

 SEAT



The new SEAT  
**Aronda**



Take a look around you. Do you see roads? Or beginnings? Obstacles? Or possibilities? At SEAT, we see the world in all its wild, wonderful glory. We can't help it. We're from a place that buzzes with creative energy. Where different is just the done thing. And so everything we touch – from cars to bikes to new mobility solutions – is designed to help you live a bolder, brighter, more surprising life.

It's life,  
only bolder.

01 SEAT.  
06 Get carried away

02 Your Arona.  
10 Exterior design  
12 Interior design  
14 Technology  
16 Music connectivity  
18 SEAT CONNECT  
20 Safety

03 Your way.  
24 XPERIENCE trim  
28 FR trim  
32 Style trim  
36 Reference trim  
38 Wheels  
40 Colours  
42 Upholsteries

04 Your accessories.  
46 Customisation  
48 Protection  
50 Transport  
56 Pet accessories

05 At your service.  
60 SEAT Care  
62 Environmental information



The all-purpose urban SUV redesigned for those who choose to be bolder, live wilder, and act on impulse. So, take your passion and run with it, because you never know where it might lead when you dare to get carried away.

Get carried  
away.





Sometimes all it takes is a little push for big things to happen.

Meet your  
new partner  
in crime.

# The new face of urban versatility.

A beefier new look comes complete with a redesigned front grille, new front bumper and Full LED headlights, bringing bolder presence to the front. Adding a touch of sporty appeal, the roof spoiler and 18" Alloy wheels also enhance performance. And the handwritten logo? Just because every great work of art needs a signature.





# Room for your little big obsessions.

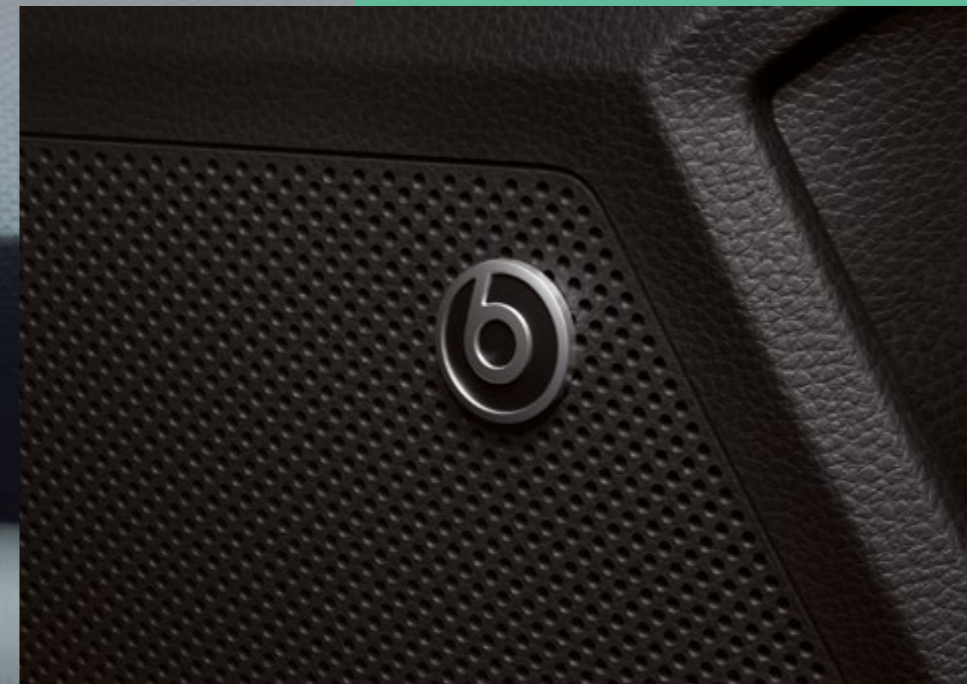
A soft landing comes in handy when you're living it to the extreme. The stylish interior comes equipped with a new soft dashboard, a steering wheel in Nappa leather and enough space to go wild with your passions. LED lighting around the airvents provides a truly unique ambience to your cabin.

# Always on your radar.

A bigger display lets you see and do more. The new 9.2" SEAT infotainment screen floats on the dashboard bringing it closer to your line of sight, improving visibility, practicality and safety. While a 10.25" Digital Cockpit gives you easier viewing over maps and real-time traffic updates. And who needs a charger when you can charge your smartphone simply by placing it in the connectivity box?







# Big sounds inspire big moves.



Play 75 million songs ad-free seamlessly with Apple Music built-in, and enjoy the ultimate in acoustic quality provided by Beats Audio®. Wireless Full Link means that your music syncs automatically as you get in your car. And to search destinations, addresses or media, all you have to do is ask. Say 'Hola Hola' to activate the system while keeping your hands on the wheel, staying fully in control.

Apple Music requires a subscription.

MUSIC CONNECTIVITY

# Connecting you to your car, and your car to the world.

For a life always on the go, SEAT CONNECT puts control over your SEAT Arona at your fingertips. See its location and receive anti-theft alerts on your smartphone. Unlocking your car is as easy as unlocking your screen. Got a Navi System? Find petrol stations or parking prices. You can also send favourite destinations and planned routes from the App to the Infotainment.



## Remote Access.

See your SEAT Arona's location and lock and unlock it via your smartphone. It's like having your car in your pocket. You can even activate the horn and lights to locate your car quicker in a crowd.



## Emergency call.

Even on the longest trips, we'll pinpoint your whereabouts should you need assistance. eCall automatically contacts the emergency services, sending all of the necessary details in advance, saving time when it matters most.



## Media on demand.

Enjoy seamless connectivity to your favourite radio stations or podcasts from around the world and receive notifications about the road ahead, making it easier to find the quickest route.





30

### Traffic Sign Recognition.

See the current speed limits and overtaking restrictions on the Digital Cockpit. All thanks to the integrated front camera.



### Side Assist.

An extra eye on your blind spot. You're always aware of incoming cars when changing lanes or overtaking.

# Worries behind. Adventures ahead.

Your new SEAT Arona is equipped with semi-automatic driving technology to keep you one step ahead of the traffic while also reducing the risk of accidents. Engineered to take the stress out of your ride.



### Travel Assist.

A little helping hand. Travel Assist monitors your journey using cameras to scan for upcoming traffic, lane markings and curves, adjusting your speed to keep you moving with the flow of traffic.

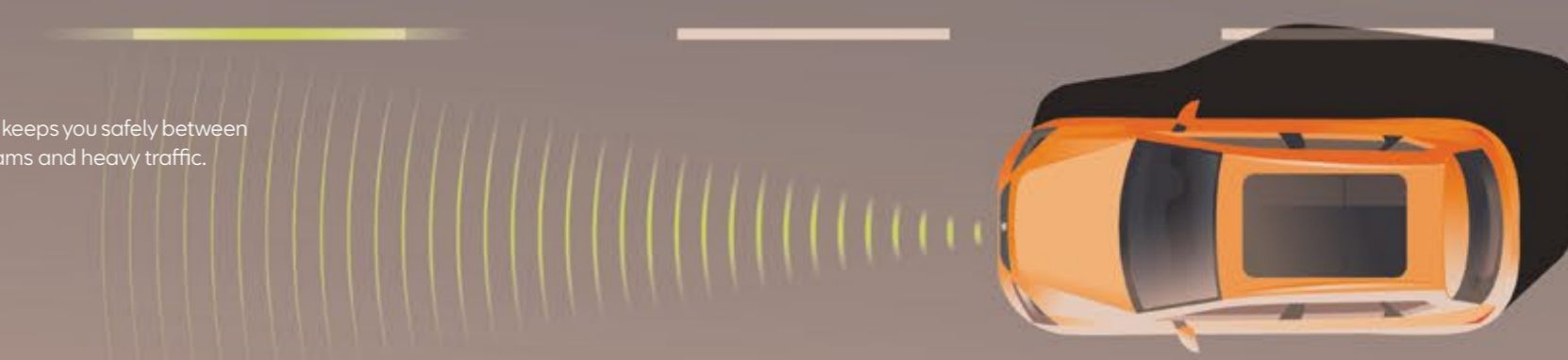


### High Beam Assist.

This system automatically switches headlights between low and high beam when detecting a vehicle ahead, reducing dazzle to other drivers to support safer driving.

### Lane Assist.

The built-in camera keeps you safely between the lines. Ideal for jams and heavy traffic.



Thrills come in all shapes and sizes. Discover which SEAT Arona trim is right for your adventure.

Discover what  
drives you.



Driving ambition  
to new extremes.

For the true feeling of freedom and adventure, you've really got to go a little further. A robust, upgraded rear bumper is made to go above and beyond, while the 10.25" Digital Cockpit gives you the tools to fully experience the off-road feeling of the XPERIENCE trim. Uphill battles have never been so much fun.



**The finest fabrics.**

Choose nothing but the best for your interior. Upholster your SEAT Arona in stylish and durable materials like the new SANO textile.

**Always different.**

Your thing. Your style. Your SEAT Arona. With a choice of Candy White, Magnetic Tech or Midnight Black for your roof, there's nothing you can't make your own.

XPERIENCE trim.



### Take on the road.

Get out and go in full confidence. The new front grille and front spoiler add to the sporty nature of your SEAT Arona.



### You're in control.

The new 9.2" screen with Navi floats higher on the dashboard, making navigating even easier and your dash extra stylish.



### Airvents in Aran Green.

Fresh design ideas to bring in the fresh air. Bring a hint of the outdoors indoors with illuminated airvents in Aran Green.



### Illuminate the way with innovation.

The ultimate in contemporary design and efficiency, premium quality FULL LED headlights are brilliant in more ways than one.

# Standard equipment.

#### Safety:

- Side airbag in front with curtain airbag and deactivation
- 3-point seat belt for all seats
- Three rear head restraints
- Visual and acoustic seat belt reminder (front and rear)
- ISOFIX + Top Tether Anchors in side rear seats
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support\*
- Hill Hold Control
- Rear drum brakes
- Front Assist incl. autonomous emergency braking system
- Lane Assist
- Separate daytime running lights with automatic headlamp activation and Coming Home feature
- Windshield wiper with light sensor
- Tiredness Recognition System
- Bumpers with protective mouldings
- Tyre pressure monitoring system
- Tool kit and tyre fit

#### Electronics:

- Analog cluster
- SEAT Media System 8.25 inches
- SEAT CONNECT with Safety & Service and Remote access services for Media System
- Rain and light sensor
- Bluetooth® connection
- USB type-C socket
- 6 speakers
- Digital Audio Broadcasting (DAB)
- Climatronic (2 zones)
- Coming Home feature in headlight
- Keyless system
- Rear park distance control
- Anti-theft electronic vehicle immobilization
- 2 foldable keys with remote control function

#### Exterior:

- Dynamic 17" Brilliant Silver Alloy wheel
- Different-coloured roof and exterior mirrors in Candy White, Magnetic Tech or Midnight Black
- Chromed roof rails
- Antenna for AM/FM reception
- Hotstamping front grill with chromed frame
- Offroad rear bumper with exhaust pipe hidden
- Chromed window frames
- Power-folding, power-adjustable and heated exterior mirrors
- EcoLED headlights & LED rear lights
- Rear fog lights
- LED license lighting

#### Interior:

- Black greenhouse
- Coloured mouldings in airvents in Aran Green
- Height-adjustable front seats
- Split and foldable rear seats
- Nappa leather multifunctional steering wheel
- Leather hand brake & gearshift knob
- Interior door and side trim panel with textile and decor moulding
- Net on central console
- Front center armrest
- Drawer under passenger seat
- Reading lights for driver and passenger seats
- Autodimming interior mirror
- Sunvisors with mirrors and card-holder
- Interior lighting in footwell, central console and door panel
- Front and rear power windows
- Double floor boot
- Folding trunk cover
- Mounting fixture in luggage compartment

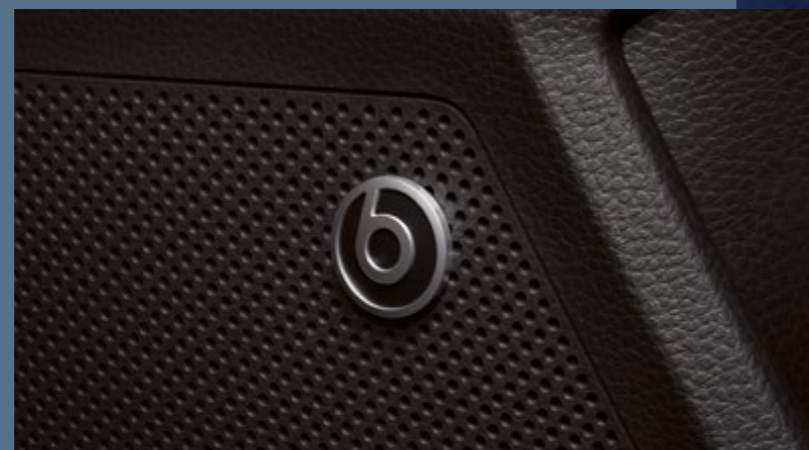
# For cross-country racers.

Sporty, athletic and made to go the distance, the ready-for-anything FR trim flexes its muscles with redesigned rear diffuser and 18" Machined Alloy wheels. While the Beats Audio® sound system provides the perfect acoustics to inspire you to beat your personal best.



## Redesigned rear diffuser.

The exclusively designed rear diffuser brings out the ultimate sportive look of your SEAT Arona FR.



## Unbeatable sound.

Beats Audio® includes 7 premium speakers, a thumping subwoofer for your bass-heavy tracks and a powerful 300W amplifier for supreme sound clarity on all your playlists.



# FR trim.

# Standard equipment.

## Safety:

- Side airbag in front with curtain airbag and deactivation
- 3-point seat belt for all seats
- Visual and acoustic seat belt reminder (front and rear)
- ISOFIX + Top Tether Anchors in side rear seats
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support
- Hill Hold Control
- Rear disc brakes\*
- Lane Assist
- Front Assist incl. autonomus emergency braking system
- Windshield wiper with light sensor
- Separate daytime running lights with automatic headlamp activation and Coming Home feature
- Tiredness Recognition System
- Bumpers with protective mouldings
- Tyre pressure monitoring system
- Tool kit and tyre fit

## Electronics:

- Analog cluster
- SEAT Media System 8.25 inches
- SEAT CONNECT with Safety & Service and Remote access services for Media System
- SEAT Drive with ECO function, Normal, Sport & Individual profiles
- Rain and light sensor
- Bluetooth® connection
- USB type-C socket
- 6 speakers
- Digital Audio Broadcasting (DAB)
- Climatronic (2 zones)
- Coming Home feature in headlight
- 2 foldable keys with remote control function
- Power locking with remote control
- Anti-theft electronic vehicle immobilization
- Rear park distance control

## Exterior:

- Dynamic 17" Brilliant Silver Alloy wheel
- Different-coloured roof and exterior mirrors in Candy White, Magnetic Tech or Midnight Black
- Chromed roof rails
- Antenna for AM/FM reception
- Sport front grill with chromed frame
- Sport rear bumper with chromed simulated exhaust pipe
- Chromed window frames
- Power-folding, power-adjustable and heated exterior mirrors
- EcoLED headlights & LED rear lights
- Rear fog lights
- LED license lighting
- FR logo on boot

## Interior:

- Black greenhouse
- Coloured mouldings in airvents in Daring Red
- Sport seats design for FR trim
- Height-adjustable front seats
- Split and foldable rear seats
- Nappa leather multifunctional steering wheel with FR logo
- Leather hand brake & gearshift knob
- Interior door and side trim panel with textile and decor moulding
- Reading lights for driver and passenger seats
- Autodimming interior mirror
- Sunvisors with mirrors and card-holder
- Interior lighting in footwell, central console and door panel
- Front and rear power windows
- Double floor boot
- Folding trunk cover



### Roll out in style.

Designed for performance and agility. 18" Machined Alloy wheels in Cosmo Grey Matte are aerodynamic and lightweight.



### Raise your parking game.

Park Assist takes over the steering, while you control the speed. Making precision parking a reality every time.



### Quirky design down to the last detail.

Airvents in Daring Red keep your interior cool on those glorious summer days.



### First impressions last.

Shaping your SEAT Arona's identity. The redesigned front grille adds extra sportive appeal to the front end.



Go wild in style.

From the sleek city streets to the muddy mountain peaks, the Style trim takes you to both without compromise. Combining a dynamic front end with performance enhancing 17" Dynamic Machined Alloy wheels in Nuclear Grey and marrying the look and attributes to get the most out of the inner city as well as the rugged outdoors.



**Stay in total control, in total comfort.**

The leather-wrapped multifunctional steering wheel enhances grip for the ultimate driving sensation.

**Modern lighting solutions.**

Eco LED headlights are not only an efficient solution, their clean-cut lines also brighten up your exterior.

Style trim.



### Performance and agility.

Dynamic 17" Nuclear Grey Machined Alloy Wheels are lightweight and streamlined to reduce drag.



### Full control with Wireless Full Link Technology.

Control the features on your smartphone directly from the 8.25" radio. Making calling, texting or streaming music, a fully integrated experience.



### Neutral Grey airvents.

Prefer a subtle colour scheme to your interior? Airvents in Neutral Grey adds a hint classic interior styling to your SEAT Arona.



### Expressive looks.

Confidence looks good on you. A redesigned front grille enhances the sophisticated charm of your SEAT Arona.

# Standard equipment.

## Safety:

- Side airbag in front with curtain airbag and deactivation
- 3-point seat belt for all seats
- Three rear head restraints
- Visual and acoustic seat belt reminder (front and rear)
- ISOFIX + Top Tether Anchors in side rear seats
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support\*
- Hill Hold Control
- Rear drum brakes
- Front Assist incl. autonomus emergency braking system
- Lane Assist
- Separate Daytime Running lights with automatic lights on
- Tiredness Recognition System
- Tyre pressure monitoring system
- Tool kit and tyre fit

## Electronics:

- Analog cluster
- SEAT Media System 8.25 inches
- SEAT CONNECT with Safety & Service and Remote access services for Media System
- Rain and light sensor
- Bluetooth® connection
- USB type-C socket
- 6 speakers
- Digital Audio Broadcasting (DAB)
- Air conditioning
- Power locking with remote control
- Anti-theft electronic vehicle immobilization
- 2 foldable keys with remote control function

## Exterior:

- Design 16" Brilliant Silver Alloy wheel
- Body-coloured roof and exterior mirrors
- Black roof rails
- Antenna for AM/FM reception
- Black window frames
- Eco LED headlights & halogen rear lights
- Rear fog lights
- LED license lighting
- Standard rear bumper with exhaust pipe hidden

## Interior:

- Grey Greenhouse
- Coloured mouldings in airvents in Honey Mustard
- Height-adjustable front seats
- Split and foldable rear seats
- Leather multifunctional steering wheel
- Leather hand brake & gearshift knob
- Door panels in PVC
- Dimming interior mirror
- Sunvisors with mirrors and card-holder
- Front and rear power windows
- Reading lights for driver and passenger seats
- Double floor boot
- Folding trunk cover

# Adventure comes as standard.

Bigger screen, bigger visibility, bigger adventures. The SEAT Arona Reference trim is built for reliability and comfort in the great outdoors. With clever space to accommodate all your passions, connectivity for contemporary living, and the technology to get you there without a hitch.



## Your car can read the signs.

Your SEAT Arona recognises when you're starting to tire and will alert you visually and audibly when it's time to take a break.



## Delightful details.

Airvents in Honey Mustard give a dash of colour to your dash.



# Reference trim.

16"



DESIGN 16"  
STEEL WHEELS  
R



DESIGN 16"  
BRILLIANT SILVER  
ALLOY WHEELS  
R St

17"



DYNAMIC 17"  
NUCLEAR GREY MACHINED  
ALLOY WHEELS  
St



DYNAMIC 17"  
BRILLIANT SILVER  
ALLOY WHEELS  
XP



DYNAMIC 17"  
SPORT BRILLIANT SILVER  
ALLOY WHEELS  
FR

18"



PERFORMANCE 18"  
NUCLEAR GREY MACHINED  
ALLOY WHEELS  
XP



PERFORMANCE 18"  
COSMO GREY MATTE MACHINED  
ALLOY WHEELS  
FR



PERFORMANCE 18"  
SPORT BLACK MACHINED  
ALLOY WHEELS  
St XP FR



PERFORMANCE 18"  
BLACK MACHINED  
ALLOY WHEELS  
St XP FR

# Wheels.



Reference R  
Style St  
XPERIENCE XP  
FR FR  
Serial ■  
Optional ■

# Colours.



CANDY WHITE<sup>1</sup> R St XP FR



NEVADA WHITE<sup>2</sup> R St XP FR



URBAN SILVER<sup>2</sup> R St XP FR



MAGNETIC TECH<sup>2</sup> R St XP FR



MIDNIGHT BLACK<sup>2</sup> R St XP FR



PURE RED<sup>1</sup> R St XP FR



DESIRE RED<sup>3</sup> St XP FR



SAPPHIRE BLUE<sup>2</sup> St XP FR



ASPHALT BLUE<sup>2</sup> R St XP FR



DARK CAMOUFLAGE<sup>3</sup> XP FR

Reference **R**  
 Style **St**  
 XPERIENCE **XP**  
 FR **FR**  
 Serial **■**  
 Optional **■**

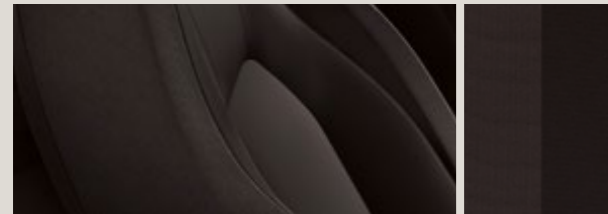
<sup>1</sup> Soft  
<sup>2</sup> Metallic  
<sup>3</sup> Special Metallic

For XP and FR the exterior mirrors are the same colour as the roof. For ST and R the exterior mirrors are in body colour as standard.



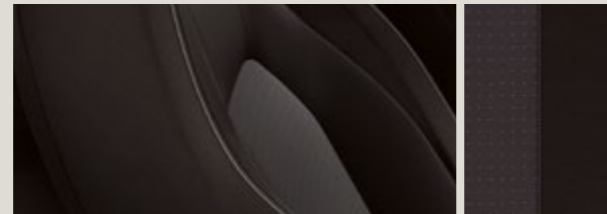
Our global range of cars and product specifications varies from country to country. Please, visit your local SEAT website to know more about the product offer available for you.

# Upholsteries.



ACERO CLOTH COMFORT SEATS

R



COMO CLOTH COMFORT SEATS

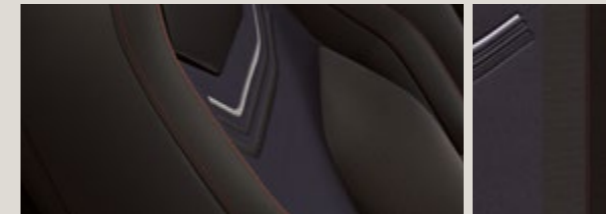
R

St



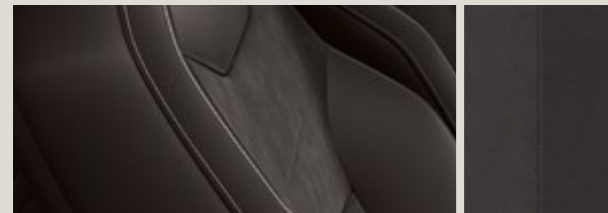
SANO CLOTH COMFORT SEATS

XP



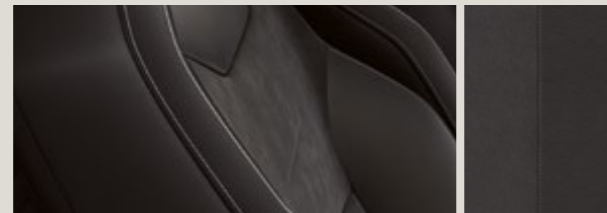
LE MANS CLOTH SPORT SEATS

FR



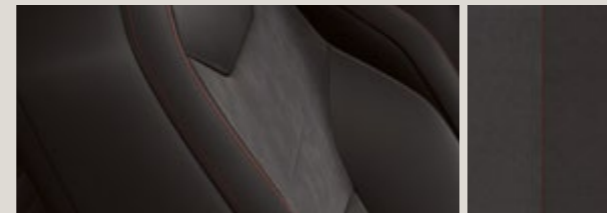
DINAMICA® BLACK SPORT SEATS

St



DINAMICA® BLACK SPORT SEATS

XP



DINAMICA® BLACK SPORT SEATS

FR

Reference **R**

Style **St**

XPERIENCE **XP**

FR **FR**

Serial **■**

Optional **■**





Your new SEAT Arona comes with a range of accessories that put the ease into planning your trip. So, whatever is on the agenda, rest assured we have the right piece of kit for you.

The perfect getaway car  
for your great escape.

# Customisation.

Emphasise the sport in your SUV.

## **Side door mouldings.**

Sophisticated and stylish, the mouldings on the side doors bring out your SEAT Arona's dynamic design.

## **Aluminium pedals.**

Enhance the sporty driving feeling with aluminium pedals.





# Protection.

If the journey was easy would it really be worth it? Luckily, we've taken care of some of the problems that you might encounter while en route.



## **Reversible boot tray.**

Designed for heavy use, taking the knocks to keep your boot looking younger for longer.



## **Boot organiser.**

For safer and more secure transportation of your gear. The boot organizer keeps a bit of order to your chaos.



## **Net between seats.**

Store games and entertainment to keep backseat drivers occupied on longer expeditions.



## **Front and rear mudflaps.**

Sketchy terrain? The mudflaps protect the underside of your new SEAT Arona from flying debris, allowing you to leave the tarmac in confidence.



# Transport.

Spend less time loading up and more time on-piste with our range of ski racks designed for easier and safer transportation of your beloved equipment.

### **Ski rack Xtender.**

Extendable for easy loading and unloading, without having to stretch over the car roof. The Ski rack X-tender also carries up to 6 pairs of skis or 4 snowboards.

### **Ski rack.**

Purposefully designed for family use. This ski rack can hold up to 6 pairs skis or 4 snowboards.

# Transport.

Take your bike to the extremes when you need to feel the wind in your face.

## **Towing bike rack.**

The towing bike rack fits easily to the tow bar can carry 2 bicycles.

## **Bike rack.**

Transport your bike on your roof with easy and secure loading and unloading.



# Transport.

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

## Surf rack.

Never miss a break with this handy surf rack. The rack adapts to the shape of your surfboard and can carry two of them.

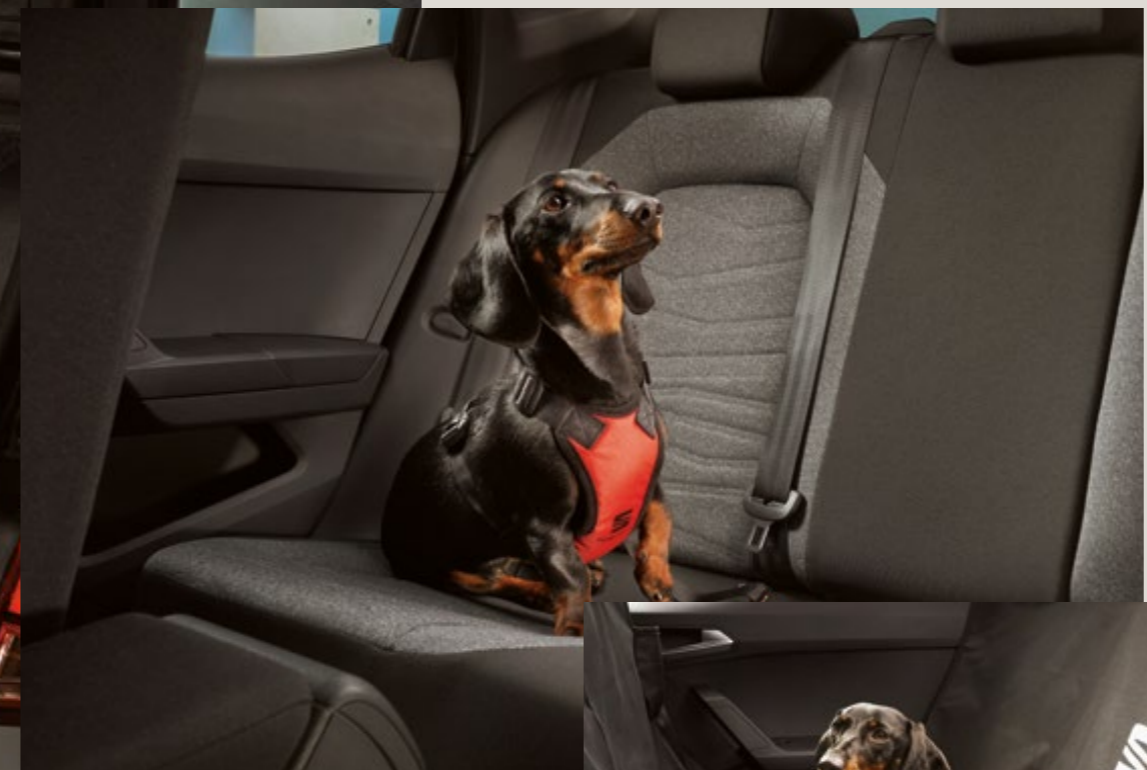
## Roof box.

Protect your equipment from the elements with this stylish and aerodynamic roof box. Simple to assemble and anchor, it opens on both sides and is used together with roof bars. Ideal for longer family trips.

## Roof bars.

An essential piece of kit for natural-born thrillers. The roof bars are adaptable to accommodate most of your passions.





# Pet accessories.

For family adventures, you really do need to bring the whole family.

### **Dog harness.**

Some are more excited to get there than others. And if they can't control themselves...

### **Separation grille and boot protector for pets.**

The easier way to keep your furry friends from getting into your cargo on the way.

### **Seat cover for pets.**

Keep your new back seats from getting damaged by scratches, moisture or hair. Total protection to your upholstery.

Feel reassured with SEAT CARE.

At your service.





# Easy care, easy go.

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 XX% compared to standard costs. Fewer worries. For more fun.



## **We care. You don't have to.**

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. Worry-free.



## **Relax. We've got this.**

SEAT Insurance is tailor-made to your car. To keep you moving all year round. 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.



## **Need anything? Just call.**

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.



## **Forget about it. It's covered.**

Why worry? 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 focus on the more important things in life.



# Environmental information.



## Air quality

Diesel engines incorporate an optimised exhaust gas treatment, the Selective Catalytic Reduction system (SCR), with AdBlue® mono dosing to further minimize nitrogen oxide emissions.



## Bodywork

Use of ultra-high strength steel, which together with hot stamping technology, permits a reduction in thicknesses and weight without loss of performance.



## Engines

Runs almost entirely on compressed natural gas (CNG), with just 9 litres for petrol. TGI engines are compatible with the use of natural gas from renewable sources, allowing reductions in CO<sub>2</sub> emissions (well to wheels) of about 80%.



## Seats

The use of new PUR foam formulations reduces the emission of volatile organic compounds (VOCs) in the cabin interior by up to 50%.



## Renewable and recycled materials

Use of renewable materials (cotton, natural rubber and cellulose) and recycled materials (plastics) in various parts of the vehicle.



## Aerodynamics

Improved vehicle aerodynamics, thanks to optimised design of the bodywork, wheels and cooling system.



## Lights

Headlamps are 100% LED and some rear lamps versions include LED technology, reducing significantly power consumption and increasing life and effectiveness of the light.



## SEAT Eco Drive Profile

ECO mode allows a driving style that modifies engine and transmissions parameters in order to reduce fuel consumption and emissions.



## Manufacturing process

In the period from 2010 to 2020, we have reduced the CO<sub>2</sub> emissions of every car manufactured by 45%, while also cutting energy consumption per car by 1%. Additionally, we've achieved a 28% saving in water consumption per car, and 64% reduction in waste generated per car.

Recovery of part of the heat emitted during the incineration process in paint drying ovens, for use in space heating, heating process baths or absorption machines, among others.



## Tyres

Low rolling resistance tyres provide a reduction of the rolling resistance coefficient.

### Move to ZERO, SEAT's environmental mission

Climate Change. Resources. Air Quality. Environmental compliance.





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.

10/2021. Printed in Spain.

