



The new  
**SEAT Arona.**



A red SEAT Arona is shown from a rear three-quarter view, driving on a city street during sunset. The car is in motion, with a blurred background of palm trees and buildings. The license plate reads 'E 6006 AFR'.

# The crossover has landed.

Be this. Go there. Drive that. Life is full of voices telling you what to do. The truly bold listen to their own voice. Strike their own path. And now there's backup. The new SEAT Arona is the city crossover built for the fearless. Smart. Powerful. Dynamic. So you can get out there and do your thing. Whatever that might be.

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# Created in Barcelona.

1953. The first SEAT rolls off our Barcelona production line and a whole country starts moving. More than 60 years later and we're moving people all over the world.

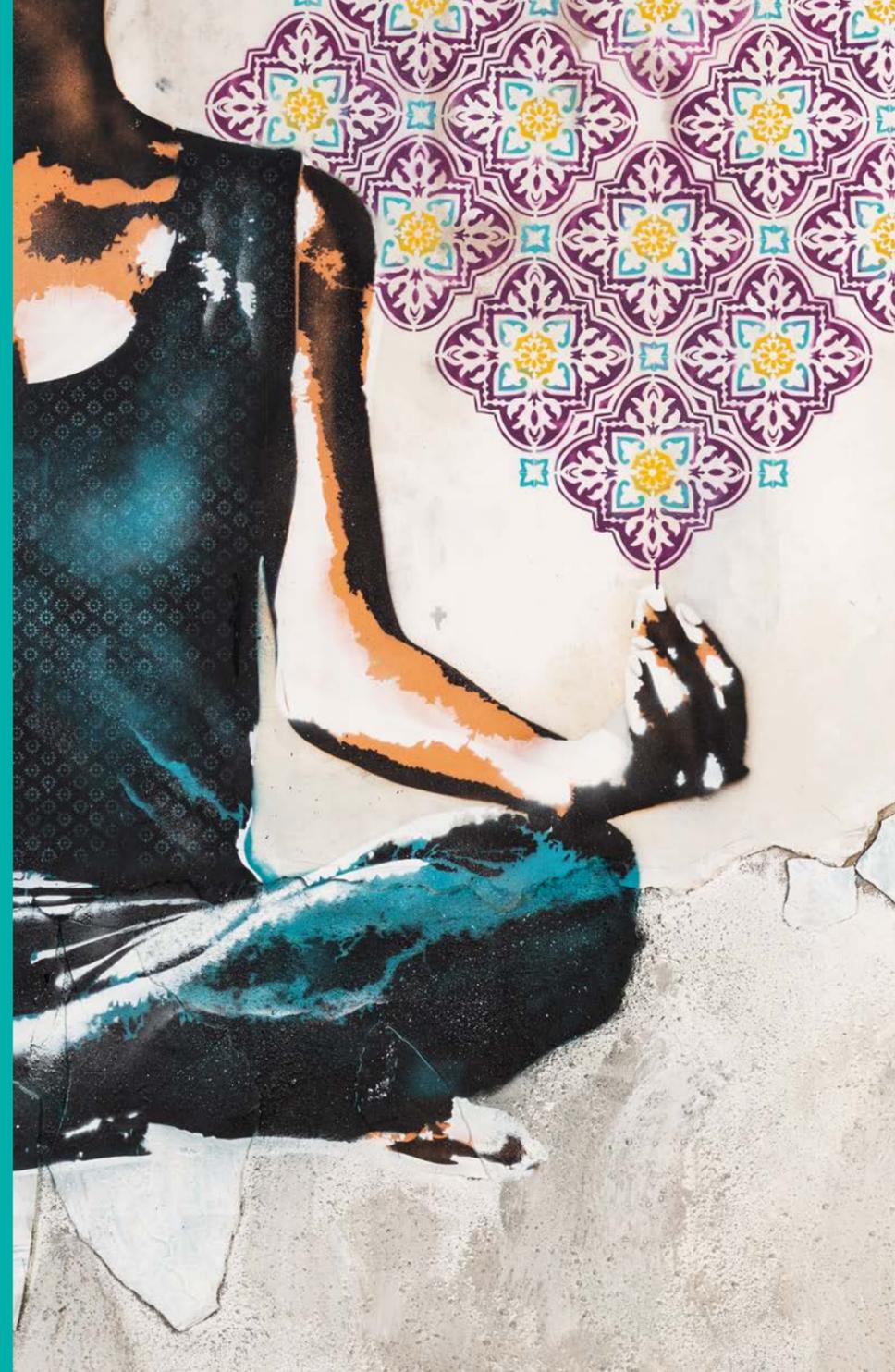
But Barcelona still inspires us. Its creative spirit runs through our veins. Feeds into every car we produce. (In fact, 50% of the energy we use to make our cars comes direct from Mediterranean sunshine). This is a city that never stops. And neither will we. Why? Because you have places to be.



# Easy mobility.

The world is full of possibilities. SEAT makes it easy to take hold of them. Plot your own route. Set your own goals. Keep moving through your ever-changing life. It's what we do.

Because if it doesn't set you free, drive you forward, make things better, what's the point? If it's not easy, it's not mobility.



# Your Arona.



## Nothing ever grew from a comfort zone.

Fresh, modern good looks and aerodynamic performance. The new 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.



Exterior design

# X marks the spot.

Throw away the map. You know where you're going.  
With class. Pushing the boundaries. Blurring the lines.  
And when you get there, you'll know why.





Exterior design

## Want more. Get more.

How do you want it? That's how you'll get it. The new SEAT Arona lets you pick what's right for you. Orange on grey? Done. Black on red? Naturally. Whatever you choose, the new SEAT Arona lets you express yourself, your way.



Exterior design

# How's the view from up there?

Stand out, for all the right reasons. The new SEAT Arona commands the road with its hot stamped, chrome detailed front grill and higher driving position. From here, it's easy to plan the next move.





Exterior design

# Turn heads. Conquer hearts.

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





Exterior design

## See further. Go further.

Brighter than the rest. The new 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.





Interior 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.



# Options. Multiplied.

We could all use that extra space. So the new 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.





Technology

# Everywhere. All the time.

Be where you need to be, without being there at all. The new SEAT Arona's Wireless Charger and GSM Amplifier mean everything's charged, at full signal and ready to go. Full Link technology adds total connectivity and control.





Safety

# See them coming. Easily.

Not everyone pulls the smartest moves. Sometimes, they'll come out of nowhere. So the new SEAT Arona's there for you, alerting you to anything in your blind spot that presents a hazard. Let them do their thing. You can do yours.

# Your way.



## The moon is not enough.

Want the best? You have it. Want it even better? Make it your own. The new 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.

**FR.**



## Can you feel the rush?

You don't compromise. The new 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?

### **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.





01



03



05



07



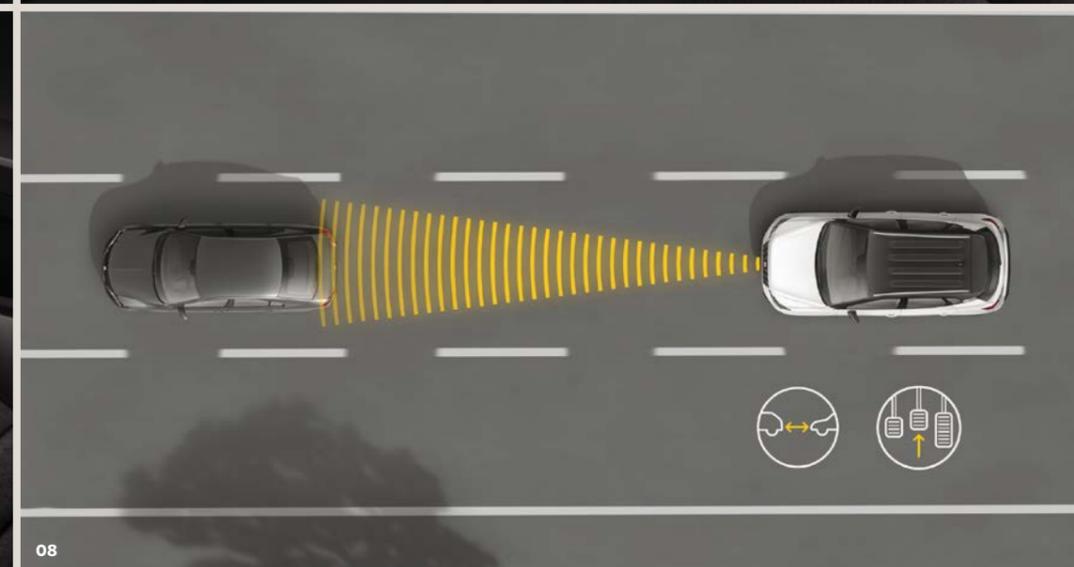
02



04



06



08

**01 Easy does it.**

Everything you need, right where you need it.

**02 Keep on rolling.**

Sport from head to toe. These 18" machined alloys are sure to make heads turn.

**03 It's a wireless world.**

Stay 100% charged thanks to the wireless charger and connectivity box.

**04 Stay bright and stay sharp.**

Open up your potential. Shed light to a new world with Full LED headlamps.

**05 Smart is sexy.**

The 8" touch screen is brains and beauty, at your fingertips.

**06 A touch of leather.**

Thinking differently? Choose pure class and comfort in every stitch.

**07 Even the bold need a break sometimes.**

Tiredness Recognition System can recognise when you're tired and advise you to take a rest.

**08 Take courage. You're covered.**

If the car in front brakes suddenly, it instantly reacts and keeps a safe distance.

# Style.



## 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 new SEAT Arona, with the freedom to choose.

### 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.





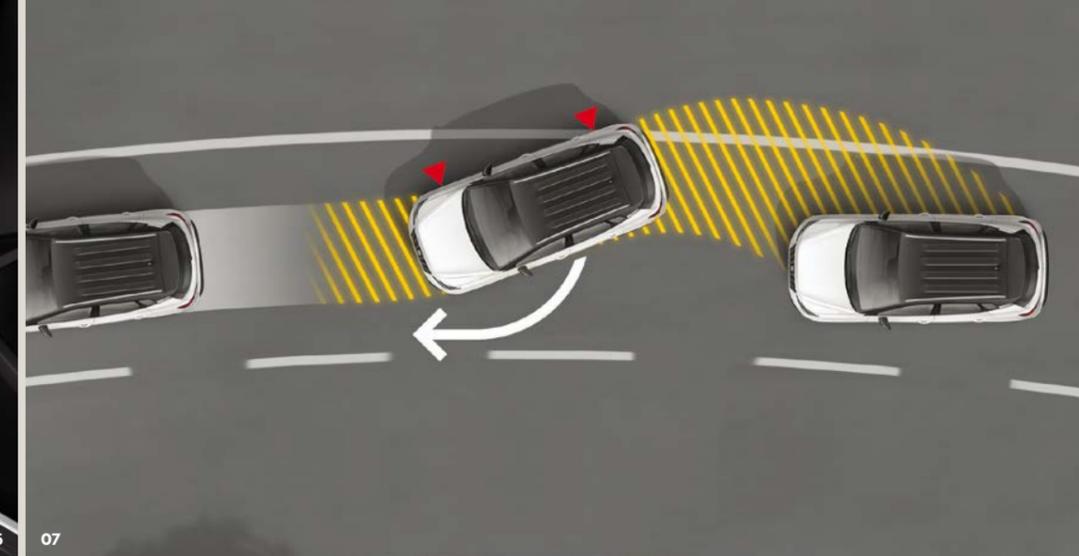
01



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05



07



02



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06



08

**01 Take the lead.**

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

**02 Light it up.**

Setting the standard, see the road in high definition.

**03 Quick off the mark.**

An intuitive dash means being decisive, when it counts.

**04 Action packed.**

Adaptable to any situation, the roof rails keep your options open.

**05 However you want it.**

Control your world with the new Arona's Climatronic system. Feeling cool? Naturally.

**06 Like being noticed?**

Rear daytime running lights enhance both safety and style on the road. So you can't be missed.

**07 Taking care of business.**

Any sign of a slip and your new SEAT Arona springs into action.

**08 Entertainment for everyone.**

Feeling connected and entertained? With the 6.5" Media System Touch, everything becomes a breeze.

# Wheels.

16"



Design Brilliant Silver St

17"



Dynamic Brilliant Silver St



Dynamic Brilliant Silver FR

18"



Performance Black R FR

# Accessories wheels.

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

18"



Piano Black St FR



Sport Black St FR

Style St  
FR FR  
Standard ■  
Optional ■



# Colours.



Midnight Black<sup>2,3</sup> St FR



Magnetic Tech<sup>2</sup> St FR



Urban Silver<sup>2,3</sup> St FR



Candy White<sup>1</sup> St FR



Mediterraneo Blue<sup>1</sup> St FR



Desire Red<sup>2</sup> St FR



Eclipse Orange<sup>2</sup> St FR



Mystic Magenta<sup>2</sup> St



Nevada White<sup>2,3</sup> St FR



Mystery Blue<sup>2,3</sup> St FR

01 Midnight Black<sup>2,4</sup> St FR

02 Magnetic Tech<sup>2,4</sup> St FR

03 Eclipse Orange<sup>2,4</sup> St



Style St  
FR FR  
Standard ■  
Optional ■

<sup>1</sup>Soft colour.

<sup>2</sup>Metallic colour.

<sup>3</sup>Start of production wk. 04/2018

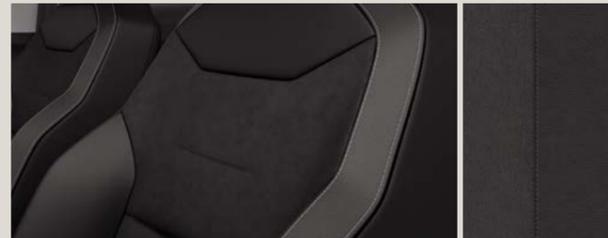
<sup>4</sup>For FR the exterior mirrors are the same colour as the roof. For St the exterior mirrors are in the body colour.

# Upholsteries.



Orgad Blue Dream Conemara BC

St



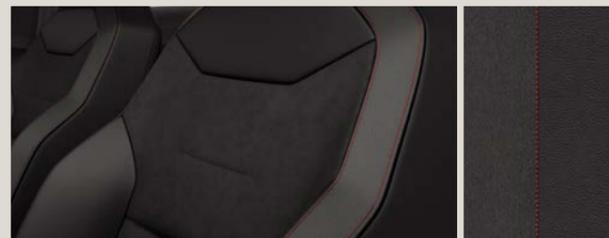
Dinamica Black Arena Titan Black BC + WL3

St



Sound/ Hill/Nora FR FA

FR



Dinamica Black Arena Titan Black FA + WL3<sup>1</sup>

FR

Style St

FR FR

Standard

Optional

<sup>1</sup>The upholstery has red stitching.

## Seat covers.

Cool down for summer, warm up for winter. These reversible seasonal covers can be easily zipped on to your Arona's seats.



# Your accessories.

**Different.  
It's the only way.**

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.





# Performance.

Agile. Lightweight. Robust. The performance alloy wheels on the new 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 wheel.**

For the cool and sophisticated look, choose the 18" matt Sport Black alloy wheels, the perfect complement to your ride.

## **Sub spoiler.**

Where design meets performance. A subspoiler in matt 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.



01



02

## 01 Illuminated side sills.

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

## 02 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.



03



04

## 03 Sunshades.

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

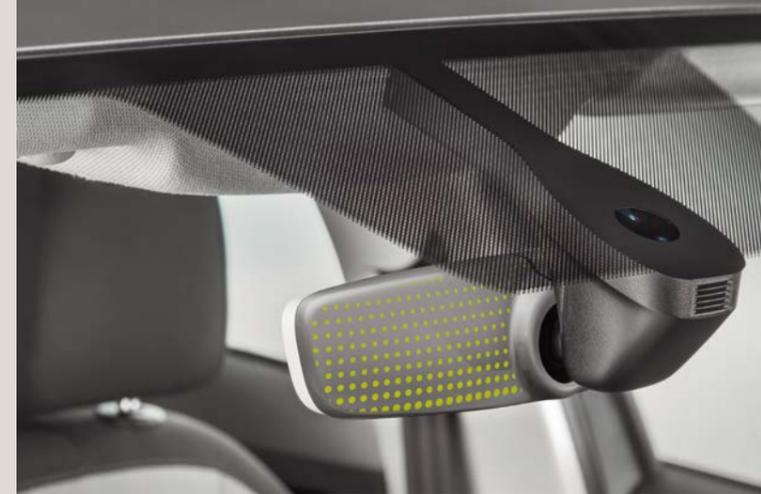
## 04 Console mat.

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 new 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.



## 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.



## 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.



# Interior customisation.

## Steering wheel.

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



## Key covers.

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



## Floor mats.

Always be guaranteed perfect grip. These custom, anti-slip mats are ideal for sporty driving.



## 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 the tiniest detail.



### 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 Matt Chromed 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 new 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 ski rack.**

Live for the piste? This tow bar is designed to carry skis and snowboards, so you can hit the slopes in style.





# Transport.

## 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.

## 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.



## 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.



## 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.



## 01 Separation grille.

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

## 02 Reversible boot mat.

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



## 03 Mudflaps.

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

## 04 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.



## Crossover Line.



### Toilet Bag.

Multifunctional Toilet Bag, can be used in hanging and standing position, various compartments on the inside, removable plastic bag suitable for transporting liquids in carry-on luggage on airplanes, subtle embossed SEAT logo.

**Material:** 100% polyester  
**Base:** water-repellent PU  
**Dimensions:** 300x120x245 mm  
**Colour:** blue/sand  
**Ref:** 6H1087317 HAJ

### Notebook.

Notebook with soft-touch finish and flexible cover, small SEAT leather badge on cover, horizontal elastic strap, blank pages, 224 pages with car silhouette on first page, bookmark.

**Material:** paper  
**Dimensions:** 215x150x17 mm  
**Colour:** dark blue/ brown  
**Ref:** 6H1087216 HAJ

# At your service.

## Freedom starts where worry ends.

Life's too short to spend it in a workshop.  
The SEAT Service uses only SEAT Genuine  
Parts to keep your Arona at its best. So you  
can get out and go.



# Environmental information.

## Ecological driving

ECO tips: recommendations for a more efficient and ecological driving experience.

ECO trainer: helps the driver to enjoy a more efficient driving experience, pointing out any unnecessary accelerating and braking.



## Air quality

Diesel engines integrate the Selective Catalytic Reduction (SCR) system to minimize nitrogen oxides emissions.

## Renewable materials

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

## Engines

A modular configuration facilitates reducing the number of components and assembly parts, lowering the weight of the chassis.

## Lighting

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

## Factory

Between 2010 and 2017, CO<sub>2</sub> emissions for every car manufactured by SEAT have decreased by 54%.

The average energy consumption of all our cars has also fallen by 16%.

## Air conditioning

Using the new R1234YF coolant reduces global warming potential by 99.7%.

## Acoustics

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

Improving the solvent purge system, we have reduced the Volatile Organic Compounds (VOCs) emissions for every vehicle by 50% vs. 2016.



## Fuel tank

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

## Car seats

15% weight reduction thanks to optimization of seat frames.

## Tyres

New tyres with a low rolling resistance.

### SEAT's technical development environmental objectives

 Climate protection.  Preservation of resources.  Health protection.



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