



GLOBAL NCAP

Mr Jürgen Stackmann
President and CEO
SEAT
Autovia A-2, km 585
08760 Martorell Barcelona
Spain

24 July 2013

Dear Mr Stackmann,

Re: SEAT New Leon: Latin NCAP's First Five Star Car

I am writing on behalf of the Global New Car Assessment Programme to offer our congratulations on the Seat New Leon receiving the first ever five star safety rating by the Latin New Car Assessment Programme. This is a significant success for SEAT. It shows that cars offering high levels of safety are not just to be found in Europe or North America but also can be available in the rapidly motorising regions of Latin America and elsewhere.

Latin NCAP is helping to create a market for safety across Latin America and clearly SEAT's New Leon is now well placed to succeed as customers increasingly choose models that will better protect themselves and their family. We, therefore, strongly encourage SEAT to increase the availability of the New Leon across the whole Latin American automotive market.

A key recommendation of the 'vehicle pillar' of the Global Plan for the UN Decade of Action 2011-2020 is to more widely apply the United Nation's minimum crash test for front and side impact. This would promote regulatory harmonisation and guarantee that levels of occupant protection are adequate for car buyers across the entire global automotive market. Of course the SEAT New Leon's five star score comfortably exceeds these global safety standards and shows the kind of leadership that is needed if the Decade of Action is to achieve its ambitious goal to reduce by 50% the forecast level of road fatalities by 2020. SEAT's Latin American 'five star' success is, therefore, a very welcome effort to aim high in the interests of road safety.

Yours sincerely

Max Mosley, Chairman, Global NCAP