



SEAT Arona.



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 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.

Model shown: Arona FR Sport in Desire Red metallic paint with Midnight Black roof.



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.



Model shown: Arona FR Sport in Mystery Blue metallic paint with Midnight Black roof.

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At your service.

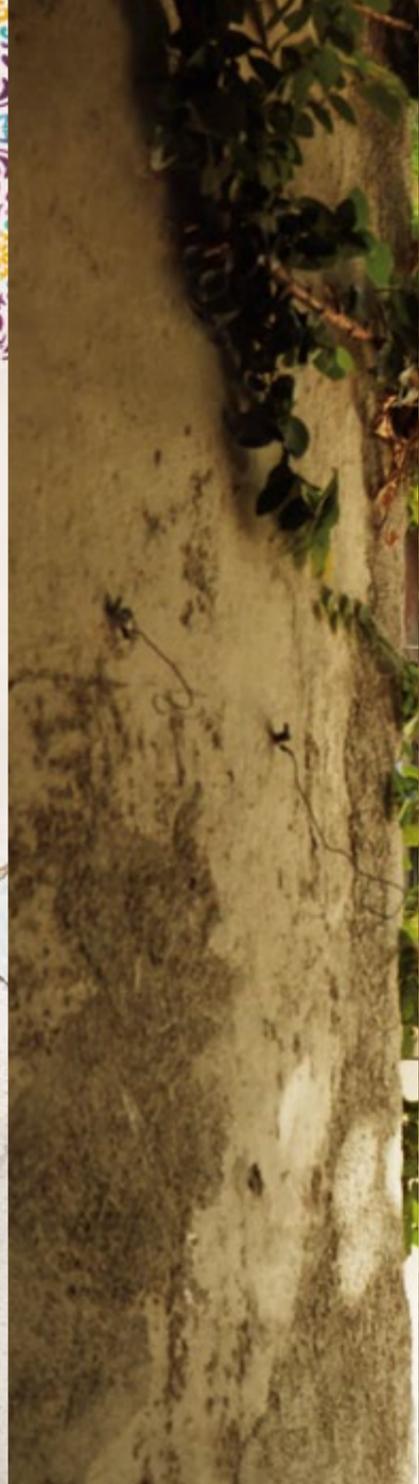
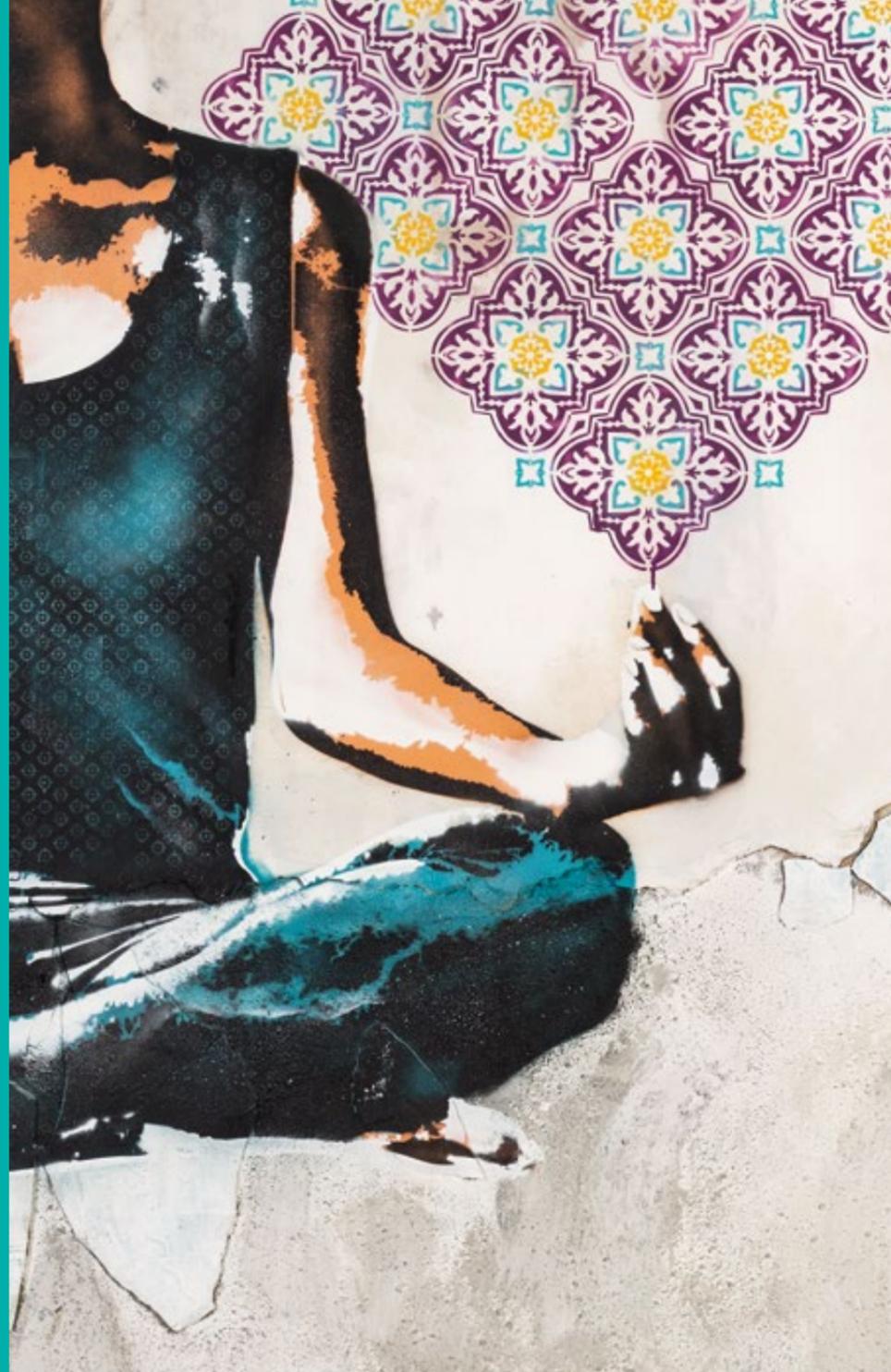
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Ready to own it?

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.



Model shown: Arona FR Sport in Mystery Blue metallic paint with Magnetic Grey roof.



Exterior design

Want more. Get more.

How do you want it? That's how you'll get it. The SEAT Arona lets you pick what's right for you. Orange on grey? Done. Black on red? Naturally. Whatever you choose, the SEAT Arona lets you express yourself, your way. Do your thing with the SEAT Arona in three simple steps. Simply: Pick your favourite trim, choose the engine that suits you, and then personalise your Arona with your favourite colour and contrasting roof.

*For full bi-colour roof combinations and availability, see page 42.



Exterior design

How's the view from up there?

Stand out, for all the right reasons. The SEAT Arona commands the road with its hot stamped, chrome detailed front grille and higher driving position. From here, it's easy to plan the next move. With the Rear view camera and Park Assist, make urban driving a breeze and parking easy, even in a tight spot. Do your thing, with confidence.



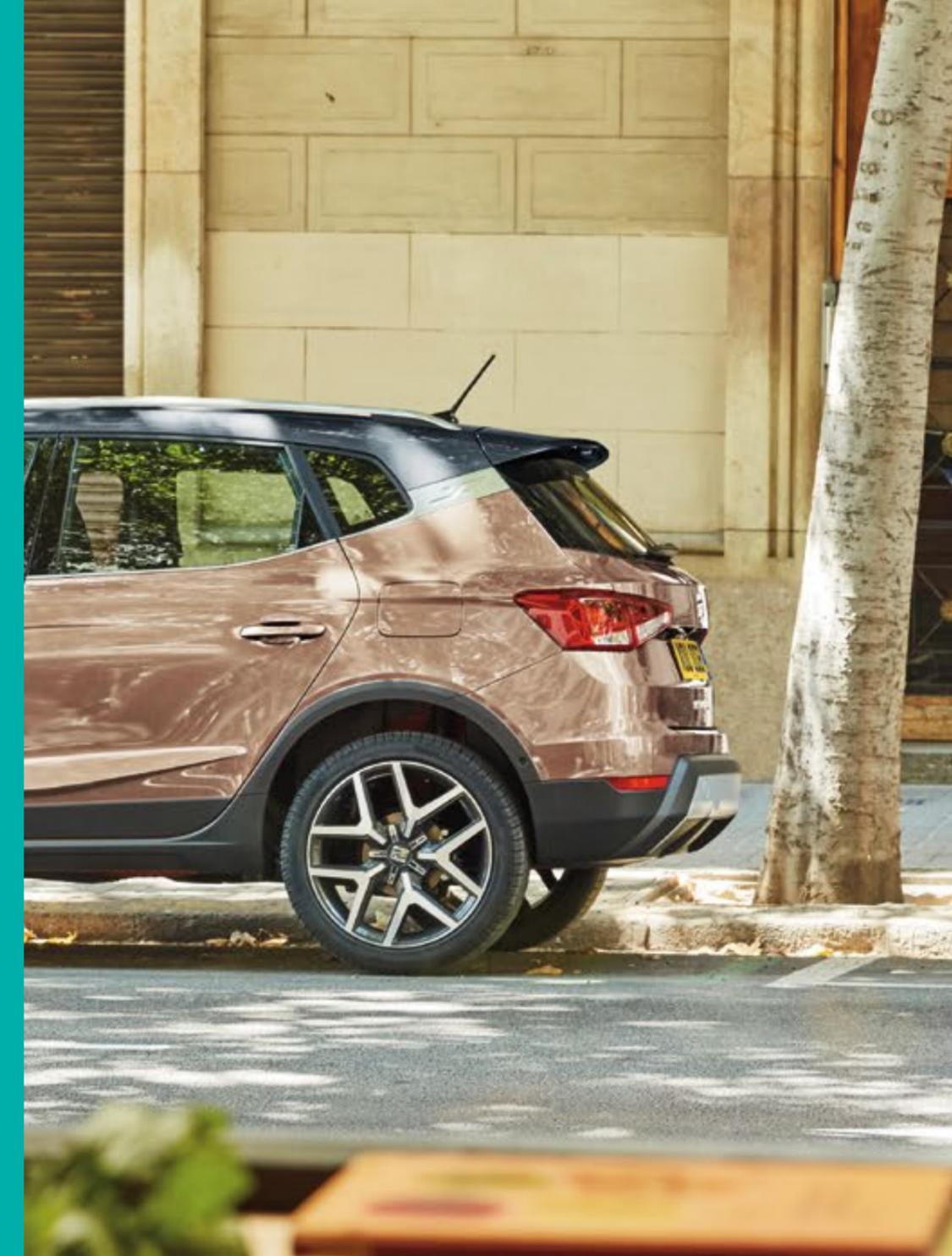
Models shown: Arona XCELLENCE Lux in Mystic Magenta metallic paint with Magnetic Grey roof.



Exterior design

Turn heads. Conquer hearts.

From the 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. The SEAT Arona also features an 'X' detail in the C pillar, which stands for crossover. Push the boundaries, blur the lines and show the world you've got style, with class.





Models shown: Arona FR Sport in Mystery Blue metallic paint with Midnight Black roof and Arona XCELLENCE Lux in Mystic Magenta metallic paint with Magnetic Grey roof.

Exterior design

See further. Go further.

Brighter than the rest. The SEAT Arona is equipped with the latest full LED headlights and rear LED taillights. So you've got the power, and the vision, to go the distance. The LED daytime running lights give the SEAT Arona a unique appearance whilst adding safety seamlessly to its urban design.





Model shown: Arona XCELLENCE Lux.

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. And with a boot space of a massive 400l, you've got all the room you need to do your thing. Question is, how are you going to fill it?



Model shown: Arona FR.



Model shown: Arona FR Sport.

Technology

Everywhere. All the time.

Be where you need to be, without being there at all. The SEAT Arona's Wireless phone charger keeps you fully charged and ready to go. Full Link smartphone integration with MirrorLink™, Apple CarPlay™ and Google Android Auto™, seamlessly integrates your smartphone with your media system, keeping you connected to your digital world at the touch of a button, adding total connectivity and control.



Models shown: Arona XCELLENCE Lux.



Safety

See them coming. Easily.

Not everyone pulls the smartest moves. Sometimes, they'll come out of nowhere. So the SEAT Arona's there for you, alerting you to anything in your blind spot that presents a hazard and rear cross traffic alert is there to make sure the coast is clear when reversing out of a parking space. Let them do their thing. You can do yours.

Model shown: Arona XCELLENCE Lux in Mystic Magenta metallic paint with Magnetic Grey roof.

Your Arona.

We've made it really simple to pick the SEAT Arona that's right for you. There are 7 individual trims, each with their own unique equipment and appeal.



1 Pick the trim that sounds like your kind of car.

2 Choose the engine that suits you.

3 Personalise your Arona with your favourite colour and contrasting roof.

And that's it. It couldn't be easier to do your thing.

Trims.



01

**01 Arona SE.
The Essential One.**

The Arona SE is equipped to let you do your thing every day.



02

**02 Arona SE Technology.
The Connected One.**

Keep doing your thing, by bringing everything you do into your car.



03

**03 Arona SE Technology Lux.
The Adventurous One.**

The SE Technology Lux gives just that little bit extra for all your adventures.



04

**04 Arona FR.
The Stylish One.**

The Arona FR offers style as individual as you are.



05

**05 Arona FR Sport.
The Sporty One.**

Sometimes you need to make a more powerful statement.



06

**06 Arona XCELLENCE.
The Indulgent One.**

Love every minute of going on your own way with an indulgent level of interior comfort.



07

**07 Arona XCELLENCE Lux.
The Luxury One.**

How about the ultimate in luxury? Have everything you need at your fingertips making every journey smooth, refined and intuitive.

Arona SE.



Model shown: Arona SE in White with Midnight Black roof.

The Essential One.

The Arona SE is equipped to let you do your thing every day. From Front Assist that helps you avoid getting up close to the vehicle ahead, LED daytime running lights so you can see and be seen 24/7, to a 6.5" touchscreen Media System so you're free to listen to whatever gets you going for the journey.

Standard Equipment

Wheels & Tyres

- 17" 'Dynamic' 26/1 alloy wheels with 205/55 R17 tyres
- Emergency tyre repair kit

Exterior Equipment

- Metallic Paint
- Bi-colour roof
- Halogen front headlights
- Front fog lights with cornering function
- LED Daytime Running Lights (DRLs)
- LED taillights
- Rear fog lights
- Black roof rails
- Body-coloured door handles
- Front grille frame in chrome
- Electrically adjustable door mirrors
- Hidden Exhaust pipes

Infotainment

- FM/AM radio
- DAB (digital audio broadcasting)
- Six speakers
- Bluetooth® audio streaming and handsfree system
- Media System Colour: 6.5" colour touchscreen + USB port + Aux-in
- USB cable for Apple and Android smartphone compatibility
- Full Link (MirrorLink™, Apple CarPlay™ and Google Android Auto™)

Interior Equipment

- Dimming interior rear view mirror
- Interior ambient light
- Interior Chrome Pack

Seats & Trim

- Height-adjustable front seats
- Height-adjustable headrests
- Leather steering wheel and gear knob
- Leather handbrake
- Double boot floor
- Split folding rear seats (60/40)

Functional & Mechanical

- Air conditioning
- Electric front and rear windows
- Cruise control
- Auto-headlights
- Comfort suspension

Safety & Security

- Driver and front passenger airbags
- Front side and curtain airbags
- Active front head restraints
- Anti-lock brake system (ABS)
- Electronic Stability Control (ESC) with Emergency Brake Assist (EBA)
- Hill hold control
- Tiredness recognition system
- Front assist
- Multi-Collision Braking System
- Front and rear seatbelt reminders
- ISOFIX points in outer rear seats
- Front passenger airbag de-activation

**01 Orgad
Blue cloth.**

**02 17" Dynamic
alloy wheels.**



Arona SE Technology.



Model shown: Arona SE Technology in Urban Silver metallic paint with Midnight Black roof.

The Connected One.

Keep doing your thing, by bringing everything you do into your car. Full Link connects you to your calls, messages, social media, music streaming and more. With a wireless charger, your phone will never run out of juice. And with a Sat Nav, you'll always know exactly where you're going in life.

In addition to the SE

Infotainment

- Connectivity Pack Plus:
 - Media System Plus with 8" colour touchscreen and proximity sensor
 - Navigation system with 3D map display and voice recognition
 - Wireless charger
 - 2xUSB ports
 - AUX-in
 - 2xSD card slots

Functional & Mechanical

- Rear parking sensors

**01 Orgad
Blue cloth.**

**02 17" Dynamic
alloy wheels.**



Arona SE Technology Lux.



Model shown: Arona SE Technology Lux in Nevada White with Magnetic Grey roof.

The Adventurous One.

Features like Keyless Entry and Go (KEESY) plus heated seats and washer nozzles that the Winter Pack brings, make it easier for you to start doing your thing on chilly mornings. Adaptive Cruise Control ensures everything stays on track while you're rolling, while the BeatsAudio system provides the soundtrack to every adventure.

In addition to the SE Technology

Infotainment

- BeatsAudio: 300w subwoofer
- + 18" space-saving spare wheel
- + Luggage compartment lining

Functional & Mechanical

- Winter Pack: Heated front seats
- + Heated washer nozzles
- Adaptive Cruise Control
- KEESY (Keyless Entry and Go)

**01 Orgad
Blue cloth.**

**02 17" Dynamic
alloy wheels.**



Arona FR.



The Stylish One.

The Arona FR offers style as individual as you are, with head-turning LED headlights, 17" alloy wheels and dark tinted windows. Enjoy the thrill of the road with sports seats, agile sports suspension and the SEAT Drive Profile that you can customise to suit your driving style.

In addition to the SE Technology

Wheels & Tyres

- 17" 'Dynamic' 26/3 alloy wheels with 205/55 R17 tyres

Exterior Equipment

- Full LED headlights
- Front fog lights
- Chrome roof rails
- Roof coloured door mirrors
- Electrically adjustable and heated door mirrors
- Electrically folding door mirrors
- Dark tinted rear windows
- Chrome window trim
- Twin exhaust pipes (Hidden)

Interior Equipment

- Multicoloured ambient lighting
- Exclusive flat-bottomed FR steering wheel and interior details

Seats & Trim

- FR sports seats

Functional & Mechanical

- Dual-zone climate control
- SEAT Drive Profile: Four different modes (Normal-Sport-Eco-Individual) + Steering response + Throttle response + Gear shifts mode (only DSG models)

- Sports suspension
- Rain-sensing wipers
- Auto dimming rear view mirror
- Coming & leaving home headlight function
- Steering wheel-mounted gearshift paddles (DSG models only)

Safety & Security

- Alarm (perimeter and interior monitoring) with back-up horn and tow-away protection

01 Nora Black cloth.

02 17" Dynamic alloy wheels.



Arona FR Sport.



Model shown: Arona FR Sport in Mystery Blue metallic paint with Magnetic Grey roof.

The Sporty One.

Sometimes you need to make your own powerful statement. Make yours with striking 18" Performance alloy wheels, dark tinted windows, and evocative twin exhaust pipes, while keeping tabs on performance via a driver-focused Digital Cockpit – the ultimate in sporty appeal.

In addition to the FR

Wheels & Tyres

- 18" 'Performance' 26/1 alloy wheels with 215/45 R18 tyres

Infotainment

- Digital Cockpit

Seats & Trim

- Microsuede upholstery

01 Microsuede upholstery.

02 18" Performance alloy wheels.



Arona XCELLENCE.



Model shown: Arona XCELLENCE in Eclipse Orange metallic paint with Magnetic Grey roof.

The Indulgent One.

Love every minute of going your own way with an indulgent level of interior comfort. Enjoy things from the get-go, with hands-free unlocking and an engine that starts at the touch of a button. Feel reassured with Blind Spot Detection and Rear Cross Traffic Alert to make lane changing and manoeuvring a breeze.

In addition to the SE Technology

Wheels & Tyres

- 17" 'Dynamic' 26/2 Machined alloy wheels with 205/55 R17 tyres

Exterior Equipment

- Full LED headlights
- LED taillights
- Front fog lights
- Chrome roof rails
- Roof coloured door mirrors
- Front grille with chrome
- Electrically adjustable and heated door mirrors
- Electrically folding door mirrors
- Chrome window trim

Interior Equipment

- Multicoloured ambient lighting

Seats & Trim

- Front seatback storage pockets
- Storage Pack: Front centre armrest
- Draw under driver's seat + Mounting fixture in luggage compartment
- Rack under drivers seat

Functional & Mechanical

- Dual-zone climate control
- KESSY (Keyless entry and go)
- Rain-sensing wipers
- Auto dimming rear view mirror
- Coming & leaving home headlight function
- Adaptive Cruise Control

Safety & Security

- Blind Spot Detection
- Rear Cross Traffic Alert
- Alarm (perimeter and interior monitoring) with back-up horn and tow-away protection

01 Titan Black cloth with contrast stitching.

02 17" Dynamic machined alloy wheels.



Arona XCELLENCE Lux.



Model shown: Arona XCELLENCE Lux in Mystic Magenta metallic paint with Magnetic Grey roof.

The Luxury One.

How about the ultimate in luxury? Have everything you need at your fingertips making every journey smooth, refined and intuitive. From Park Assist that lets you know a parking space is big enough, an optional sports mode via the nifty SEAT Drive profile to get the most out of your ride, to a driver-focused Digital Cockpit so you can keep track of performance, it's never been easier to control exactly how you want to do your thing.

In addition to the XCELLENCE

Wheels & Tyres

- 18" 'Performance' 26/2 alloy wheels with 215/45 R18 tyres

Infotainment

- Digital Cockpit

Seats & Trim

- Microsuede upholstery

Functional & Mechanical

- SEAT Drive Profile: Four different modes (Normal-Sport-Eco-Individual)
 - + Steering response + Throttle response + Gear shifts mode (only DSG models)
- Front parking sensor
- Rear view camera
- Park Assist

01 Microsuede.

02 18" Performance alloy wheels.



Colours.



Midnight Black² SE SE TECH SE TECH L FR FRS XC XCL



Magnetic Grey² FR FRS XC XCL



Urban Silver² SE SE TECH SE TECH L FR FRS XC XCL



White¹ SE SE TECH SE TECH L FR FRS XC XCL



Mystery Blue¹ SE SE TECH SE TECH L FR FRS XC XCL



Desire Red² SE SE TECH SE TECH L FR FRS XC XCL



Eclipse Orange² FR FRS XC XCL



Mystic Magenta² XC XCL



Nevada White² SE SE TECH SE TECH L FR FRS XC XCL

SE SE
SE Technology SE TECH
SE Technology Lux SE TECH L
FR FR
FR Sport FRS
XCELLENCE XC
XCELLENCE Lux XCL

¹Non-metallic.
²Metallic.

For full bi-colour roof combinations
and availability, see page 44.

Exterior colours.



Midnight Black^{2,4} **SE SE TECH SE TECH L FR FRS XC XCL**



Magnetic Grey^{2,4} **FR FRS XC XCL**



Eclipse Orange^{2,4} **XC XCL**

	SE		SE Technology		SE Technology Lux		FR		FR Sport		XCELLENCE			XCELLENCE Lux		
	Body	Roof	Body	Roof	Body	Roof	Body	Roof	Body	Roof	Body	Roof	Orange	Body	Roof	Orange
White	•	•	•	•	•	•	•	•	•	•	•	•	-	•	•	-
Mystic Magenta	-	-	-	-	-	-	-	-	-	-	-	-	-	•	•	-
Eclipse Orange	-	-	-	-	-	-	-	-	-	-	-	-	-	•	•	-
Mystery Blue	•	•	•	•	•	•	•	•	•	•	•	•	-	•	•	-
Magnetic Grey	-	-	-	-	-	-	-	-	-	-	-	-	-	•	•	-
Desire Red	•	•	•	•	•	•	•	•	•	•	•	•	-	•	•	-
Urban Silver	•	•	•	•	•	•	•	•	•	•	•	•	-	•	•	-
Midnight Black	•	•	-	•	-	•	-	•	-	•	-	•	-	•	-	•
Nevada White	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

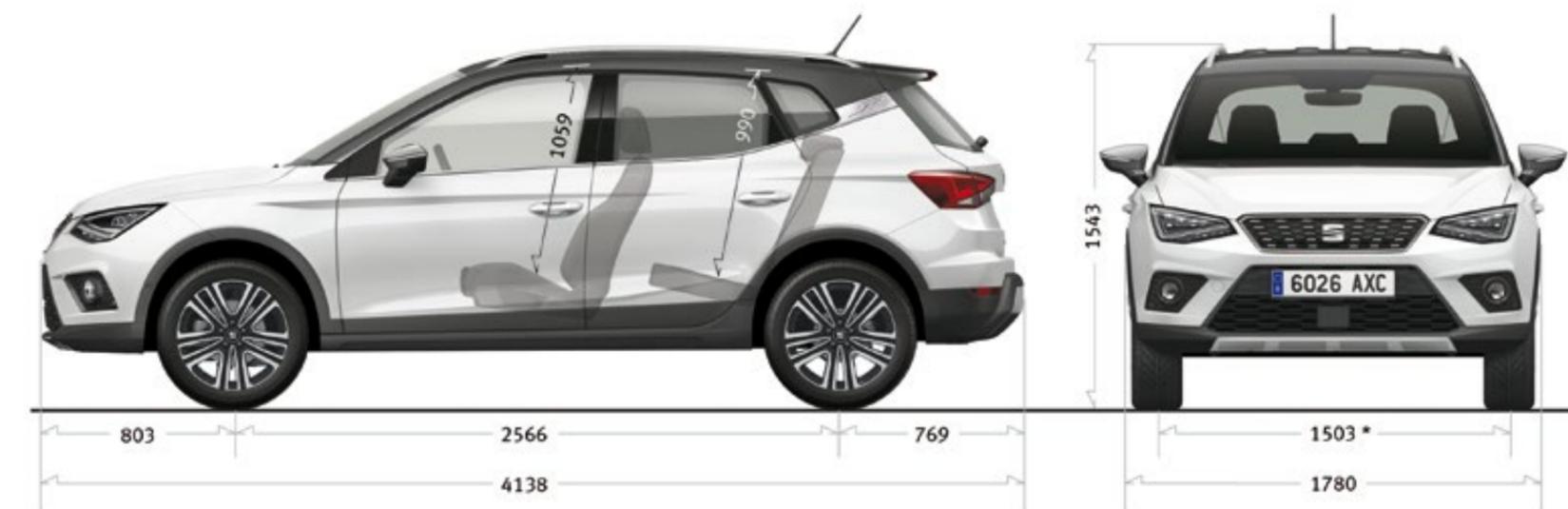
Door mirrors: Body colour
 Door mirrors: Roof colour

SE **SE**
 SE Technology **SE TECH**
 SE Technology Lux **SE TECH L**
 FR **FR**
 FR Sport **FRS**
 XCELLENCE **XC**
 XCELLENCE Lux **XCL**

²Metallic.
⁴For XC and FR the exterior mirrors are the same colour as the roof. For SE the exterior mirrors are in the body colour.

For full bi-colour roof combinations and availability, see page 44.

Dimensions.





01 | 02 | 03



04 | 05

Accessories

Your accessories.

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.

2 Two-year warranty on all accessories*

3 Three-year warranty on all fitted accessories†
(before new car handover)

- 01 Side door mouldings**
- 02 Fog light mouldings**
- 03 Piano Black 18" alloy wheels**
- 04 Hatchback moulding**
- 05 Detachable tow bar**

*Applies to SEAT Genuine Accessories only.

†Applies to SEAT Genuine Accessories only. Up to 2-year warranty on others.



06



08



07



09

06 Steering wheel trim.

Interior decorative trim applied to steering wheel available in Crossover Silver, Sophisticated Pearl Gold, Fitness Green and Desire Red.

07 INOX side sills.

INOX side sills are available in four distinctive styles: Sport, Crossover Silver, Fitness Green, Sophisticated Pearl Gold. Designed to protect the door frame from scratches.

08 Gear knobs.

Add a sporty touch with a choice of 5- or 6-speed gear knobs available in four colours: Crossover Silver, Fitness Green, Sophisticated Pearl Gold and Desire Red.

09 Rear and side rear sun shades.

Foldable sun shades for rear and side rear windows. Protect your interior from the sunrays, and maintain visibility without placing your road safety in danger.



01



02



03

Accessories

Pet packs.

Luggage protection pack Seat protection pack.

Keep your best friend happy in the back with this grille and protective luggage compartment lining or protective seat cover.

01 Cargo separation grille (Luggage/Seat protection pack).

Separates the boot from the rear passenger space. Made of a black powder coated tubular frame with wire mesh, installed behind the rear seat. Can be removed whenever required.

02 Protective seat cover (Seat protection pack).

To protect the rear seats of your vehicle and prevent damage due to scratches, damp or hair, the most practical solution is the protective car seat cover. Take your pet with you and forget about cleaning the vehicle each time you go out.

03 Protective luggage compartment lining (Luggage protection pack).

Perfect for carrying animals. Completely covers the mat and sides preventing animal fur and dirt from becoming attached. Waterproof and prevents any damp from seeping through.



04 | 05



06



07

Accessories

Adventure pack.

Whatever you have planned, our Adventure pack gives you a hassle-free system with roof bars and surfboard or ski holder, as well as peace of mind with the vehicle safety kit and protective loadliner.

04 Roof bars.

Genuine SEAT Accessories front and rear roof bars with anti-theft system – designed to be strong, durable and easy to install.

05 Surfboard or ski holder.

Aluminium rack with plastic covering and rubber supports. With anti-theft locking device. Used together with roof bars.

06 Protective loadliner.

Flexible plastic protection that perfectly fits and protects the boot area.

07 Vehicle safety kit.

Complete SEAT safety kit which includes these essential items: warning triangle, high visibility vest, first aid kit and torch.



01



02



03

Accessories

Protection pack.

Love your SEAT and it will love you back. Dirt or dog hairs? No problem. Mud and mess? Sorted. Choose this accessory pack and get on with the way you live, knowing your SEAT is protected for its lifetime.

01 Mud flaps.

Front and rear mud flaps. Protect the car body from materials projected by the wheels during driving.

02 Protective loadliner.

Flexible plastic protection that perfectly fits and protects the boot area.

03 Rubber mats.

These tough rubber mats are designed specifically for your SEAT model. Ideal for heavy duty use, with a wipe clean surface to protect the car's interior.

ISOFIX
COMPATIBLE



04

ISOFIX
COMPATIBLE



05

ISOFIX
READY



06



07



08



09

Accessories

Family packs.

Infant pack.

Everything you need to provide safety and comfort for your infant and an enjoyable journey.

Young pack.

As your child grows, we have accessories that grow with them and make the journey enjoyable and safe.

04 | 05 RECARO Privia Evo and RECARO SmartClick base (Infant pack).
RECARO Privia Evo for ages birth up to 18 months.

06 RECARO Monza Nova 2 (with Seatfix) (Young pack).
RECARO Monza Nova 2 for ages from 3 to 12 years. ISOFIX ready.

07 Child monitoring mirror (Infant/Young pack).
Keep a closer eye on the kids in the back with this useful mirror.

08 Protective loadliner (Infant/Young pack).
Flexible plastic protection that perfectly fits and protects the boot area.

09 Seat cover (Infant/Young pack).
Washable cover that is easy to clean. Adapted for use in combination with any child seat.



SEATCARE

At your service.

Servicing & maintenance.

Your SEAT is special to you, and deserves special treatment when it's time for a service or repair. So put it in the hands of people who know and care about your car as much as you do, your SEAT Dealer.

The benefits at a glance.

- Clarity on the cost with our service and maintenance fixed prices
- Easy drop-off and collection including loan cars or a courtesy lift
- SEAT recommended video service report
- Wash and vacuum with every service
- Option to book your service online 24/7
- FREE UK and European Roadside Assistance worth £245 for all cars 2-15 years, when a service is booked online – this includes cover from the moment you leave home to the moment you get back

Plus all the SEAT standards you would expect.

- SEAT technicians, using the latest diagnostic technology
- Check of SEAT software and product enhancements
- SEAT-approved parts fitted complete with 2 year warranty*
- SEAT proof of service
- National network of Dealers

*Excludes wear and tear items.

SEATCARE
Carefree ownership.

SEAT Service Plans.

Our Service Plans cover so much for such a small monthly outlay, they really make a lot of sense.

Choice of payment options.

You can easily plan your car's service requirements and either pay for the Service Plan in full or spread the cost with affordable 18 monthly payments for 24 months cover. It's worry-free and ensures that you're taking the best care possible of your car, today and tomorrow.

Excellent value.

- Plan is protected from inflation
- Plan is transferable, when fully paid, to another owner
- Resale value enhanced with a SEAT proof of service
- Choose any SEAT Dealer from the nationwide network

Fixed Price Service Plans are subject to terms, conditions and exclusions.





Carefree ownership.

SEATCARE means you can benefit from our range of services. It's about not having to think about what your car needs, just having it all taken care of. SEATCARE is the flexibility and value for money you need, with the level of service you expect.



Peace of mind for longer.

Your SEAT is covered by a 3 year/60,000 mile warranty. A SEAT Warranty Extension lets you extend your 3-year manufacturer's warranty for 1, 2 or 3 years under the same great conditions. So you can continue to benefit from expert care and enjoy the road for longer. The warranty extension is available only for new cars (all models, engines and versions). It's fully transferable to the new owner and subsequent owners should you sell the car, this helps enhance the resale value of the car.

Extended warranties are only available at the time of ordering a new SEAT.



We've got you covered.

Did you know that your insurer may not guarantee to use SEAT approved repairers or SEAT approved parts? With so much complex safety technology in your SEAT, you won't want to risk compromising your car with parts that have not been made specifically for your SEAT. As a SEAT customer you are entitled to three years' FREE accident and repair cover. Our cover works alongside your main motor insurance policy, giving you and your car additional protection.

The benefits at a glance.

- A dedicated claims manager to manage your claim from start to finish
- Guaranteed use of a SEAT approved repairer and SEAT trained technicians
- Receive a repair guarantee, which includes a 2 year parts warranty and 3 year paint warranty
- Legal expenses cover to help recover any uninsured losses

To activate visit seat-ensurance.co.uk



Always on call.

Wherever you drive, you can feel reassured that SEAT Roadside Assistance is on hand in the event of a breakdown, accident, theft or even mis-fuelling.

You'll get free SEAT Roadside Assistance* (including European cover) for the first two years of owning your new SEAT. Get out and explore, safe in the knowledge that help is available 24 hours a day, every day of the year.

*Terms and conditions apply.



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