



Challenge on ice

6 huskies and 300 horses

- / **The endurance of the huskies and the power of the SEAT Leon CUPRA, driven by Jordi Gené, tested on a frozen lake in Lapland**
- / **The Leon CUPRA's 300 hp output makes it the brand's most powerful model**
- / **The huskies can cover nearly 130 km daily at speeds of up to 40 km/h**

Martorell 22/03/2017. – A sled pulled by six Alaskan and Siberian huskies measures up against the Leon CUPRA, driven by racer Jordi Gené, on a frozen lake in Lapland; a fun challenge aimed at bringing out the best in each of them: the endurance of these ancestral breeds, which can run around 130 km in a day, and the 300 horsepower of the brand's most powerful car.

-Power and endurance: While the Leon CUPRA is characterised by its performance, accelerating from 0 to 100 km/h in 4.9 seconds, huskies are known for their endurance, although they are considered among the 20 fastest dog breeds. They make five-day journeys, reach a maximum speed of 40 km/h and each pull their own weight of around 30 kilos.

-1 metre thick ice beneath the wheels: Nearly a metre of ice blankets Lake Pikku-Nissi, one of the 188,000 there are in Finland, and enables cars and dogsleds to cross it without any problems, from the end of the year until well into April.

-Leader mentality: Mamba and Mustys are the two lead dogs that guide the team while sledding. Their trainer, Susi Normand, claims that they become leaders of the pack instinctively: **"They have to be mentally strong and brave"**. **"Just like race drivers"**, smiles Jordi.

-On any surface: The grip of their paws enables them to run over ice or snow at the same speed. Gené also takes full advantage of the Leon CUPRA's 4Drive and snow tyres with special studs for extreme driving on ice.

-25 °C below zero: For the huskies, the -5 °C displayed on the thermometer is typical of a balmy day; the ideal temperature for them is between -10 and -25 degrees. The same way their fur enables them to withstand the cold, cars can also endure very low temperatures. In fact, they are tested at temperatures ranging from -40 °C to 110 °C to guarantee their quality remains the same no matter what the weather conditions are like.

-Brakes to match their power: Just as the CUPRA features four-pot Brembo brake callipers, the sled is equipped with a clawed metal bar. Both require a brake to match their performance. In



fact, the dogs pull so hard that the musher has to step on the brake with both feet to prevent an excited team from taking off before the order is given. While on the move, it stabilises the seat and prevents the sled from swinging when taking curves. **“We both take bends in a similar way: we brake before the curve to position the vehicle and ride it out correctly”**, says Jordi.

-Purebred champions: Huskies participate in several dogsled competitions all over the world, such as the European Championship or the End of the World Race in Argentina. On the other hand, the CUPRA have also achieved impressive successes in their lifetime, especially two record times on the Nürburgring, where both the Leon ST and the 5-door Leon set a lap time of under 8 minutes.

SEAT is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in over 75 countries.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Ateca and the Toledo in the Czech Republic, the Alhambra in Portugal and the Mii in Slovakia.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are focussed on developing innovation for Spain’s largest industrial investor in R&D. SEAT already features the latest connectivity technology in its vehicle range and is currently engaged in the company’s global digitisation process to promote the mobility of the future.

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