

## Hatfield dealership launches sexy SEAT outlet

Hatfield VW in Pretoria have just launched their very own exclusive SEAT car dealership, Hatfield SEAT, as one of only 10 dealerships in the country exclusively selling the brand that originated in Spain in the 1950s.

Although SEAT has Spanish origins the company is now wholly-owned by the Volkswagen Group, who will be importing and supporting SEAT in South Africa.

"Hatfield VW's reputation for service excellence has awarded us the exciting opportunity to launch one of the sexiest car brands in South Africa," says Debbie Shepherd who now heads up Hatfield SEAT.

"When it comes to operating the dealership we feel that our young, funky and vibrant staff, who embody the spirit of the SEAT brand, give us an extra edge," explains Debbie.

SEAT cars are about passion and are designed for the bold and relentless."

She adds that they are modern, progressive, sleek and athletic cars that are targeted at those that are young at heart, aspirational and driven.

"Passion is at the core of everything SEAT does and this spirit is best summed up in the phrase 'auto emoción', cars with emotion.

"Being a privately-owned family business we adopt a hands-on approach making the channels for clients more direct and easily accessible."

Debbie, who previously was the Hatfield VW general manager for three years, further states that the sales executives are also trained to ensure that their customer service is of the highest standard.

This outstanding customer service has clearly paid off as they are not only a Dealer of The Year winner and Volkswagen South Africa's leading retailer, but are now the proud owners of one of the select SEAT dealerships in South Africa.

Over and above their customer focus, Hatfield VW are also fully empowered and are one of the only Volkswagen franchises within South Africa to have BEE credentials backed by a transformation strategy driven from senior management level.

Market growth of SEAT has been strong in

Europe and other international markets with about 450 000 cars a year sold in Europe.

SEAT prides itself not just on passionate design but also on passionate engineering. Benefits unique to SEAT include the Agile Chassis concept and Dynamic Steering Response (DSR).

The Agile Chassis concept means that steering, braking, engine output and body design are integrated to give greater stability and control and DSR enables the control systems of the car to work as a single unit.

Hatfield SEAT will sell three different SEAT model ranges, namely Ibiza, Leon and Altea.

The feisty Ibiza is designed to look as dynamic as its performance. The 1.8T 132kW Cupra has a top speed of 230km/h and it will get you from 0 - 100km/h in 7.8 seconds. The Ibiza range comes in a variety of engine sizes and its sporty road-handling characteristics make it the hottest small hatch in town.

Then comes the new Leon, the flagship of the SEAT range, which is as much about style as it is about performance. The 2.0T 147kW FR roars from 0 - 100km/h in 7.3 seconds and has a top speed of 229km/h. Choose from two direct-injection FSI petrol engines and a TDI diesel engine.

Finally, there's the Altea, which is roomier than both the Ibiza and Leon but doesn't lack pace, agility and safety. You can still get from 0 - 100km/h in 9.6 seconds. With 1 320 litres of storage space and up to 30 storage compartments, it's the perfect blend of performance and practicality. And with up to six airbags, safety is not an issue. The Altea creates a whole new motoring category: the Multi Sport Vehicle.

All models come with a five-year/90 000km service plan as standard as well as three-year/120 000km warranty, a 12-year anti-corrosion warranty and 24-hour roadside assistance.

To test-drive a SEAT today and witness first-hand all the passion and adrenaline these trend-setting new cars have to offer, visit Hatfield SEAT on the corner of Duncan and Park Street or call 012 431 7880.



The Hatfield SEAT team is Matt, Debbie, Marnay, Rudy, Anton and Michelle.