




SEAT




BOCANEGRA



我们有着西班牙和德国的血统
我们是激情四射的完美派
我们是感性十足的工程师
我们将所了解的一切
变为你的感受
我们实现设计的意义
我们创造技术的生命
我们是SEAT

Welcome to the “cool” capital of Spain and the place we call home. Barcelona is itself a duality, where modern buildings mix with historic works from a modernist master. Where beach culture and international business overlap. And where design and music scenes pulse with the energy of a Barcelona football match. It's a city where anything can happen – and where everything does.

欢迎来到我们的家，西班牙的超酷都市——巴塞罗那。它拥有双重性格，这里有现代派大师融合现代理念和传统风格的建筑，还有交相辉映的沙滩文化与国际贸易；无论设计还是音乐，都洋溢着巴塞罗那足球赛的激情脉动。这是一座充满无限可能的城市，一切皆有可能发生。



We are Spanish. And German.
We are passionate perfectionists.
Emotional technologists.
Everything we know,
is everything you feel.
We give design a purpose.
We bring technology to life.
We are SEAT.

感性 EMOTION



对我们而言，技术不仅是机械制造，更是让你敞开心扉的钥匙。精湛的技术创造纯粹的驾驶乐趣，无论何时，只要你在驾驶，它必定刺激你的感官，让你心跳加速。当技术与情感完美融合，每一次轻轻加速，你将会满载快乐开启下一段旅程。

科技 TECHNOLOGY



To us, technology is more than just mechanical parts. It's a key that unlocks a feeling within you. Technology is what makes driving a pure joy. It's what excites your senses and makes your heart race whenever you're behind the wheel. When technology and emotion come together, every push of the accelerator is another kilometre down the path to personal happiness.

The epitome of refined power: the Leon Cupra R's 2.0 TSI engine. 265 hp will take you from 0-100 km/h in 6.2 seconds.

强劲动力典范：
LEON CUPRA R系列2.0升TSI引擎，高达265HP的马力峰值，带来百公里加速6.2秒的瞬间动力表现。

设计
DESIGN



只有不被禁锢的灵魂，才能踏入无人之境。
挑战平庸，一路创新而殊途同归。
我们的设计，
源于彰显个性的自由精神和对完美的渴望。
熠熠生辉的流畅线条，内蕴无限动感，
嵌入式的双氙车灯，尽现无限视野。
自由的精神是我们设计的灵魂所在，
它让作为驾驶者的你，尽情表达自己。

FREE SPIRIT

率性



Only an unrestrained spirit can go where no one else has gone before, challenge the ordinary, and discover new ways of doing the same thing. Our design is guided by a freedom of expression and a desire for perfection. Sleek flowing exterior lines suggest movement and dynamic energy. Sculpted Bi-Xenon headlights communicate vision. A free spirit is what gives purpose to everything we design. And it's what allows you, the driver, to express yourself.

We are driven by innovative technology and purposeful design. This enables us to craft more than just a car, but a feeling as well.

创新的技术与目的明确的设计是我们前进的动力，它让我们精心制作出来的不仅是一辆车，更是一种感受。

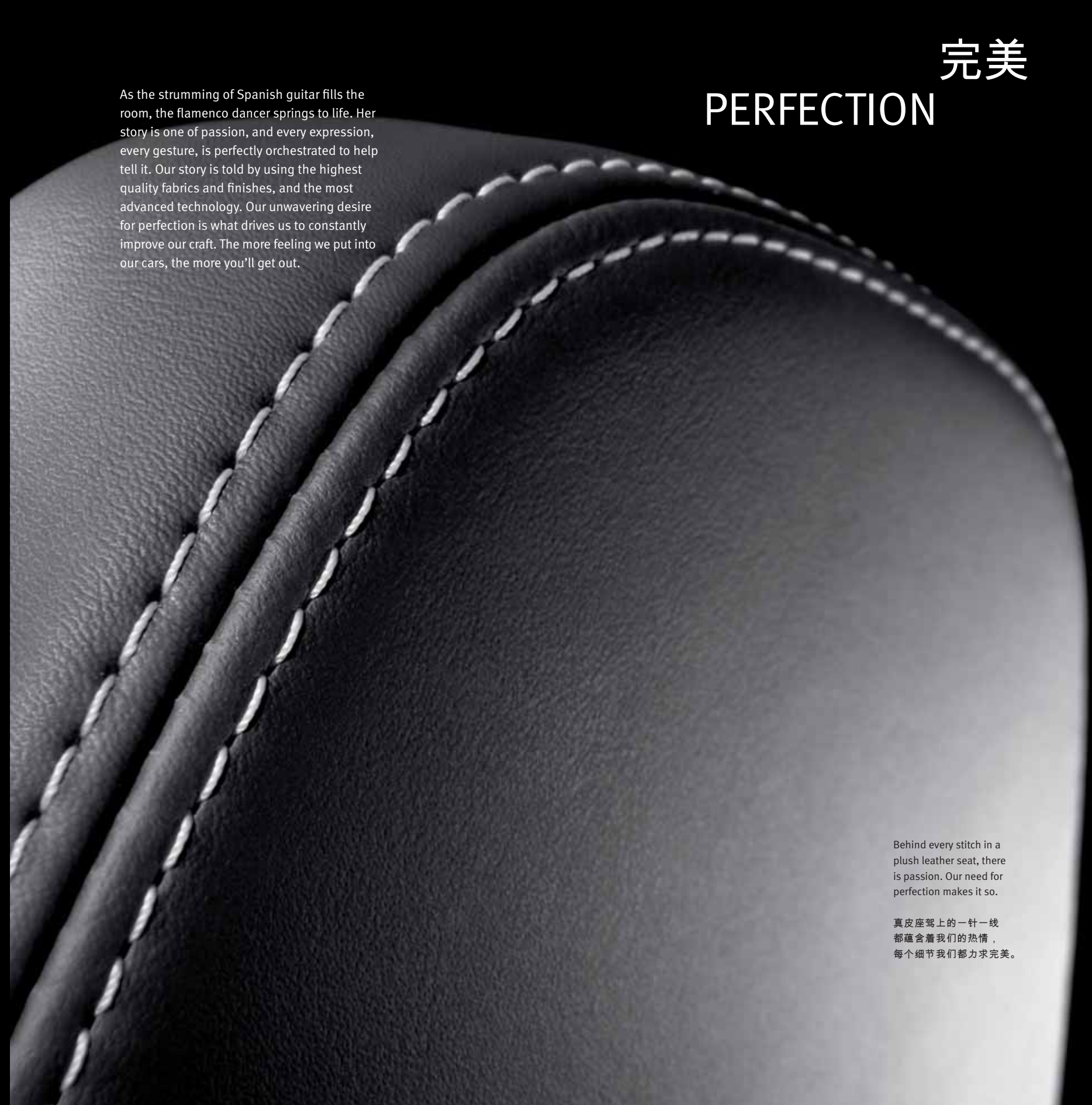
激情
PASSION



当吉他弹奏的西班牙旋律弥漫房间，弗拉明戈舞者跃动呈现妙曼舞姿。她那激情洋溢的故事，通过每个表情和动作完美演绎。而我们的故事，则是通过顶级材质、精湛工艺及超前技术来呈现。坚定不移地追求完美让我们在技艺上精益求精。我们为车投入的感情越多，你们得到的感受也会越多。

As the strumming of Spanish guitar fills the room, the flamenco dancer springs to life. Her story is one of passion, and every expression, every gesture, is perfectly orchestrated to help tell it. Our story is told by using the highest quality fabrics and finishes, and the most advanced technology. Our unwavering desire for perfection is what drives us to constantly improve our craft. The more feeling we put into our cars, the more you'll get out.

完美
PERFECTION



Behind every stitch in a plush leather seat, there is passion. Our need for perfection makes it so.

真皮座驾上的一针一线都蕴含着我们的热情，每个细节我们都力求完美。



当你追逐夕阳时愉悦尾随而至，这种感觉正如你坐在舒适的真皮座椅上，惊喜地发现每个开关、仪表盘和按钮都让你触手可及一样。仔细研究你就会发现，唯有精确入微才能带来愉悦之享。只有当每个部件都精准无误，所有细节都经过反复推敲的时候，愉悦感受才能活灵活现。

PLEASURE
愉悦



精准
PRECISION

Pleasure can hit you as you hurtle towards the setting sun. Or when you sit back in comfortably leather seats, and realizing that every switch, dial, and button is exactly where you need it to be. Take a closer look and you'll see the precision that makes this pleasure possible. Only when everything is in its right place, every detail meticulously thought and rethought, can emotion come alive.

A Direct Shift Gearbox (DSG) and steering-wheel-mounted paddle-shifters put improved control and performance at your fingertips. Gear changes are seamless and quick – less than four-hundredths of a second.

DSG双离合变速器，搭配方向盘换挡拨片，让你轻松掌控，一触即发，换挡过程更流畅迅捷，响应间隙不超过0.04秒。



时光流逝，我们依旧年轻。
无论未来走多远，
我们都不会偏离自己的路 and 方向，
我们会一路秉承西班牙传统与精神，
并融合领先的德国技术。
我们不仅是要带给你创新科技，
更要让你亲身体会乐在其中。
每一辆车都能让你驾驶前行，
但我们却能让你的精神也一路向前。

纯正 AUTHENTICITY

创新

INNOVATION



Every year that passes, we stay young. And no matter how far into the future we go, we never lose track of who we are or where we've been. Our Spanish heritage and spirit will always co-exist in harmony with advanced German engineering. Our intention is not only to give you the most innovative technology, but to engage you as well. Any car brand can move you physically. We want to do it emotionally, as well.

Bi-Xenon headlights make a brighter, sharper first impression. An Adaptive Front-lighting System (AFS) intelligently turns them in the direction of the steering wheel.

双氙车灯让你拥有更明亮、更敏锐的第一视野。AFS主动转向前照大灯智能地根据方向变化而改变照明路径。



激情驱使运动员最终赢取胜利！
这就是为什么我们将机械增压发动机和涡轮增压器相配合，以增加每立方厘米的马力，却能保持小巧高效。
这也是为什么我们的DSG双离合变速箱配合方向盘换挡拨片，能令换挡过程更流畅迅捷的原因。
轻松掌控即可体验不断加速带来的快感，当力量与掌控合二为一，荣耀非你莫属。

ATHLETIC
动感

卓越

PERFORMANCE

An athlete is driven by passion and a will to win. That's why we combine supercharger with turbo charger to produce more horsepower per cubic centimetre, yet remain small and efficient. And it's why we have Direct Shift Gearboxes with paddle-shifters to make gear changes incredibly fast and smooth, and put uninterrupted acceleration at your fingertips. When power and control come together, the glory is yours to take.



Turbocharged power sets you free with every tap of the chrome accelerator pedal.

超强劲的涡轮增压器，让你每一次轻踩镀铬油门踏板，都尽情释放自由，随心而动。

IBIZA BOCANEGRA



A distinctive front grill is what gave the Bocanegra its name; its street-tough attitude is what gave it a reputation. The Bocanegra, or "Blackmouth", creates dynamic tension by blending a sleek profile with a wide, muscular stance. The front grill and chromed double front headlights give the Bocanegra a face that sears itself into your memory. And while a twin exhaust pipe suggests sportiness, a sport suspension, SEAT racing brakes, and a 180 hp engine with Direct Shift Gearbox prove it. Are you ready to rumble?

BOCANEGRA得名于其独一无二的前进气格栅，并因其粗犷的街头风格而广受赞誉。BOCANEGRA在西班牙语中意为“黑嘴”，它流线型轮廓充分糅合肌肉感的车身，打造出极富张力的外型；一对镀铬前大灯及前进气格栅风格别致，令人印象深刻；再搭配双排气管、运动悬挂系统、SEAT运动制动系统、180马力引擎及DSG双离合变速箱，一切足以证明它确实让人过目不忘。你准备好出发了吗？

IBIZA ST



Space and style: the Ibiza ST offers them both in generous amounts. The Sport version's alloy wheels and dark-tinted windows add a sporty touch, while a 430 litre boot and versatile rear seats make the ST as functional as it is fun to drive. The Ibiza ST also comes with chrome roof rails, so you can carry more on top as well. Who says "functional" has to be boring?

空间与风格相得益彰：IBIZA ST将空间与风格各自的优势发挥到极致并完美融合。深色车窗配上运动型铝合金轮毂使其动感十足。后排可折叠座椅外加430升的行李空间既实用又增添乐趣。IBIZA ST镀铬车顶行李架能为你容纳更多行李。谁说功能与乐趣不能同时兼得呢？

IBIZA FR



The Ibiza FR earns its "Formula Racing" title with a 1.4 TSI engine and 7-speed Direct Shift Gearbox (DSG) that ensures all 150 hp goes to good use. Available as a 3- and 5-door, the FR is loaded with stylish features that set it apart, like 17" alloy wheels with 215/40" tyres, a chrome plated double exhaust pipe, and FR signage on the front and rear doors. If you're looking to make a statement, you couldn't find a better way to do it.

IBIZA FR素有“方程式赛车”之称，因为它的1.4升TSI引擎搭配7级DSG双离合变速器，确保其150马力的淋漓尽致。有三门及五门可供选择的FR，因其颇具风格的设计和配置而卓然出众，它包括带有17英寸双肋铝圈的215/40英寸轮胎、镀铬双排气管以及前后门皆有FR的特色标志。如果你试图要宣告自己的身份，开IBIZA FR就是最好的方式。

LEON CUPRA R



Its only vice is an addiction to action. And with a monstrous 265 hp engine, it attracts more than its fair share. The word CUPRA stands for "Cup Racing", and the Leon CUPRA R is as close as you can get to our World Touring Car Championship winner. As befits its race-inspired character, the Leon CUPRA R comes equipped with a specially configured suspension and 19" alloy wheels. Not to mention distinctive sport seats, badges, and three air-intakes just to cool it down. With the Leon CUPRA R, you have two options: get in or get out of the way.

它唯一的缺点就是让人上瘾，难以自控。如猛兽般的256马力引擎，让它吸引了世人超乎寻常的关注。CUPRA这个词代表“赛车杯”，而Leon CUPRA R则意味着让你无限接近世界赛车锦标赛冠军。为了尽显其赛车特质，Leon CUPRA R不但搭配了特别设计的悬挂系统和19英寸双肋铝圈；更拥有别具一格的运动型座椅、靠背和三个用来通风冷却的进气口。当你拥有一辆Leon CUPRA R，除了上车狂飙，还有别的选择吗？

We're proud of where we are today, and we look forward to where we're going. We will continue to build cars that excite and inspire, using the highest quality materials and craftsmanship. And we will continue to elevate the driving experience from a means of transportation to a way of transporting yourself to a world of emotion. Happiness awaits. All you need to do is get in.

我们为今天的成就而自豪，
我们更期待未来的精彩。
我们会继续选用顶级材质及精湛工艺，
来打造每一辆充满激情和灵感的SEAT。
我们会致力为你增添驾驶乐趣，
将车从一个交通工具变成
带你进入情感世界的载体。
幸福就在前方，
你所需要做的就是跳上车出发。



Our IBE concept car was recently awarded 'Best Concept Car' at the 2010 Paris Motor Show. It offers a glimpse of our future design trends and our understanding of urban electro-mobility.

在最近的2010巴黎汽车展上，
我们的IBE概念车
获得最佳概念车的殊荣。
它带来未来概念车的趋势，
表达了我们
对城市纯电驱动车的理解。

WE ARE SEAT



[HAPPINESS]



SEAT

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