment but many of us aren't ready to drastically change the lifestyles we're used to. The good news is that, thanks to technology, we don't have to. In terms of the vehicles we make, technology has helped maintain our high standards in style and

performance while introducing a new level of efficiency. Instead of overhauling the entire vehicle, we've found areas where new technology could help us improve. Across the range we've integrated a Start/Stop System to reduce fuel consumption and emissions. The

engine automatically switches off when the vehicle isn't moving (say, at a traffic light or railway crossing) and starts again once your journey resumes, without you having to turn the ignition key. And because being efficient also means letting nothing go to waste, an Energy

Recovery System captures the energy produced by the alternator, reducing fuel consumption every time you slow down.

**Performance efficiency.**



## THE SEAT IBIZA **ECOMOTIVE** WITH CO<sub>2</sub> EMISSIONS OF JUST 92 G/KM.

*Models shown are Ibiza ST SE, Ibiza SC SE and Ibiza 5dr SE featuring 15" 'Ibiza' alloy wheels.*

### MAKING OTHER CARS GREEN WITH ENVY.

Looks and performance: the Ibiza models with either 1.2 TSI 105PS or 1.2 TDI Common Rail (CR) 75PS Ecomotive engine has them both. And people are taking notice. According to the German newspaper, Bild am Sonntag, the Ibiza Ecomotive is **'the most economic car of its class in the world'**. That's no small feat. With this being one of the

greenest cars in its class, helping the planet has never looked or felt better, and we offer a number of eco versions to choose from - 3-door/SC, 5-door and ST (SportTourer). The range offers two lively Ecomotive engines and is equipped with the latest Ecomotive technology that includes Start/Stop and Energy Recovery Systems. This makes it

quieter, boosts performance while reducing fuel consumption and emissions. Combined with low-friction tyres and improved aerodynamics, it offers a real eco alternative. The result is CO<sub>2</sub> emissions of **92 g/km**, meaning you pay **£0 road tax\***, and combined fuel consumption is pushed

up to 80.7mpg. For something sportier, the tapered 3-door Ibiza SC offers performance and head-turning looks from the inside and out. The 5-door continues the theme and combines beauty and technology. Inspired for driving, both were custom-made for those who want to make an impression on

the road and off, and can accelerate from 0 to 62mph in only 13.9 seconds. Last but not least, for those who need a bit of extra space for their active lifestyles, there is the Ibiza ST with 430 litres of total boot capacity. Car acceleration is still an impressive 0 to 62mph in 14.6 seconds. All versions of

the Ibiza come with EUV compliant engines creating a striking trio - it is technology like this that helps us all do our part for the environment.

**Less emissions, more emotions.**

*Combined fuel consumption: 80.7mpg. Combined CO<sub>2</sub> emissions: 92 g/km. \* VED Band A (up to 100g/km CO<sub>2</sub>), 2010-11*



## THE SEAT LEON **ECOMOTIVE** WITH CO<sub>2</sub> EMISSIONS OF JUST 99 G/KM.



### A RENEWABLE SOURCE OF EXCITEMENT.

Producing an eco version of the Leon was our most daunting challenge. How do we take our top performer, known for its road-punishing performance, and make it even more sensitive to the environment? We set to work, modifying and tweaking where we could. We added the Start/Stop

System and an Energy Recovery System. Then we improved aerodynamics with a special drag reducing underbody panel and closed front grille. Add in a 1.6 TDI Common Rail (CR) Ecomotive engine and we managed to reduce emissions to **99 g/km** – an almost unprecedented

number given the Leon's size and weight, which gets the Leon Ecomotive engine into a very exclusive club, where annual **VED is £0**. That means your tax disc is absolutely free\*. The Leon 1.6 TDI CR Ecomotive engine, one of the most

efficient and innovative engines in the SEAT range, delivers 105PS and a torque of 250 Nm at 1,500 rpm to take the car from 0-62 in 11.5 seconds. To optimise fuel efficiency, a gearshift indicator tells you exactly when to change gears,

boosting average combined fuel consumption to a massive 74.3 miles per gallon. That's enough to take you from London to Barcelona on a single tank. And you'll be keeping the air cleaner along the way, thanks to a soot-trapping

Diesel Particulate Filter (DPF). Cleaner air with performance that takes your breath away.

**Less emissions, more emotions.**



## THE SEAT ALTEA & ALTEA XL **ECOMOTIVE** WITH CO<sub>2</sub> EMISSIONS OF JUST 119 G/KM.

### NOW YOUR PLANS INCLUDE HELPING THE PLANET.

The Altea range has been designed to anticipate your plans in life. Now these needs have expanded to include what could literally be your biggest priority: helping the environment. The Altea and Altea XL with Ecomotive technology successfully combine a stylish exterior

and responsive road-handling with a spacious, flexible interior. And they are environmentally more sensitive with CO<sub>2</sub> emissions of only **119 g/km**. This is due, in part, to a peppy 1.6 TDI Common Rail (CR) Ecomotive engine that delivers 105PS and keeps things quieter and

smoother while offering spirited performance and improved fuel consumption (62.8mpg combined). A gearshift indicator lowers fuel consumption by telling you exactly when to change gears and a soot-trapping Diesel Particulate Filter (DPF) reduces harmful emissions.

Both the Altea and Altea XL comes with Start/Stop and Energy Recovery Systems, and the Altea XL also offers an additional 123 litres of interior space. With more front headroom than any other car in its class, and ergonomic rear seats that can be split and folded, you'll have enough

room for whatever your active lifestyle throws at you.

**Less emissions, more emotions.**



## THE SEAT ALHAMBRA **ECOMOTIVE** WITH CO<sub>2</sub> EMISSIONS OF JUST 159 G/KM.



### FOR THE BIG ECO-FRIENDLY FAMILY.

Larger vehicles are known to be petrol-guzzling CO<sub>2</sub> spewers. But the Alhambra Ecomotive is a big exception, an MPV that'll win over Mother Nature as well as the whole family. Its 2.0 TDI engine produces a whopping 140PS but only 159

g/km of emissions, making it one of the cleanest in its class. But that's not the only breath of fresh air. We've also lowered the Alhambra Ecomotive's fuel consumption by tweaking the engine's electronic management system and by using low

friction tyres on 16" steel rims. One thing we haven't changed is the Alhambra's generous space. The ergonomic interior **seats up to 7 people** comfortably and when the seats are removed, you're left with an astounding 2,610 litres of space.

Also unchanged is an impeccable list of safety features, including standard Anti-lock Braking System (ABS), Electronic Stability Programme (ESP) and an all-encompassing system of side-impact bars. It's reassuring to know that if an

accident should happen, you'll be in one of the safest vehicles in its category.

**Less emissions, more emotions.**

## DRIVING EFFICIENTLY IS ENVIRONMENTALLY FRIENDLIER.

**STARTING THE CAR.** Start the engine without using the accelerator pedal. Then wait a few seconds before moving off.

**FIRST GEAR.** Use it only to start moving. Shift to second in two seconds or within six metres.

### GEAR SHIFTING

Revs: Between 1500 and 2000 rpm is the optimum point  
Speed: To third after 20 mph  
To fourth after 30 mph  
To fifth after more than 45 mph

**DRIVING SPEED.** Maintain speed as regularly as possible. Avoid unnecessary braking, acceleration and gear shifting.

**DECELERATION.** Take your foot off the accelerator pedal and leave the car running in the current gear. Brake gently and change down in gears as late as possible, being mindful when descending steep gradients.

**STOPPING.** When speed and space allow it, stop the car without shifting down gears.

**STOPPED.** When stopped for more than sixty seconds, turn the engine off.

## SAVE THE PLANET AND A LITTLE POCKET CHANGE.

Our Ecomotive series are designed to help you lower your Carbon Tyreprint, and that's enough to make anyone feel good. But saving a little extra helps too. In the case of the Ibiza Ecomotive, we've lowered emissions to just 92g/km, which means you pay £0 Road Tax.\*

We're one of only a few manufacturers who can make this claim (which makes us feel really good as well). When it comes down to it, protecting the planet is just as important to us as producing a range of sporty, Ecomotive engines that'll make you smile from one petrol station to the next. And with up to 80.7 mpg,\*\* you'll be smiling for a while.

\* RFL (Band A) - July 2010. Always obey road law and speed limits.

\*\* Ibiza 1.2 TDI CR Ecomotive engine - combined

## VEHICLE EXCISE DUTY

All new vehicles are subject to a form of vehicle excise duty (Road Fund Licence – RFL) based on the type of fuel the vehicle uses and its carbon dioxide (CO<sub>2</sub>) emission level, measured in grammes per kilometre (g/km). To help you identify the duty you will pay, the DVLA has created thirteen bands. From April 2010 the RFL paid upon registration of a brand-new car will be different to the rate paid in future years. The new first-year rate (or “showroom tax”) is designed to further encourage customers to buy vehicles with lower CO<sub>2</sub> emissions. SEAT's growing Ecomotive and Ecomotive Technology line-ups mean no less than thirty model versions now qualify for £0 RFL in the first year. The table below shows the 12 month RFL rate for petrol and diesel cars:

Band	CO <sub>2</sub> g/km	First-Year Rate	Standard Rate
A	Up to 100	£0	£0
B	101 - 110	£0	£20
C	111 - 120	£0	£30
D	121 - 130	£0	£90
E	131 - 140	£110	£110
F	141 - 150	£125	£125
G	151 - 165	£155	£155
H	166 - 175	£250	£180
I	176 - 185	£300	£200
J	186 - 200	£425	£235
K <sup>^</sup>	201 - 225	£550	£245
L <sup>^</sup>	226 - 255	£750	£425
M <sup>^</sup>	Over 255	£950	£435

<sup>^</sup> No current SEAT models fall into Bands K, L or M.

At SEAT, we are acutely aware of the need to do all we can to minimise the impact cars have on the environment. That's why we are committed to improving the environmental performance of all our cars – without sacrificing an ounce of driving enjoyment. We demonstrate this commitment most obviously via our extensive and growing range of Ecomotive engines which today comprises versions of the chic Ibiza, sporty Leon, practical Altea and Altea XL, and cavernous Alhambra. Simply put, Ecomotive is our green badge of honour. It has come to represent the most environmentally efficient derivative within each model range and shows, at a glance, that the driver is serious about minimising emissions while maximising economy.

In the case of the new generation Ibiza with 1.2 TDI CR Ecomotive engine, for instance, that translates into class leading official emissions levels of just 92g/km CO<sub>2</sub> and a combined fuel economy figure of 80.7 mpg.

Now, we are introducing a second tier of recognition for exceptional environmental performance: Ecomotive Technology. This new line-up of engines is available to order now in the Ibiza, Leon, Altea and Altea XL models. Still achieving emissions as low as 119 g/km, Ecomotive Technology for the first time also introduces a range of petrol Eco warriors with the launch of our ultra-efficient 1.2 TSI engine.

So how are we able to achieve these exceptionally low CO<sub>2</sub> figures and impressive MPG figures? It all starts with aerodynamics – reducing drag does not have to be at odds with aesthetics. In fact our ultra-stylish cars are pretty aerodynamic to begin with, but with the odd closed grille, rear spoiler (on Ibiza 5dr) or an under-body aero kit (on Ibiza and Leon), we are able to shave off even more air resistance and improve still further CO<sub>2</sub> performance as a result.

Next we turn to the weight of the car. Shaving of the odd kilo here or there can have a really positive impact on emissions and fuel consumption. Of course we would never suggest achieving better mpg at the expense of comfort, which is why the extensive creature comforts fitted as standard on most SEATs still appear on cars in Ecomotive guise.

After that, things get a bit technical. In the case of of Ibiza, Leon, Altea and Altea XL Ecomotive engines we are introducing our new Start/Stop System. Quite simply, the car will automatically switch off its engine when you are not moving and re-start it when you indicate that you are ready to move off again by engaging the clutch. Think of it like your TV turning itself off when you're no longer watching – a smart, compromise-free energy saving solution!

Finally we do a spot of recycling courtesy of our Energy Recovery System which comes as standard on all 1.6-litre Common Rail and 1.2 TSI Ecomotive and Ecomotive Technology engines. This system uses an enhanced alternator and stores previously wasted energy generated during brake application in the car's battery. The result? Increased efficiency, improved fuel economy and reduced CO<sub>2</sub> emissions.

For more information about our Ecomotive and Ecomotive Technology engines visit [www.seat.co.uk](http://www.seat.co.uk).

For Fleet & Small Businesses please call our Fleet Business Centre directly to speak to our business advisors on 0800 096 2328 or email us at [businesscentre@seatfleet.co.uk](mailto:businesscentre@seatfleet.co.uk).



SEAT ECOMOTIVE TECHNOLOGY. LESS EMISSIONS. MORE EMOTIONS.



SEAT UK proud partner with DVLA. For more information please visit [www.dvla.gov.uk](http://www.dvla.gov.uk)



For SEAT owners & enthusiasts - all the latest SEAT news, exclusive offers & great events...

Get involved at [www.club-seat.co.uk](http://www.club-seat.co.uk)

SEAT is committed to a policy of continuous product development and reserves the right to make changes to specifications, colours and prices without notice. The information in this brochure can therefore be given as guidance only. While SEAT makes every effort to ensure that specifications are accurate at the time of publication (July '10), you should always check with your authorised SEAT dealership for the latest information. This vehicle and all its parts, as well as the original spares, were designed according to the Legal Regulations governing the prevention and minimisation of Environmental Impact, through the use of recycled/recyclable materials, with measures taken to achieve suitable recycling for the conservation and improvement of environmental quality. SEAT UK has made provision for the correct disposal and recycling\* of all SEAT Vehicles when they are delivered by the customer to its national network of Environment Agency authorised treatment facilities. This service is offered at no cost to the last holder and applies to SEAT vehicles of any age which are substantially complete. The service is provided by Cartakeback.com and to find your nearest facility contact 0870 850303 or browse to [www.cartakeback.com](http://www.cartakeback.com).  
\*In 2006 all vehicles returned to SEAT were certified by UK Government to be recycled to 85%

