



The new SEAT Arona.

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 we'll always be Barcelona. It runs through our veins. Inspires every car we create. (In fact, 50% of the energy we use to make our cars comes direct from Spanish sunshine.) This is a city that never stops moving. And neither will we. Why? Because you have places to be.



Easy life mobility.

You know where you're going. SEAT is here to make getting there easier. It's what we do. Because if it doesn't set you free, make life better, help you make the big moves, what's the point? If it's not easy, it's not mobility.



Meet



Arona.

Say hello to the new SEAT Arona. The city crossover built for the bold. An advanced, high-performance engine. Agile. Powerful. Sharp. This is how you take on the world. Are you ready?

Crossover identity items

One step beyond.

The new SEAT Arona is built to take whatever you throw at it. Superior ground clearance. Front and rear protection bumpers. Wheel arch protection. Roof rails. Like you, it's ready for anything.



Exterior design

Shy? Didn't think so.



Customisable roof colour

Strike some contrast with the customisable roof colour on the Arona, which can be grey, black, orange, or the same as the body.



X detail

Your X detail in Pillar C stands for crossover. It shows the world you're owning it, with class.

Blisters & dynamic lines

Way to stand out from the crowd, with ultra-defined blisters and dynamic lines.



Light it up. Make your mark.



FR front grill

Break the mould. Your front grill with sporty details makes a big statement in the FR trim. Bossing it.



High-performance alloy wheels

Strength, lightness, agility. Just three ways your alloy wheels will keep you in control, beautifully.



LED lights front & rear

See and be seen in the best light, with full LED headlamps and rear LED pilots.

Welcome home.



Inner space & custom lighting

Have your atmosphere on tap, with an ambient light you can change at the touch of a screen, and extra roomy interior.



Command & control

Your dashboard colours and console are centre stage. With a quality of finish that exudes class, keep everything you need within arm's reach.

Bring it all together.

Wireless charger & GSM antenna

No need for cables. Charge up your mobile and enjoy signal everywhere, with your Wireless Charger and GSM Amplifier.



BeatsAudio™ system

Turn it up with your BeatsAudio™ system. This is some serious sound power.



8" display with Full Link

Bring it all together with Full Link technology. Connected, and in control.

Get in. Get going. Your way.

Keyless System

Who needs keys? When you approach the car, the Keyless System unlocks the doors and places your engine into standby.



Rain & light sensors

You've got backup with rain and light sensors, making sure your lights and windshield wipers are doing the right thing.



Drive Profile & Dual Ride for FR

Your Drive Profile sets the car up how you like it. Dual Ride in the FR trim is pure sport mode.

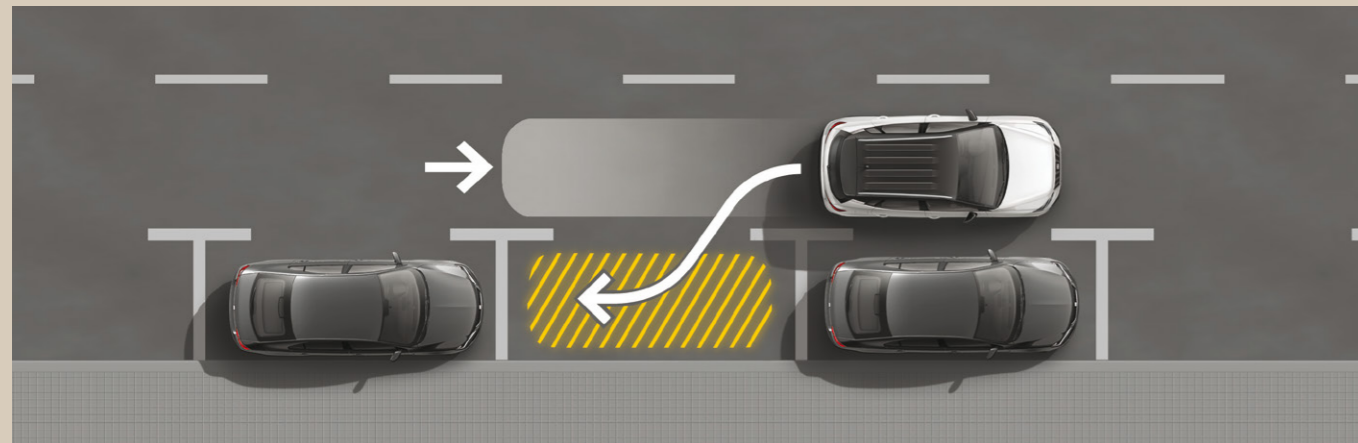
Comfort

Front and centre. Riding high.



Driver oriented dashboard

Everything you need, where you need it, your dashboard helps you make the right choices.



Rear-view camera & Park Assist

Make parking easy even in a tight spot, with your rear-view camera and Park Assist.



400 l boot capacity

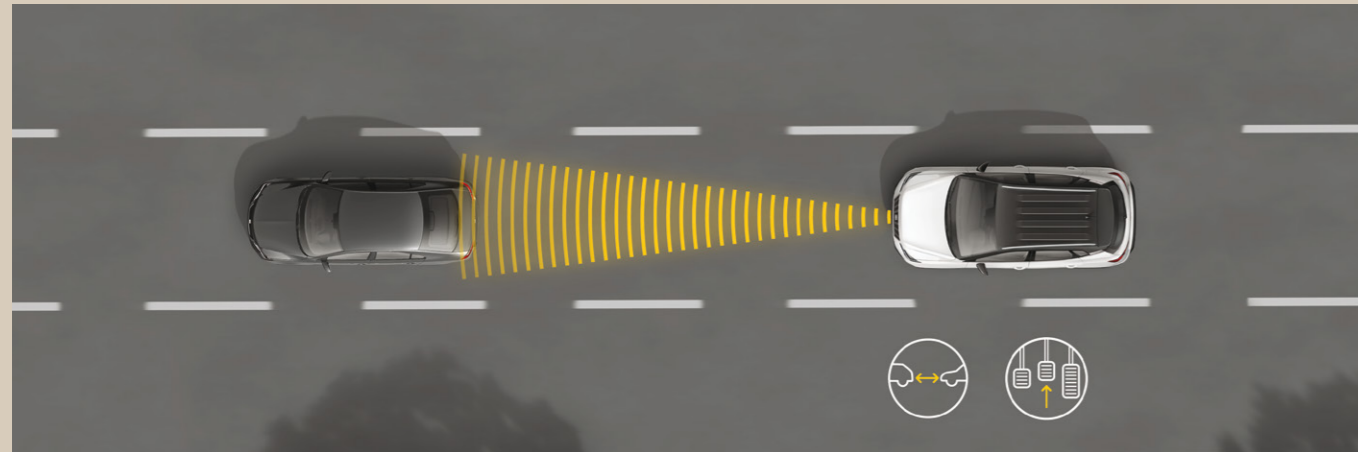
The boot goes up to a massive 400 litres in the new SEAT Arona. Question is, how are you going to fill it?



Higher seating position

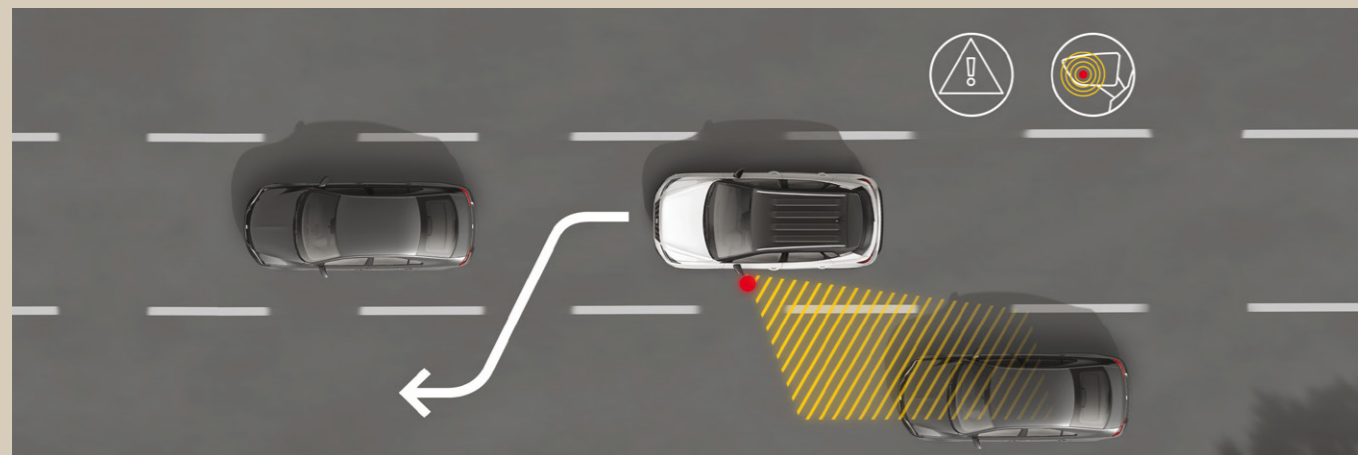
Designed around you, a high seating position offers a commanding view.

Take control. And hold it.



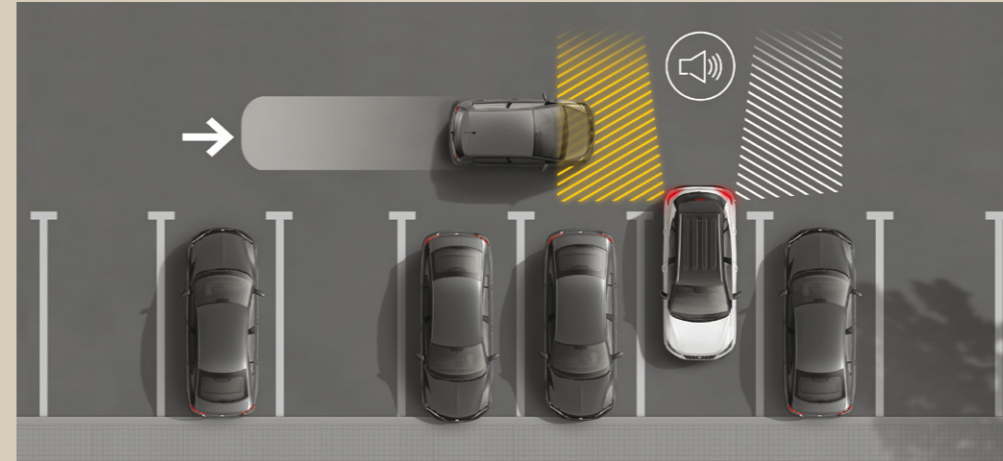
ACC with Front Assist

Get cruising with your Adaptive Cruise Control with Front assist. It makes sure you keep the right speed and distance, and helps to avoid collisions with pedestrians or other vehicles.



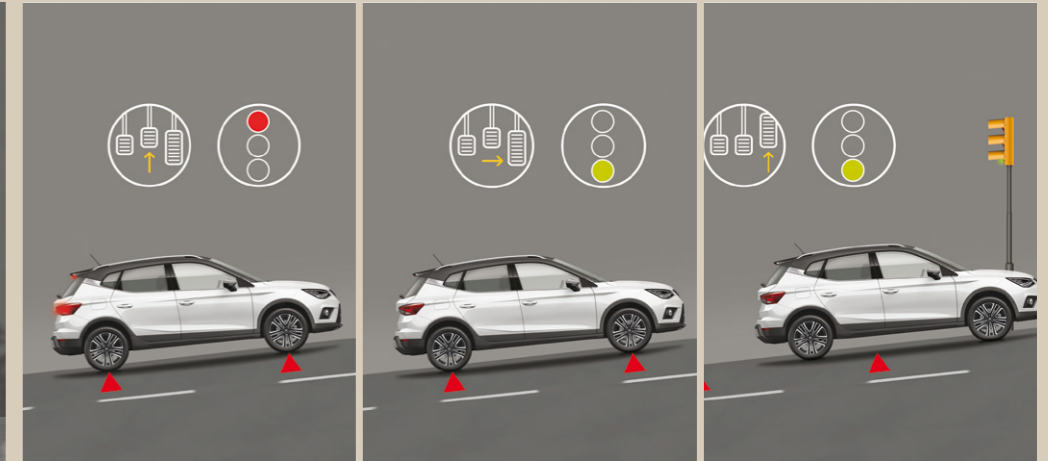
Blind spot detection

Changing lanes? Your blind spot detection system lets you know if there's something approaching from behind.



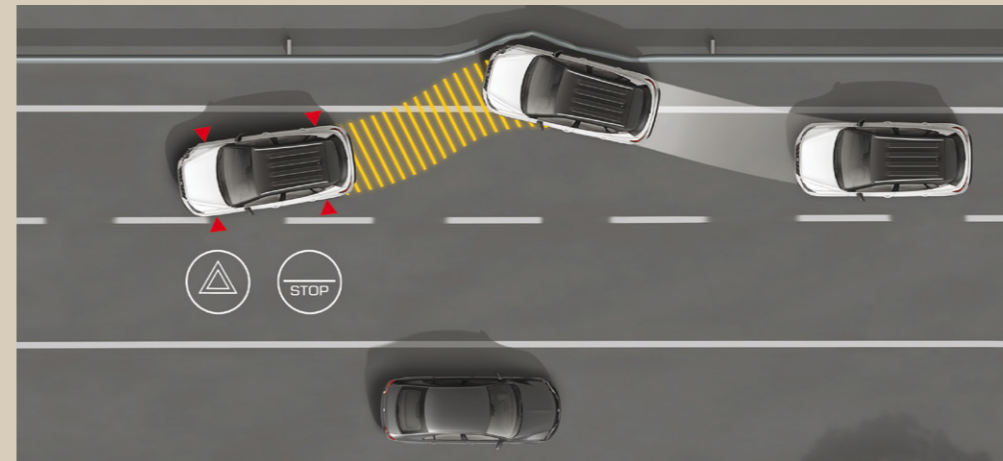
Rear traffic alert

Reversing in or out of a parking space, the rear traffic alert is there to make sure the coast is clear.



Hill hold control

Challenge the vertical. Hill hold control records and stores your brake pressure, so you can easily pull off on steep slopes.



Multicollision brake

The multicollision brake automatically slows the car in the event of an impact. Combining the lightning fast reaction time of dedicated technology, with your own skills as a driver, you can always take control. This is double protection, so you can drive with peace of mind.



Tiredness Recognition system

Always looking out for you, the Tiredness Recognition System alerts you if you need to take a break.

Colours.

Will you go with the flow, or choose your own thing? With 10 body colour options, you also have the choice to go grey, black, orange, or the same colour as the body on the roof. There are 68 ways for you to express yourself, your way.



Midnight Black*
St FR



Pirineos Grey*
St FR



Eclipse Orange*
St



Midnight Black
St FR



Desire Red
St FR



Mediterraneo Blue
St FR



Pirineos Grey
St FR



Eclipse Orange
St FR



Mystery Blue
St FR



Urban Silver
St FR



Mystic Magenta
St



Candy White
St FR



Nevada White
St FR

Style **St**
FR **FR**
Serial **FR**
Optional **FR**

*For FR the exterior mirrors are the same colour as the roof. For St the exterior mirrors are in the body colour.

Upholstery.

Thinking differently? Choose pure class and comfort in every stitch, with multiple trim and upholstery option including stylish Alcantara® seats.



**Alcantara® Black/
Arena Titan Black¹**

FR



**Alcantara® Black/
Arena Titan Black**

St



**Sound/ Hill/
Nora FR**

FR



**Orgad Blue/
Dream Conemara**

St

Style **St**
FR **FR**
Serial **FR**
Optional **St**

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

Wheels.

The perfect balance of style and performance, the wheels on your new SEAT Arona are strong and dynamic, so you can push it to the limit.



16"



Design 16"
Brilliant Silver
St

17"



Dynamic 17"
Brilliant Silver
St



Dynamic 17"
Brilliant Silver
FR

18"



Performance 18"
Black R
FR

Accessories Wheels.

18"



Piano Black 18"
St FR



Sport Black 18"
St FR

Accessories.

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

Hatch door moulding

Show off your trendy side with a hatch door moulding that's available in Matt Chrome and Piano Black.



Side door mouldings

Own it from every angle. These side door mouldings add sophistication, available in Silver and Piano Black.



Fog light mouldings

These fog light mouldings come in Silver and Piano Black. Built as one piece to bring strength to the sporty design.



Silver decorative interior

Smart silver detailing on your steering wheel, gear knob, pedals and footrest keeps you stylish and a step ahead. Luxury, up close and personal.

Engine specs.

Petrol	STYLE	FR	Combined fuel consumption (l/100 km)	CO ₂ Combined Mass emissions (g/km)
1.0 EcoTSI 85 KW DQ S/S*	●	●	5.0**	115

● Optional
- Not available

* SOP wk.39
** Provisional data

Exterior colours.

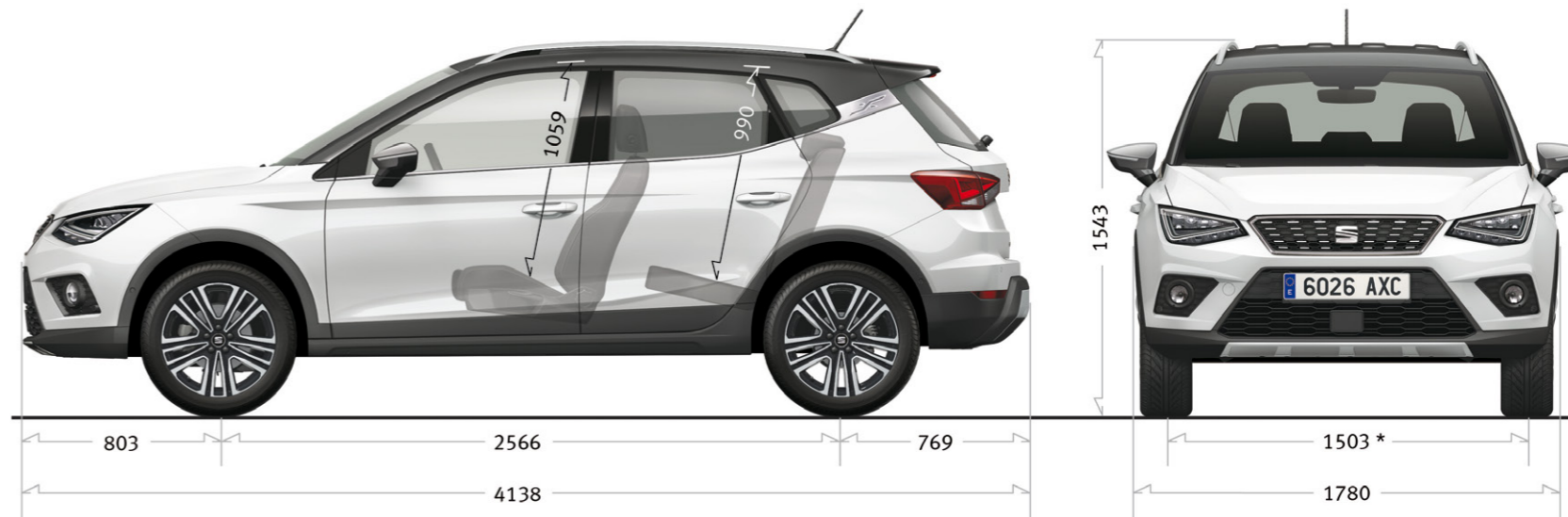
	STYLE				FR		
	Body	Grey	Roof Black	Orange	Body	Grey	Roof Black
Candy White	●	●	●	●	●	●	●
Mediterraneo Blue	●	●	●	●	●	●	●
Mystic Magenta	●	●	●	-	-	-	-
Eclipse Orange	●	●	●	●	●	●	●
Mystery Blue	●	●	●	-	●	●	●
Desire Red	●	●	●	-	●	●	●
Urban Silver	●	●	●	●	●	●	●
Pirineos Grey	●	●	●	●	●	●	●
Midnight Black	●	●	●	●	●	●	●
Nevada White	●	●	●	●	●	●	●

Rearview mirrors: Body colour

Rearview mirrors: Roof colour

● Optional
- Not available

Dimensions.





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