



SEAT

# Driven for business

Experienced fleet decision-makers put the award-winning Leon to the test – and find it passes with flying colours

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# THE AWARD WINNING SEAT LEON

**CO<sub>2</sub>**  
FROM  
**89\***  
g/km

**BIK**  
FROM  
**16%\***

**MPG**  
UP TO  
**83.1\***



## TECHNOLOGY TO ENJOY

Sleek and eye-catching, the SEAT Leon 5dr is beautiful and practical. Redesigned from the ground up, it's dynamic, confident and full of technology you can enjoy. Every feature and product detail – including the cutting-edge chassis, tiredness recognition system, advanced infotainment system and drive profile setting – has been designed to improve driving pleasure every time the company car driver gets behind the wheel.

### The Leon 5dr available specification<sup>1</sup>:

- / EASY CONNECT system with colour touchscreen
- / Bluetooth® hands free system with audio streaming
- / Drive profile settings
- / Traction control
- / Electronic stability control and brake assist
- / Driver lane assist
- / Full LED headlights
- / Climate control
- / Tyre pressure monitoring

### SEAT FOR BUSINESS

PLEASE CONTACT OUR FLEET BUSINESS CENTRE ON 0800 975 7844 OR EMAIL US AT: [support@gfbcseat.co.uk](mailto:support@gfbcseat.co.uk) FOLLOW US ON: [SEAT.CO.UK](http://SEAT.CO.UK)

Official fuel consumption for the SEAT Leon in mpg (litres per 100km); urban 32.1 (8.8) – 72.4 (3.9); extra-urban 51.4 (5.5) – 88.3 (3.2); combined 42.2 (6.7) – 83.1 (3.4). CO<sub>2</sub> emissions 156 – 89 g/km. Standard EU Test figures for comparative purposes and may not reflect real driving results.

Available to business users only, between 1st June and 30th September 2015. <sup>1</sup>Subject to model variant specification and option fitment. \*Refers to Leon SE 1.6 TDI Ecomotive 110 PS. Model shown is the Leon SE 1.6 TDI 110PS from P11D £19,345 with the following options: Nevada White paint at £575 RRP, Technology pack at £1,085 RRP, Appearance pack at £500 RRP, electric sunroof at £775 RRP, Park Assistance Pack at £500 RRP and Winter Pack at £360 RRP. Option prices inclusive of VAT.

# Driven by innovation and creativity



SEAT is inspired by Barcelona, where design is motivated by the essence of beauty. We combine our design with the top technology and quality standards of the Volkswagen Group. Here at SEAT, we're driven by innovation and creativity.

This means we recognise that the company car is about more than getting to meetings on time.

SEAT's latest range of cars and award-winning network of fleet dealerships have been created to make the experience of selecting and managing a fleet as enjoyable as possible, to make objectives attainable and, most importantly, to raise a smile whenever anyone picks up the keys.

Soon we'll unveil our first SUV, a new contender for a growing sector that promises to deliver the outstanding quality associated with SEAT.

Our much-admired Leon family continues to expand and we've just announced new versions of the Ibiza and Alhambra ranges for 2015/16.

We have partnered with *Fleet News* to grow awareness of our highly-acclaimed range. This has given key fleet decision-makers the chance to have a month-long test drive and to give us their views on our products. As we strive for perfection, it's important that we get feedback from the people that matter. I look forward to welcoming you to SEAT.

**Peter McDonald, Head of Fleet & Business Sales at SEAT UK**



# Decision-makers put the Leon through its paces

Four fleet decision-makers and two leasing executives teamed up with SEAT and *Fleet News* to test drive a range of Leon models in a business environment for a month

SEAT's Driven for Business promotion put five of the *Fleet News* Awards-winning Leon models through their paces, as our testers covered thousands of miles across the UK, from commuting to holidays, and long cross-country trips.

In 2014, the car was named the *Fleet News* lower medium car of the year, and judges said "the Leon is bang on the fleet button with a range of body styles, good curb-side appeal, a quality interior and it's great to drive" – but would our testers agree?

The drivers collected their Leons – a mix of hatchbacks and estates in a range of trim levels – at Millbrook Proving Ground during the *Fleet News* Company Car in Action event in June where they had an opportunity to take the cars round the famous Alpine hill route, tackling challenging twists, hidden dips and adverse cambers.

Representing some of the largest fleets in the

country, our drivers, geographically spread throughout the UK, covered thousands of miles undertaking a wide variety of journey types. All have very different needs from vehicles on their fleets although, as you might expect, there were some common requirements.

We documented their views every step of the way throughout the test period, including capturing their initial thoughts on camera while taking on the hill route, publishing weekly blogs online, as well as a progress update at the mid-point of the test.

The cars were returned to SEAT at a breakfast event in Stratford-upon-Avon where the drivers gave their feedback and final thoughts as they handed back the keys.

**You can catch up with the videos, blog entries and progress updates online from start to finish at [fleetnews.co.uk/drivenforbusiness](http://fleetnews.co.uk/drivenforbusiness).**





## Steve Jones and Emma Parfitt, LeasePlan SEAT Leon 2.0 TDI SE

# 'If I'd been allocated this as my job-need vehicle, I'd feel lucky'

Leon's looks, equipment and quality impressed LeasePlan's Emma Parfitt

Steve Jones, general manager of asset risk at LeasePlan, and Emma Parfitt, the company's general manager of manufacturer engagement, jointly tested a five-door SEAT Leon hatchback in black, powered by a 150PS 2.0-litre TDI engine paired with a six-speed manual gearbox.

Due to several international trips scheduled for Jones over the test period, the pair shared the car during the course of the month.

"The majority of the driving we would have done was very similar as we live quite close to each other and work in the same office," says Parfitt.

"We had the 2.0-litre TDI SE so performance-wise, for someone who likes cars and driving, it was great."

Throughout the test, the car was subjected to the rough and tumble of family life, and coped well with the challenges Parfitt and Jones threw at it.

"The boot is surprisingly large, it opened easily with stuff in my hand, the handle is accessible, and the boot is nice and deep," says Parfitt. "Everything from golf clubs to football kit went in without any issues."

As part of his role at the leasing and fleet management company, Jones looks at vehicles and the markets to take a view on future residual values.

"The visual side of a car is important," he says. "People are quite fussy: they want a car that's modern and attractive, but if you take that too far and become too radical, you risk building something that looks really up to date at

the time, but loses its appeal three years down the line. It's a fine balance."

Jones praised for the optional active cruise control fitted to his test vehicle.

"If the motorway becomes crammed, the active cruise control takes a lot of the effort out of driving. You almost find yourself looking for opportunities to try it out. I've got a few routes to work and one of them involves going bumper-to-bumper.

"Active cruise makes it much less stressful, knowing the car is managing the gap between you and the car in front."

Parfitt was impressed with the quality of the car and felt it compared favourably with others in the market.

"We see the SE grade on lots of choice lists," she says. "If I'd been allocated that car as my job-need vehicle I'd feel lucky. It looks stylish, felt fun and had a few little gadgets on it. To get the standard sat-nav on that spec level is great."

Jones was also pleased with the space and layout of the hatchback. "While larger engines and automatic gearboxes may feel nice, in reality, you

can get just as much driving pleasure and functionality out of a smaller, cheaper car," he says.

At the end of the test period, Parfitt felt the key to the success of the Leon was getting drivers into the car to sample it. "It presents a really good quality alternative to traditional products in the segment. I would not hesitate to recommend it to a fleet manager," he adds.



*"The active cruise control takes a lot of the effort out of driving. It makes it much less stressful, knowing the car is managing the gap between you and the car in front"*



ABOVE: 16-inch alloy wheels and front fog lights with cornering function are standard on Leon SE

LEFT: Leon's 380-litre boot proved ample during the month-long test.

BOTTOM LEFT: Emma Parfitt tells *Fleet News's* Christopher Smith about her time with the Leon

BELOW: The 2.0 TDI engine offers official combined fuel economy of 68.9mpg in the Leon SE

### SPEC

Power (PS/torque (lb-ft)) 150/236

CO<sub>2</sub> (g/km) 106

Fuel economy (mpg) 68.9

Top speed (mph) 134

0-62mph (sec) 8.4

### FACTFILE

**Names:** Steve Jones and Emma Parfitt

**Company:** LeasePlan

**Risk fleet size:** 142,000 (99,000 cars, 43,000 vans)

**Brands on risk fleet:** We've got pretty much every brand on fleet, including all of the exotics



## Dale Eynon, Environment Agency SEAT Leon ST 2.0 TDI FR

# 'Looks good compared to what else is on the market'

SEAT ST offered the Environment Agency's Dale Eynon plenty of practicality

**D**ale Eynon, head of fleet operations for the Environment Agency, tested a SEAT Leon ST 2.0 TDI FR with a DSG automatic gearbox.

"My final impressions are very positive overall," he says. "My key points would be that it is much better than I thought. The finish is very good on the interior.

"It's a big car – it may look small, but it really isn't. We never had any problems with room in the cabin or in the boot. It was deceptive. Folding the back seats down was also straightforward."

Eynon achieved the best fuel economy out of the five testers and says the car compares well to rivals.

Based in Bristol, his journeys throughout the month-long test period were numerous and often of considerable distance.

"One trip took me to Peterborough: I got 57-58mpg and that wasn't doing 56mph," says Eynon. "You can put your foot down occasionally and you'll always get more than 55mpg.

"In the Peugeot 308 SW you get slightly better economy, but that car provides 115PS, not the Leon's 150PS.

"I'd expect to get 58mpg out of a manual car, but less out of an auto – the Leon is quite frugal."

Racking up the miles, Eynon was impressed with his test model's ease of use.

"It's a very intuitive car – probably more intuitive than quite a lot of cars I've tested," he says. "Without any instructions you can get to grips with it pretty quickly.

"There are lots of little clever touches, but its simplicity is almost its joy. It's a very easy car to drive and these days that's quite a good thing."

His impression of the Leon became more positive throughout the test.

"My opinion of SEAT has gone up. We've had SEAT's in the past and the interior and build quality weren't great. As a brand, it feels like it is a little bit different, but in the right way.

"The Leon looks good compared to what else is on the market.

"You close the doors and there's a good solid clunk: the build quality is definitely there."

Eynon says drivers on his fleet often choose estate models and he believes the looks of the ST stack up well.

"The car I had, the ST, is better than the Volkswagen Golf estate," he says.

"The Golf's styling is a bit more conservative and it doesn't feel quite as modern as the Leon does: the interiors are pretty similar, but the outside is where the Leon wins.

"It's just as good on performance as the Golf is and, although I haven't

checked on pricing, I suspect it's a bit cheaper."

He adds: "It has the quality of a Volkswagen, but with a bit more style.

"I would say fleet managers should give it a good look and not dismiss it straight away. Once people get inside it for a while, drive it and see the build quality, they'll see its as good as a Golf or a Škoda."



*"The Leon looks good compared to what else is on the market. You close the doors and there's a good solid clunk: the build quality is definitely there"*



ABOVE: Dale Eynon was impressed with the Leon ST's styling. 'It's better than the Golf,' he said

LEFT: Leon ST has a boot capacity of 587 litres with its rear seats in place; 1,470 with them folded

BOTTOM LEFT: Leon's interior build quality is 'very good', says Dale Eynon

BELOW: 17-inch 'Dynamic' alloy wheels are standard on the Leon ST FR

### SPEC

Power (hp/torque (lb-ft)) 150/236

CO<sub>2</sub> (g/km) 106

Fuel economy (mpg) 68.9

Top speed (mph) 134

0-62mph (sec) 8.6

### FACTFILE

Name: Dale Eynon

Company: Environment Agency

Fleet size: Cars – 3,600

Brands on fleet: Ford, Volkswagen, Volvo, Škoda, Citroën, Peugeot





**Gillian Joyce, Post Office**  
SEAT Leon 1.6 TDI SE Ecomotive

## 'The CO<sub>2</sub> emissions make a difference to company drivers'

Post Office's Gillian Joyce was impressed with the Leon Ecomotive's efficiency

**G**illian Joyce, fleet manager at Post Office, collected a white SEAT Leon five-door hatchback, in SE Ecomotive trim, powered by a 1.6-litre TDI engine.

Before the test period, Joyce had not driven a SEAT before: Midway through the test, feedback was good.

"When I thought of SEAT, I didn't necessarily think of a car I would like to drive - but I've been quite surprised," she said after driving it for two weeks.

The Ecomotive edition includes a number of eco modifications to increase fuel economy and lower CO<sub>2</sub> emissions, including low rolling resistance tyres, an aerodynamic front grille, stop-start technology, and a tuned 110PS engine.

These help give it an official fuel economy of 85.6mpg on the combined cycle and CO<sub>2</sub> emissions of 87g/km.

"When I initially picked the Leon up, I was recording fuel economy in the mid-to late-50s, but as it settled in it increased and on a long journey I was pushing 70mpg, so that was really impressive," she says.

"When I collected it I also found out that its CO<sub>2</sub> emissions are 87g/km, which is very low: again, that was a nice surprise. The emissions make a big difference to company car drivers."

Economy isn't at the expense of performance, however. The 1.6-litre Ecomotive version adds 10PS on top of the standard 1.6-litre engine used in other models.

"It's quite nippy, surprisingly - I don't know why I didn't think it would be," says Joyce.

As she works from home, her journey profile involves a large amount of longer business use journeys.

"I did the odd trip out with family, but during the test I did quite a lot of M6 motorway journeys, for two to three hours each way, and found the car really nice and comfortable," says Joyce.

"On one of those journeys I took two of my team with me to try and get a feel for what they thought of the vehicle as well. One of the guys was quite tall, but there was still a comment that the space in the back for the passenger was good."

Throughout her time with the car, Joyce delved into the infotainment system's menus to explore its technology and functionality.

"The screen that controls everything is good: you can either control it from the touchscreen on the dash, or by using the steering wheel buttons. I found that really useful," she says.

"If you're using the main touchscreen for music, the sat-nav can move to the display behind the steering wheel."

Despite strong fuel economy, there comes a time when every vehicle requires fuel, and Joyce's Leon was keen to offer a helping hand.

"I got a message that said you'll be running out of fuel soon, shall I direct you to a petrol station, which is good," she says.

"If someone was to ask me if I'd recommend it, I really would."



*"When I collected it I found out its CO<sub>2</sub> emissions are 87g/km, which is very low: again, that was a nice surprise. On a long journey, I was pushing 70mpg"*



ABOVE: Ecomotive trim includes an aerodynamic front grille to maximise efficiency

LEFT: Leon SE Ecomotive provided plenty of room for front and rear seat occupants

BOTTOM LEFT: Gillian Joyce tells *Fleet News's* Christopher Smith about her time with the Leon

BELOW: A 110PS engine provides Leon Ecomotive with 'quite nippy' performance

### SPEC

Power (PS/torque (lb-ft)) 110/184

CO<sub>2</sub> (g/km) 87

Fuel economy (mpg) 85.6

Top speed (mph) 124

0-62mph (sec) 10.5

### FACTFILE

**Name:** Gillian Joyce

**Company:** Post Office

**Time in role:** Seven years

**Fleet size:** Cars - around 650

**Brands on fleet:** A combination of one badge option for business need drivers (Vauxhall) and open brand choice for the perk car community

**Ian Leonard, Speedy Hire**  
SEAT Leon ST 2.0 TDI FR

# 'I didn't think the Leon would be as comfortable as it was'

Speedy Hire's Ian Leonard found his test model exceeded his expectations

Ian Leonard, head of group fleet services at Speedy Hire, took on a SEAT Leon ST 2.0 TDI FR with a DSG automatic gearbox.

"When it was delivered I was marginally disappointed when I saw that it was not a manual because I've got some fairly strong views about automatic gearboxes, but even my perception of those has changed in the last few days," Leonard said after driving the car for two weeks.

At the end of the test, while perhaps not an automatic convert, strong fuel economy figures had impressed.

"I haven't dipped below 50mpg, with my lowest being 50.5mpg and my highest being 53mpg," he says. "What's not to like?"

"It would be interesting to drive a manual back to back with it to see if it's better or worse.

"I know today's gearboxes are quite intelligent and make the selections for you to give you maximum economy. With the autos being as smart as they are these days, the emissions penalty isn't really there any more."

Comfort was one of Leonard's most positive first impressions upon collecting the car, and was the first thing he mentioned when handing the keys back to SEAT.

"It's a really, really nice car to be in," he says. "There are few cars I've experienced in 30 years of driving where within a couple of seconds you feel at home without the need to continually fiddle with your seat."

"As a thing to be in, its unbelievably comfortable. When you spend two hours a day in a car, that's important."

FR trim provides a number of sport-tuned functions, including the ability to set up different driving modes from the car's computer system without a loss of comfort.

"What helps is that there's a switch to change driving modes," says Leonard. "It's got a really nice steering rack anyway, but if you select the sports steering it's even nicer: it weights it up a bit better."

He adds: "It's good that you can choose the sports setting for the steering separate to the sports setting on the gearbox."

Leonard found the Leon exceeded his expectations.

"I was expecting it to be a half-decent car, but didn't think it would handle as well as it did or be as comfortable as it was," he says. "Value and styling are its key strengths. Its exterior styling is great, though I do think SEAT could have been a bit more adventurous."

Overall, though, he feels the car stacks up well against its competition.

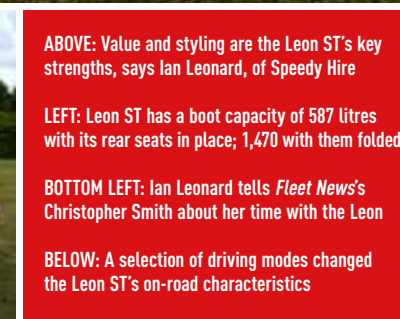
"The car is in an obscenely tough marketplace," adds Leonard. "From a value proposition, it is there, but it's a fierce segment.

"What has been evident over the past couple of years is that SEAT is going through a resurgence.

"It's clearly making a really good car and I think the Leon is the best in the range, so I think they need to take lessons from it and apply them to the rest of its models."



*"There are few cars I've experienced in 30 years of driving where within a couple of seconds you feel at home without the need to continually fiddle with your seat"*



ABOVE: Value and styling are the Leon ST's key strengths, says Ian Leonard, of Speedy Hire

LEFT: Leon ST has a boot capacity of 587 litres with its rear seats in place; 1,470 with them folded

BOTTOM LEFT: Ian Leonard tells *Fleet News's* Christopher Smith about her time with the Leon

BELOW: A selection of driving modes changed the Leon ST's on-road characteristics

## SPEC

Power (hp/torque (lb-ft)) 150/236

CO<sub>2</sub> (g/km) 106

Fuel economy (mpg) 68.9

Top speed (mph) 134

0-62mph (sec) 8.6

## FACTFILE

**Name:** Ian Leonard  
**Company:** Speedy Hire  
**Time in role:** 17 years  
**Fleet size:** 1,700 (cars – 585, vans – 920, HGVs – 195)  
**Brands on fleet:** Ford, BMW, Audi, Jaguar, Land Rover, Toyota, Lexus



## Peter Jardine, Countrywide Estate Agents SEAT Leon ST 2.0 TDI SE

# 'If you are going to tender, definitely include SEAT'

Leon ST's practicality and modern looks impressed Countrywide's Peter Jardine

**P**eter Jardine, fleet manager for Countrywide Estate Agents, operates a fleet of more than 4,500 cars across the UK.

Used to driving a Volkswagen Golf, he took delivery of a black Leon ST 2.0 TDI SE.

Jardine had some initial reservations about the fact the car was an estate, but his views softened throughout the test.

"My first thought was 'oh no, they've lumbered me with the estate, what am I going to do with that?' but, actually, it has proved quite useful," he says.

Jardine made the most of the 587-litre boot for a variety of household tasks.

"I had a load of old baby stuff to take round to a friend of mine and it filled the boot, so that was quite handy," he says.

"I also did a load of gardening one weekend and was easily able to take the rubbish down to the amenities site."

The styling of the car has been well received by Jardine, his family, and colleagues at Countrywide. The model on test was finished in black metallic paint and fitted with optional 17-inch alloy wheels.

"My wife liked the general look of it,"

he says. "Cars these days seem to be more angular. The mirrors finish off at a point and the dashboard ends in a point as well, so that's quite a nice little touch.

"It's got quite a modern feel to it: clean inside and uncomplicated.

"My wife gets to drive a few of the vehicles we have in, so she can offer an informed opinion. She said 'you ought

to get one of these', which isn't a bad advert."

Jardine adds that he found the simplicity of the Leon's infotainment system refreshing. "Trying to work out how to do something with a joystick is tough," he says. "There's none of that in the Leon: you just press a button.

"It's also got a nice little eco tip function on the dash, which will say 'think about changing gear'.

"I'll realise that I'm in fifth gear and should be in sixth, and it also tells me off for idling with my foot on the clutch in first gear."

Handing back the keys, he reflected positively on the experience.

"If any niggles are going to set in, they're likely to be after you've run it for a while, and I didn't really find any," he says. "All in all, I'm pleased with the Leon."

He adds: "The brand has gone up in my expectations.

"Previously, I'd perceived a Leon as a poor man's Volkswagen Golf.

"My impression has got better in the weeks I've owned it. I guess the idea of SEAT giving us the cars is to help get burns on seats, because once you're in it, you find it's pretty good."

He adds: "I'd tell any fleet manager to consider SEAT. There are plenty of cars I've driven I wouldn't say that about, and if someone wanted a recommendation, I'd say it's got the thumbs-up from me.

"It's certainly one to consider. If you were going to tender I would say definitely include SEAT."



*"The brand has gone up in my expectations. I'd tell any fleet manager to consider SEAT. If someone wanted a recommendation, it's got the thumbs-up from me."*



ABOVE: Leon ST's styling was well received by Peter Jardine and his Countrywide colleagues

LEFT: Leon ST's 587-litre boot came in useful for a variety of household tasks

BOTTOM LEFT: Peter Jardine found the month-long test enhanced his opinion of the SEAT brand

BELOW: The test model was fitted with optional 17-inch alloy wheels

### SPEC

Power (PS/torque (lb-ft)) 150/236

CO<sub>2</sub> (g/km) 106

Fuel economy (mpg) 68.9

Top speed (mph) 134

0-62mph (sec) 8.6

### FACTFILE

Name: Peter Jardine

Company: Countrywide Estate Agents

Time in role: 4.5 years

Fleet size: 4,597 (cars - 4,555, vans - 42)

Brands on fleet: Audi, BMW, Mini, Volkswagen and Vauxhall





# The all new SEAT Leon ST Business

CO<sub>2</sub> FROM

102g/km

BIK FROM

18%

COMBINED MPG

72.4

P11D FROM

£20,595

## Available to order now

Call the SEAT Business Centre on 0800 294 0581 to arrange your Leon ST Business demo today.

