

 SEAT



SEAT
Arona

The world doesn't stand still. And neither do you. Every challenge is an opportunity to try something new. Be curious. Keep pushing forward.

It's the way we live too. SEAT is a brand born in Barcelona. Inspired by colour and light. Fuelled by creative energy and optimism. We're here to make it easier for you to move the way you want to. So, where shall we go?

Where to next?



At SEAT we believe that moving should be effortless.
For everyone.

Cars that you want to drive because they look great
and feel even better. Large SUVs. e-HYBRID. Electric
scooters and bikes. Mobility solutions to make moving
through your city smarter. Brighter. More enjoyable. And
above all, easier.

Moving
made easy.



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for music heads

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Your music as bold as you want it to sound. Your crossover as bold as you want it to be. The SEAT Arona with BeatsAudio™ sound system offers the best sound system and a modern, dynamic design to bring your driving experience to a higher note. Let the city crossover take you from listening to feeling. Are you ready?

The crossover
for music heads.



Nothing ever grew
from a comfort zone.

Fresh, modern good looks and aerodynamic performance. The SEAT Arona has it all, with ultra-defined blisters and dynamic lines. Compact. Fearless. Designed to be free. City car agility meets SUV style and substance. Tech that puts your world at your fingertips. More space to play with. This is a new vision. As independent as you are.



Turn heads. Conquer hearts.

From the custom 18" Alloy Wheels to its blistering lines, the SEAT Arona says it all, without saying a word. Because style isn't just about looking good. It's about making it look easy.

See further. Go further.

Brighter than the rest. The SEAT Arona is equipped with the latest full LED headlights and rear LED pilots. So you've got the power, and the vision, to go the distance.



EXTERIOR DESIGN



In your space, it's limitless.

When you've got big plans, you need plenty of room. Stretch out. Enjoy a quality of finish that feels just right. And take command of your drive. It's all right where you want it.

INTERIOR DESIGN



We could all use that extra space. So the SEAT Arona gives you more. With up to 400 litres of room in the boot, you can take what you want. And what they want. So everyone can do their thing.

Options.
Multiplied.

Everywhere. All the time.

Be where you need to be, without being there at all. HolaHola, SEAT's new intelligent assistant, allows you to stay connected and in command using your voice only. The SEAT Arona's Wireless Charger and GSM Amplifier mean everythin's charged, at full signal and ready to go.





It's easy to
do your thing.

Whatever you want, whenever and wherever. From full connectivity to navigation, you've got all the technology you need at your fingertips. Destination? You decide.



Your Arona. Always connected.

Get the most out of every journey with SEAT CONNECT. Stay on track and in the know with the infotainment system and connect remotely via your smartphone through the SEAT CONNECT App.



Your car. Always within reach.

For a life lived on the move. The Remote access services allow you to manage your vehicle from wherever you are.

- Who needs a key when you've got a smartphone? Tap the screen to lock or unlock your Arona.
- Forgot where you parked? Use Parking Position to reveal the location.
- Not sure if you left the lights on? Check up on lighting, doors and windows status from wherever you are.



Focus on what matters.

Live the adventure worry-free. Our latest safety technology is designed to save precious time in the event of an emergency.

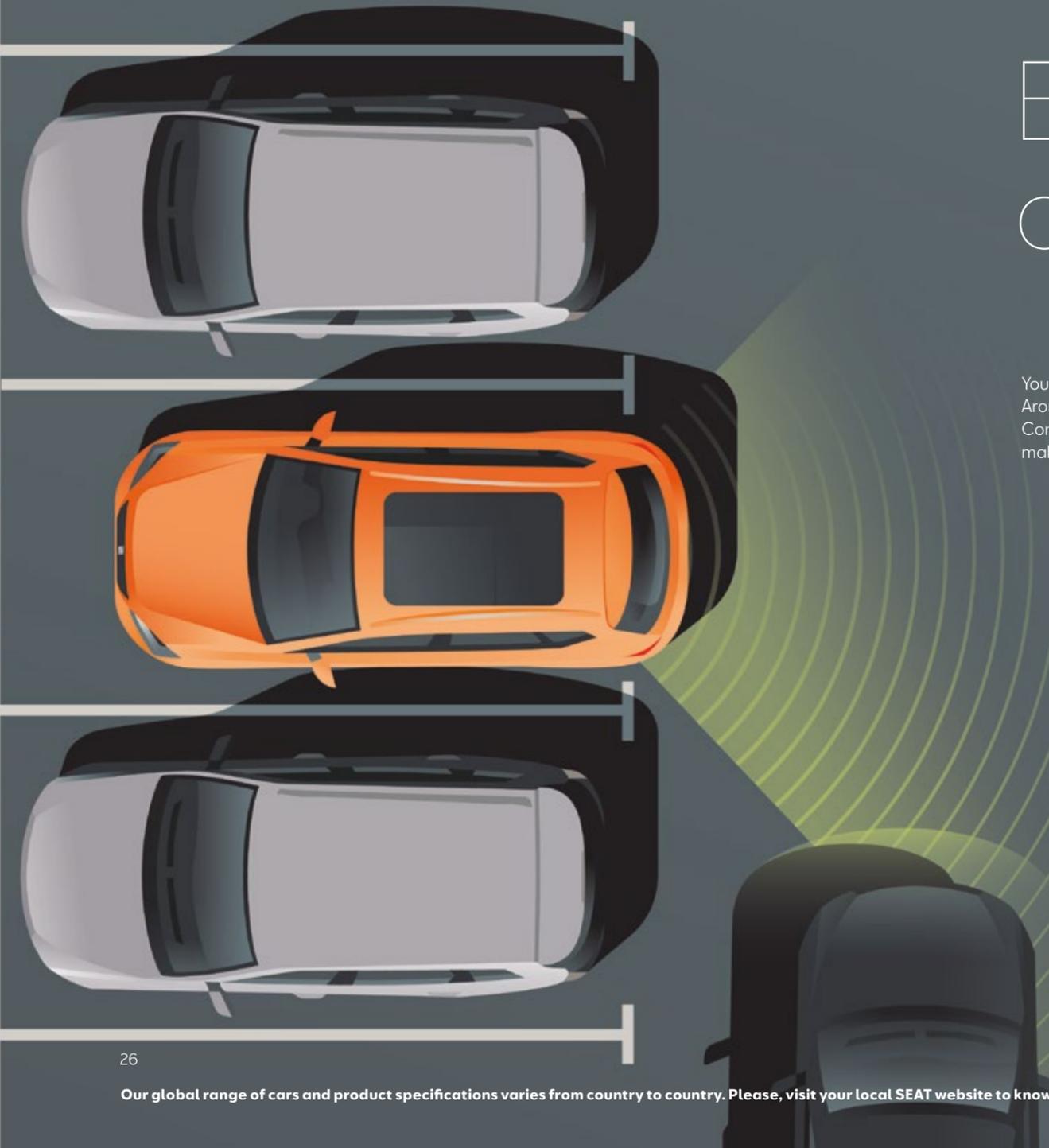
- Stay safe, stay connected. Private emergency call automatically connects with the emergency services if it detects an accident.
- Any questions? Press the Customer Care button to put you in touch with SEAT Service.
- Assistance required? Push the Breakdown Call button to contact our call centre to ask for help.



Life is better with music.

Drive connected. Get traffic updates while en route and get the most out of your favourite playlists.

- Drive connected. Get online traffic information and real-time updates on road conditions.
- Ready for anything. Find the nearest parking spaces and petrol stations.
- Connect easily to AppleMusic™, TIDAL™ and internet radio for over 60 Million ad-free songs at your fingertips.



Every step of the way.

You've got better things to do than worry about safety. SEAT Arona has got you covered. Rear Traffic Alert and Rear Traffic Control gets you out of those troublesome spots. While eCall makes sure you get the help you need, without lifting a finger.



Rear Traffic Alert.

Backing out of that parking spot just got easier. Rear Traffic Alert automatically stops the car if other vehicles, or other obstacles, come up behind you.



eCall.

Need assistance? eCall automatically notifies emergency services in case of an accident, or you can press a button on the ceiling to make the call yourself.



Hill Hold Control.

Going up? Hill Hold Control prevents the car from rolling backwards for a few seconds to help you get started up those slopes.



Want the best? You have it. Want it even better? Make it your own. The SEAT Arona is customisable to the very last detail. From every colour. Dial to dial.

Need more tech? Get loaded. Want more style? You've got it. Because it's not about being told what to do. It's about doing your thing. Exactly how you like it.

The moon
is not enough.





Can you feel
the rush?

You don't compromise. The SEAT Arona doesn't either. The FR trim is performance and versatility, combined with best-in-class design. Who says you can't have it all?



FR trim.

Ultra-dynamic.

You're in the driving seat now. So the FR trim comes with SEAT Drive Profile. Just select the perfect mode for you, Better grip? Increased efficiency? It's your choice.

All the right lines.

Top to toe, the FR trim has it covered. Sure, you've got it on the inside. And with these lines, you'll have it outside too.



Easy does it.

Everything you need, right where you need it.



Effortless class.

Slip into comfort. It's the only way to go. You can upgrade your seats to Dinamica® black sport seats*, every detail matters.



Keep on rolling.

Sport from head to toe. These 17" Machined Alloy Wheels* are sure to make heads turn.



It's a wireless world.

Stay juiced up all day, every day with your Connectivity Box*.

Standard equipment.

Safety:

- Electronic Stability Control (ESC)
- Forward collision warning including autonomous emergency braking system
- Front airbags (driver & passenger)
- Hill Hold Control
- Separate Daytime Running lights with automatic lights on and coming home
- Disk brakes in rear
- Park Distance Control
- Tiredness Recognition System
- Cruise Control System and Speed Limiter

Electronics:

- Power windows with comfort operation and circuit breaker
- Exterior mirrors, power-folding / adjustment, heated
- Front & rear window wiper and washer system with intermittent control
- Electronic vehicle immobilisation device
- Air conditioning
- 2 foldable keys with remote control function
- Power locking with remote control

Exterior:

- Roof colour black or grey
- Painted bumper with chrome moulding
- Decorative chrome element in rear bumper
- Window frame in chromed look
- Dynamic 17" 26/3 Brilliant Silver Alloy Wheels
- Chrome roof rails
- Twin halogen headlights with LED daytime running lights
- Fog lights
- Headlight range adjustment
- Rear LED and fog light

Interior:

- Sun visor with mirror and card holder in both front seats
- Split folding rear seats
- Auto-dimming Rear View Mirror
- Double floor boot
- Folding boot cover
- Front reading lights driver and co-driver
- Height-adjustable front seats
- Rack under driver seat
- Mounting fixture in luggage compartment

Only the best will do.

If you don't ask, you don't get. And you'll only be asking for the best. The Xcellence trim on the SEAT Arona is for those who know exactly what they want.



Space to move.

Step in. Stretch out. With a higher driving position and more space, you've got room to manoeuvre.



Style with purpose.

From city to city, North to South, East to West. Your chrome roof rails are adaptable, so you'll have what you need, when you need it.



Xcellence trim.

Standard equipment.

Safety:

- Electronic Stability Control (ESC)
- Front Assist incl. Autonomous Emergency Brake Assist, without ACC
- Central locking system
- Onboard Computer
- Driver and front passenger airbag with passenger airbag deactivation
- Side airbag in front, with curtain airbag
- Hill Hold Control
- Seat belt reminder, electric contact in the buckle, advanced safety equipment
- Separate daytime running lights with automatic headlamp activation and Coming Home feature
- Tiredness Detection
- Cruise Control System and Speed Limiter

Electronics:

- Exterior mirrors, power-folding /adjustment, heated
- Front & rear window wiper and washer system with intermittent control
- Electronic vehicle immobilisation device
- Air conditioning
- 2 foldable keys with remote control function
- KESSY (Keyless System)

Exterior:

- Roof colour black or grey
- Door handles & mirror case in body or roof colour
- LED license plate lighting
- Hidden exhaust pipe
- Window frame in chromed look
- Design 16" 26/1 Brilliant Silver Alloy Wheels
- Chrome roof rails
- Exterior mirror painted as roof colour
- Front grille with hot stamping
- Twin halogen headlights with LED daytime running lights
- Fog lights with cornering function
- Headlight range adjustment
- LED tail lights
- Rear LED fog light

Interior:

- Sun visor with mirror and card holder in both front seats
- Split & foldable rear seats
- Auto-dimming Interior Rear View Mirror
- Double floor boot
- Folding trunk cover
- Front reading lights driver/co-driver
- Height-adjustable front seats
- Power windows with comfort operation and circuit breaker
- Rack under left front seat
- Front centre armrest
- Mounting fixture in boot



Extra stylish.

Make your mark, make it count. From any angle.



We've got you covered.

Thinking differently? Choose pure class and comfort in every stitch. Changing lanes is a breeze with Blind Spot Monitor* to alert you of any approaching cars.



Move with the times.

Out with the analogue. In with the SEAT Digital Cockpit*. Everything you need while driving. From speed and maps to music and more. It's all there, right before your eyes.



Ready for action.

Hands on, luxury tech, with the 8" touch screen with Full Link* technology. Seamless connectivity at the touch of a finger.

*This equipment is optional.



You either have it,
or you don't.

With the Style trim, you have everything you want, and nothing you don't. This is the SEAT Arona, with the freedom to choose.



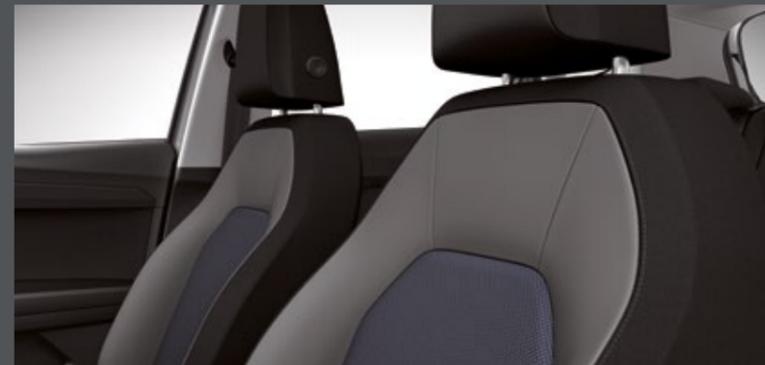
Style trim.

Perfect taste.

You've got the touch. With quality at every turn, it's time to raise the bar.

Always different.

Your thing. Your style. Your Arona. Between the colour customisation options on your roof and body, there's nothing you can't do.



Take the lead.

Show the world what you're made of with a range of upholstery choices.



Quick off the mark.

An intuitive dash means being decisive, when it counts.



The big wheel.

It's about you from the ground up with Dynamic 17" Alloy Wheels*.



Light it up.

Setting the standard, see the road in high definition.

Standard equipment.

Safety:

- Electronic Stability Control (ESC)
- Front Assist incl. Autonomous Emergency Brake Assist, without ACC
- Central locking system
- Onboard Computer
- Driver and front passenger airbag with passenger airbag deactivation
- Side airbag in front, with curtain airbag
- Hill Hold Control
- Seat belt reminder, electric contact in the buckle, advanced safety equipment
- Separate daytime running lights with automatic headlight activation

Electronics:

- Front & rear window wiper and washer system with intermittent control
- Electronic vehicle immobilisation device
- Air conditioning
- 2 foldable keys with remote control function
- Power locking with remote control

Exterior:

- Body-colour roof
- Door handles & mirror case in body or roof colour
- LED license plate lighting
- Hidden exhaust pipe
- Design 16" 26/1 Brilliant Silver Alloy Wheels
- Black roof rails
- Twin halogen headlights with LED Daytime Running Lights
- Fog lights with cornering function
- Headlight range adjustment

Interior:

- Sun visor with mirror and card holder in both front seats
- Three rear head restraints
- Split & foldable rear seats
- Auto-dimming Interior Rear View Mirror
- Double floor boot
- Folding trunk cover
- Front reading lights driver/co-driver
- Power windows with comfort operation and circuit breaker
- ISOFIX + Top Tether Anchors in side rear seats (1+1)

When it's right,
it's effortless.

Everything essential, fully in control. The Reference trim
in the SEAT Arona keeps things hassle-free and easy.



Fly the flag.

Show your stripes with the crossover X
on your new Arona's C pillar.



Switched on.

Feeling connected and entertained? With
the 6,5" MIB, everything becomes a breeze.



Reference trim.

16"



DESIGN 16"
STEEL WHEEL
R



DESIGN 16"
BRILLIANT SILVER ALLOY WHEELS
R St XC

17"



DYNAMIC 17"
BRILLIANT SILVER ALLOY WHEELS
St



DYNAMIC 17"
NUCLEAR GREY ALLOY WHEELS
XC



DYNAMIC 17"
BRILLIANT SILVER ALLOY WHEELS
FR



DYNAMIC 17"
BLACK R MACHINED ALLOY WHEELS
St XC

18"



PERFORMANCE 18"
NUCLEAR GREY ALLOY WHEELS
XC



PERFORMANCE 18"
BLACK R MACHINED ALLOY WHEELS
XC



SPORT 18"
BLACK MACHINED ALLOY WHEELS
St XC FR



PERFORMANCE 18"
BLACK MACHINED ALLOY WHEELS
St XC FR

Wheels.



Reference **R**
Style **St**
Xcellence **XC**
FR **FR**
Serial **■**
Optional **■**

Colours.

Reference **R**
 Style **St**
 Xcellence **XC**
 FR **FR**
 Serial **■**
 Optional **■**

¹Soft colour.
²Metallic colour.
³For XC and FR the exterior mirrors are the same colour as the roof. For St the exterior mirrors are in the body colour.



MIDNIGHT BLACK² **R St XC FR**



MAGNETIC TECH² **R St XC FR**



URBAN SILVER² **R St XC FR**



CANDY WHITE¹ **R St XC FR**



DESIRE RED² **R St XC FR**



PURE RED¹ **R St XC FR**



MYSTERY BLUE² **R St XC FR**



NEVADA WHITE² **R St XC FR**

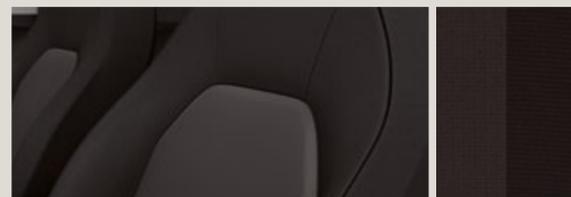
MIDNIGHT BLACK^{2,3}
St XC FR



MAGNETIC TECH^{2,3}
St XC FR

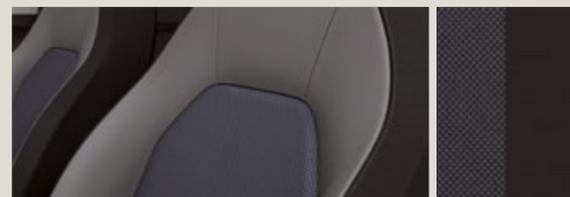


Upholstery.



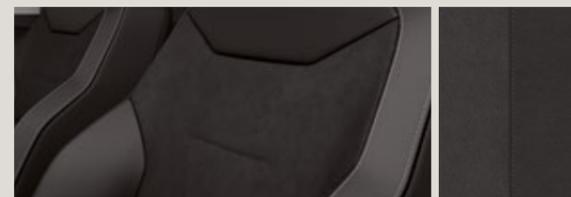
CLOTH BLACK COMFORT SEATS AF

R



CLOTH BLUE & GREY COMFORT SEATS CB

St



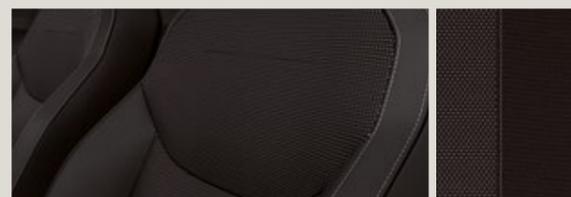
DINAMICA® BLACK SPORT SEATS CB+WL7

St



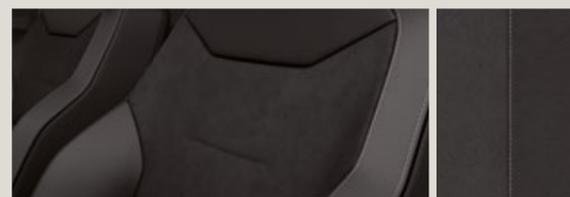
DINAMICA® BLACK SPORT SEATS FA+WL7²

FR



CLOTH BLACK COMFORT SEATS CD

Xc



DINAMICA® BLACK SPORT SEATS CD+WL7¹

Xc



CLOTH BLACK COMFORT SEATS FA

FR

Reference **R**
 Style **St**
 Xcellence **Xc**
 FR **FR**
 Serial **■**
 Optional **■**

¹ The upholstery has grey stitching.
 ² The upholstery has red stitching.





What's your thing? Whatever you want it to be. More stylish? Better equipped? Make your SEAT Arona one of a kind, and have it all. It's yours.

Different.
It's the only way.

Performance.

Agile. Lightweight. Robust. The performance Alloy Wheels on the SEAT Arona are built to get more out of the road. Available in 18" and matt Sport Black or glossy Piano Black, they make a statement. And why not? You've got the choice.

Sport Black 18" Alloy Wheels.

For the cool and sophisticated look, choose the 18" matte Sport Black Alloy Wheels, the perfect complement to your ride.

Sub spoiler.

Where design meets performance. A subspoiler in matte chrome or black satin gives your Arona a more dynamic edge on the road.

SEAT Sport Line: All accessories wheels fitted at SEAT Sport. Order through Car Configurator and receive them already mounted on your new car.





Interior.

Doing your thing just got easier. This practical and polished range is designed to help you own it. Need some shade? Lighting up the dark? Or just fancy a few smart touches to complete your perfect SEAT Arona? Whatever you need, get customised and raise the bar.

Dog harness.

It's a dog's life, so make it better. Your dog can now travel in comfort and safety with this padded travel harness, which attaches to the seat belt for extra safety.

Illuminated side sills.

Light it up with these decorative side sills. They illuminate when you open your doors, with no electrical installation.

Additional interior mirror.

Keep tabs on what's going on inside the car, without distracting from the road. If the kids are doing their thing, it's the perfect addition.



Interior.

Sunshades.

Stay safe and cool, protect from sunrays and maintain visibility. This is how you really get ready for summer.

Console mat.

Brighten up your new SEAT Arona with this protective console mat that captures the Barcelona spirit with a lively, urban design of the city's streets.





Interior customisation.

The SEAT Arona comes with two bold, personalised interiors: Fitness Green and Sophisticated Pearl Gold. Update your gear knob, steering wheel and more to keep things as fresh inside as they are outside.

Key covers.

These smart key covers offer protection and matches your choice of interior perfectly.



Interior customisation.



Interior mirrors.

Complement your dynamic interior. Available in a range of Arona colours, this is a cool finishing touch.



Net between seats.

Handy, stylish and protective, this seat net is next-level practicality. Also available in Black.



Steering wheel.

This is how you take control. Your custom steering wheel, with a unique design. Also available in Silver. For the leather steering wheel only. Not available for FR and Xcellence versions.





Side sills.

Step up to the plate with custom fitted stainless steel doorsteps on the front doors, adding great value protection to your design. Also available in Silver.



Footrest & pedals.

Dynamic control with pedals and footrests in your style. Also available in Silver. Pedals not available with automatic gearboxes. Features not available for RHD vehicles.

Interior customisation.



Gear knob.

First, second, third, and beyond. This is Arona style. Also available in Silver. Not available with an automatic gearbox.

Exterior customisation.

It doesn't get cooler than this. Make the exterior of your Arona as unique as you are. Choose from head-turning extras, like intricate stickers, fog light mouldings and hatch door mouldings. This is customisation, down to the tiniest detail.



Exterior customisation.



Exterior stickers.

Spice up your wing mirror and frame with these cool stickers in Arona colours.



Hatch door moulding.

Show off your cool side with a hatch door moulding, also available in Matte Chrome and Piano Black. This is taking your design to the next level.



Fog light mouldings.

These fog light mouldings are built as one piece to bring strength to the sporty design. Now they'll see you coming. Also available in Silver and Piano Black.





Choice.
Feels good,
doesn't it?

Transport.

With the SEAT Arona's range of smart and practical transport accessories, you've got the confidence to get there and get it done.

Tow bar bicycle rack.

A foldable metal rack attaching to your new Arona's tow bar, it can carry two bicycles. This is mobility for your mobility.

Tow bar.

Low profile and strong. When you need to take it with you, this handy tow bar is what you need.



Transport.

For all the excitement that life brings, have what you need when you need it.

Roof bars.

Ready for action. These roof bars are tailored to your new SEAT Arona Ideal for a range of roof accessories. Comes complete with anti-theft lock.



Roof box.

Ideal for longer family trips, protect your luggage from the weather. Stylish, aerodynamic and simple to assemble and anchor. Opens both sides and used with roof bars.



Ski rack.

Trip to the slopes? This ski rack is especially designed, and perfect for family use. Holds 4-6 skis or 2-4 snowboards.

Bicycle rack.

Love cycling? This aerodynamic aluminium frame carries the bikes. Used together with roof bars, it comes complete with an anti-theft device.





Protection.

Protect your new SEAT Arona with a range of custom accessories. This practical collection keeps everything in its place, and in the best condition.

Boot organiser.

This aluminium divider makes the most of the space in your Arona's luggage compartment, ensuring that everything arrives at your destination in perfect condition.

Reversible boot mat.

Protect your new SEAT Arona with this easy to secure, reversible boot mat. It's the ideal way to stop dirt and liquids messing up your thing.

Protection.

Separation grille.

The separation grille divides the passenger section from the boot, and is easily removed without tools; perfect for pets.

Mudflaps.

Front and rear mudflaps prevent grit, mud and other debris from being projected into your SEAT Arona from the road. Simple and effective.

Semi-rigid boot tray.

Resistant. Waterproof. Easy to clean. Anti-slip. And a breeze to fit, you can boldly handle whatever life throws at your SEAT Arona.





Infotainment & Safety.

The SEAT Arona comes with custom seats and safety features to take care of everyone, plus the latest onboard infotainment devices to keep them happy. Protect what's important, and make long journeys fly by.

Navlet 7".

Track the action and entertain the family. This rechargeable, dual-camera equipped head-up display features HD European maps. Complete with suction bracket and stand, you'll always know the best route and they'll be able to tune in.

SEAT PEKE G1 Trifix I-Size.

Suitable for mass groups II, III (15 kg-36 kg). Installed either with the car seat belt or ISOFIX plus car seat belt. Height adjustable backrest. The cover is removable and washable.

Life's too short to sweat the small stuff. The experts in our SEAT Service team use only SEAT Genuine Parts to keep your SEAT Arona at its best – and you at your boldest.

Bolder living
starts here.





Life's for living.

With SEAT CARE, you benefit from a package of SEAT After Sales services at a fixed and competitive monthly rate. Value for money, with the service you expect. Starting from XX€ / month, you can save up to 50% compared to standard costs. No worries. For more fun.



Go the extra mile. We've got your back.

The SEAT Warranty Extension lets you extend your 2-year manufacturer's warranty for 1, 2 or 3 years, or up to 100,000 km – whatever comes first. And if your car is new, the warranty comes included. Easy. Cost-effective. Ready for bolder living.



Play harder. We'll keep you on track.

SEAT Insurance is tailor-made to your car. To make moving forward easy. Our 24-hour customer service and official workshops using only SEAT Genuine Parts get you back on the road. Vandalism or theft? No problem. We're your ride.



Whatever you need. Just ask.

Want a tow? More fuel? On-the-spot repair? SEAT Mobility Service is here for you. 24/7. Everywhere in the EU, plus most neighbouring countries. For up to 10 years. This is complete, reliable roadside assistance. And best of all? If your SEAT is new, you get 2 years free.



Challenge ahead. Worries behind.

Live life to the fullest. SEAT Service & Maintenance contracts cover most services in the SEAT Service Programme for the first 3, 4 or 5 years of ownership. Available in Basic or Premium, with options for financing. So you can put your positivity into what really matters.



Environmental information.

SEAT's technical development environmental objectives

 Climate protection.  Preservation of resources.  Health protection.



Air quality

Diesel engines incorporate an optimised exhaust gas treatment system to further minimise NOx emissions (AdBlue mono dosing).



SEAT Eco Drive Profile

ECO Mode allows a driving style that respects the environment, modifying engine and transmission parameters in order to reduce fuel consumption and emissions.



Engines

Engine TGI. Combine petrol and compressed natural gas (CNG), saving up to 30% compared to a petrol engine only. Reduce CO₂ emissions and improve the air quality.



Lighting

Integrating Full LED headlights and LED daytime running lights reduces electricity consumption and increases the headlights' life expectancy output.



Renewable materials

Presence of renewable materials like cotton, natural rubber and cellulose /paper in different parts of the vehicle.

Environmental information.



Acoustics

Full compliance with the new noise regulations thanks to improvements introduced to the exhaust pipes and to the acoustic package.



Seats

The use of new PUR foam formulations reduces the emissions of volatile organic compounds (VOCs) in the cabin interior.



Factory

State-of-the-art manufacturing processes lower CO₂ emissions per car manufactured by 55% and energy consumed per car by 22%.

56% reduction in emissions per car.
31% reduction of water consumption per car.

Improved internal cleaning of robots used in paint stations with the use of products free of volatile organic compounds (VOCs).



Fuel tank

Improvements made to the system help reduce the weight and volume of a full tank, without losing autonomy.



Tyres

Tyres with a low rolling resistance.





SEAT is committed to a policy of continuous product development and reserves the right to make changes to specifications, colours and prices without notice. The information in this brochure can therefore be given as guidance only. While SEAT makes every effort to ensure that specifications are accurate at the time of publication, you should always check with your authorised SEAT Partner for the latest information. Due to limitations of the printing process the colours reproduced in this brochure may vary slightly from the actual paint colour and material. This vehicle and all its parts, as well as the original spares, were designed according to the Legal Regulations governing the prevention and minimisation of Environmental Impact, through the use of recycled/ recyclable materials, with measures taken to achieve suitable recycling for the conservation and improvement of environmental quality.

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