

Hola!



The new SEAT Arona revamps the segment with more rugged looks and revolutionised interior

- Exterior **updates enhance the urban SUV's** character - especially with the new Xperience trim - to give it an increased off-road aesthetic, making it feel more robust and safer
- **The new SEAT Arona's** revolutionary interior design brings a modern, digital design language, with newly designed and illuminated air vents and larger floating-screen infotainment systems
- Connectivity reaches another level with the inclusion of SEAT CONNECT, wireless **access to CarPlay and Android Auto, as well as the voice recognition "Hola Hola"**
- An array of new driver assistant systems such as Travel Assist and upgrades systems such as Side Assist, make the new SEAT Arona even more intuitive and reassuring to drive
- Five different powertrains between 90PS and 150PS, in petrol (TSI) and CNG (TGI) deliver the perfect mix of efficiency and dynamism
- Reference, Style, FR and the all-new Xperience trims add a huge range of standard equipment and enough options to match the vehicle more closely to **the customer's personality**

Martorell, 12/07/20/2021 – Since its introduction in 2017, the SEAT Arona has been a success, selling close to 400,000 vehicles, and established as a key pillar of the brand's range. Now the new SEAT Arona is ready to continue the success of this model at a time when the SUV market is expanding even further.

Its stronger, more robust, reliable and safer attitude and appearance is just the beginning; the urban SUV's cabin is transformed while new levels of connectivity and driver assistant systems make the new SEAT Arona an even more complete package.

"The SEAT Arona was the second most sold model in 2020 solidifying its position as a **core pillar in the brand's range,**" said Wayne Griffiths, CEO of SEAT and CUPRA. **"The** updated and upgraded version adds to the **urban SUV's** incredible attributes, delivering an even more complete offering to our customers while refreshing **the cars' design** and reinvigorating the segment."

In an increasingly digitised world the SEAT Arona is ready to bring customer's connected lives into the cabin, in a completely intuitive way, adding a huge range of functionality, and combined with the interior design revolution, it brings a heightened sense of quality to the interior space, thanks to its revised design language.

Add to this the use of lighting technology to add to the cabin's ambience and the inclusion of the latest infotainment display systems, to bring a strong updated language and feel to the car's personality.

Under the bonnet, five different powertrains between 90PS and 150PS are available, in petrol (TSI) and compressed natural gas (TGI) and are linked to either manual or DSG dual-clutch transmissions.

And with a range of new driver assistance system that make driving the urban SUV more relaxing, no matter what the scenario, the SEAT Arona is ready for whatever challenge is thrown at it.

Designed, developed and produced in Barcelona, at SEAT's headquarters in Martorell, the new SEAT Arona entered production at the beginning of July; it will be launched in summer 2021.

KEY MESSAGES: **READY TO TAKE ON LIFE'S CHALLENGES**

ENHANCED EXTERIOR

The SEAT Arona's exterior design evolves to enhance its character and add a new twist to the urban SUV's personality: the revamped aesthetic adds a new robustness, greater safety perception and off-road character through its new Xperience trim. It integrates 100% headlamps LED technology as standard offering better visibility with lower energy consumption.

The new SEAT Arona receives a stronger look; an updated face with a newly designed front bumper including new fog lamps - emphasising the off-road look - , a new rear spoiler and diffuser highlight the new rugged feel, while the choice of new alloy wheel designs and the **model's name** in embossed handwritten lettering on the rear together with the new SEAT logo in two-tone chrome finish round off the refreshed look.

AN INTERIOR REVOLUTIONISED

Inside the design revolution generates a new feel in the cabin. A completely new soft dashboard with larger (20% bigger on average), floating central infotainment systems - now placed in an elevated position to improve the ergonomics – as well as a new, ergonomic multifunction steering wheel in Nappa highlight the new design language inside and reinvigorate the cabin adding a new layer to its personality. That character is enhanced further with the use of lighting technology to illuminate newly designed air vents.

CONNECTED TO MODERN LIFE

The SEAT Arona is fully connected with in-car and out-car connectivity: It includes the Wireless Full Link system bringing Android Auto and CarPlay into the cabin; out-car connectivity is enhanced with SEAT CONNECT. Users can interact with the **new 9.2''** infotainment system using natural language through the wake-**up phrase "Hola Hola"**.

SAFER THAN EVER

New Driver Assistance Systems such as Travel Assist delivers semi-automatic driving over the entire speed range. And with Lane Assist, Side Assist, Traffic Sign Recognition and High Beam Assist, the SEAT Arona is equipped with the latest in terms of safety systems. Without forgetting the Park Assist, which automatically parks the car effortlessly.

POWERTRAINS: PETROL AND COMPRESSED NATURAL GAS

The refreshed SEAT Arona will be available with five different powertrains between 90PS and 150PS, in petrol (TSI) and CNG (TGI).



CREATED IN BARCELONA

The refreshed SEAT Arona is 100% created in Barcelona: designed, developed and produced in Barcelona at the brand's Martorell facilities.

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Introduction

The new SEAT Arona revamps the compact SUV segment with a more rugged exterior design and a revolutionised interior look, building on the incredible success of one of the brand's key pillars since its introduction in 2017.

SEAT's design and engineering teams have completely updated the urban SUV's character to give it an even stronger off-road aesthetic, making it feel even more robust and safer, even when tackling the most challenging of urban environments.

The updated exterior look is matched with a revolutionary interior change that delivers a modern, digital approach making the SEAT Arona not only a more comfortable vehicle to drive but also ready to be a more complete part of the digital world. And with a choice of four trim levels: Reference, Style, Xperience and FR, the range will more closely fit the personality of whoever jumps in the driving seat.

The small SUV integrates larger floating-screen infotainment systems that, thanks to SEAT CONNECT, wireless access to Apple CarPlay and Android Auto, as well as voice recognition, provide an immersive, connected user experience.

And with a cabin that includes new materials and highlights such as the illuminated air vents, the new SEAT Arona is an even more pleasurable place to spend time, making even the longest journeys enjoyable.

And those trips are less stressful and safer thanks to the suite of driver assistance and convenience features now included on the urban SUV, building on the foundations that were already in place.

Key is the inclusion of Travel Assist that delivers semi-automatic driving across the whole speed range, meaning that no matter what traffic changes occur the vehicle can adapt. Together with systems including Lane Assist and Traffic Sign Recognition, the SEAT Arona becomes one of the safest vehicles in the segment.

And in a world that is determined to reduce its impact on the environment the new Arona delivers improved performance and efficiency from its range of five different powertrains: four petrol units (TSI) with outputs ranging from 95PS (70kW) to 150PS (110kW), joined by a 90PS (66kW) CNG unit, linked to either manual or DSG dual-clutch transmissions.

The new SEAT Arona is designed, developed and produced in Barcelona, at the brand's headquarters in Martorell.

Exterior design

The SEAT Arona's exterior design is refreshed and rebalanced to deliver an even greater off-road character, giving it a more robust appearance and a greater perception of safety.

From the front the already distinct, three-dimensional look is enhanced by the hot-stamped grill designs – there's a slight change for each of the trims available; Reference, Style, Xperience, (replacing Xcellence), and FR, while the front spoiler (in reflex silver or black colour depending on the trim) emboldens the look.

Any vehicle's exterior lights are a window into its soul, and the SEAT Arona's shift to 100% LED headlamps technology as standard - LEDs and the option of an upgrade with Full LEDs - reinforce the front design cues while also offering better visibility with lower energy consumption.

The front face of the SEAT Arona Xperience can be reinforced with the newly designed and positioned foglamps - available as an option - which increases the SUV-character. The customer can then choose between two different faces of the car.

The side profile's aesthetic is enhanced with three new alloy wheel designs; one new 17" and two 18" options, all of which enriched by the palette of 10 exterior colours, including three new choices: Dark Camouflage, Asphalt Blue and Sapphire Blue. As customers look to personalise their vehicles to an even greater degree, the SEAT Arona gives a choice of three roof colours too: Midnight Black, Magnetic Tech and the new Candy White.

At the rear the fresh, young, functional and exciting design is heightened with the introduction of a new spoiler and diffuser. But there's one final touch with the model's name in embossed handwritten lettering – a feature on SEAT's vehicles and now part of the Arona too.

Finally, the new SEAT logo is finished in two-tone chrome - matt on the front part and glossy on the borders - both in the front and rear, adding a stylish finishing touch to the car.

Interior design

The SEAT Arona's interior is revolutionised, moving things in a new direction. The technical, precise lines and lighter proportions remain to achieve a feeling of spaciousness; the look and feel of the cabin is reimagined to improve perceived quality. Achieved through the introduction of new materials, digital and connected technologies and lighting systems to evolve its character.

The new floating central infotainment system display is an obvious highlight in this new interior approach. The screen has grown on average by more than 20% compared to its predecessor – the standard screen is now 8.25", while the optional screen is 9.2". In addition, its higher position in the cabin – at the driver's line of sight – improves its ergonomics, making it safer and more practical. Add to this the clear 10.25" Digital Cockpit and the interior of the new Ibiza is fully digital. The cabin gives a sense of space and comfort.

Improvements have been made to the fit, finish and quality throughout; one highlight is the completely new soft dashboard, which linked to the new, ergonomic multifunction steering wheel in Nappa (available in Style as an option, and in Xperience and FR trims as standard) deliver an increased level of refinement. New upholstery also gives the interior space a greater level of value.

The use of lighting technology adds to the SEAT Arona's interior personality. The driver and passenger side newly designed air vents benefit from surrounding LED lights – for FR and Xperience-, with a different colour available depending on the trim level chosen – Daring Red for FR trim, Aran Green for Xperience trim and Honey for Style and Reference trims. It means the cabin space is more in-sync with the customer's personality.

Rear seat passengers now benefit from even greater convenience, Xperience and FR trims levels include rear interior lights (as a standard in EU countries). It's a small touch that makes a big difference.

The boot's total capacity remains 400 litres (TGI version: 282 litres) and the load area offers more practicality than simply space. A double floor makes the rear even more versatile, while four metal hooks allow a net to be used to secure anything placed in the back.

Trims

Customers want their cars to represent them, their personality and their approach to life and the new SEAT Arona achieves this with a range of trim levels and options to suit everyone.

The new SEAT Arona is available in Reference, Style, Xperience and FR trims that include an enormous breadth of standard features and equipment and can be augmented with a huge range of optional extras.

Reference delivers an 8.25" (previous version of the Arona: 6.5") infotainment system with multifunction steering wheel, Bluetooth and four speakers to deliver functionality, usability and audio quality. But the list of standard features also includes a soft dashboard, LED headlamps, handwritten lettering and electric exterior mirrors (standard in EU countries) and door handles in body colour.

The range of standard fit equipment expands to include height adjustable driver's seat, 40/60 split folding rear seats, double floor boot electric windows front and rear, ESC, multi-collision brake and hill hold making Reference trim incredible value.

Shifting to the Style trim level adds a six-speaker audio system, air-conditioning, interior chrome inserts, gear selector and handbrake and Style upholstery on the inside. The exterior benefits from 16" alloys wheels and a front grille frame.

The new Xperience trim shifts the SEAT Arona's look, replacing the previous Xcellence aesthetic, embracing a more robust, reliable and safe look for the urban SUV and a range of standard features over both Reference and Style trims.

Xperience delivers 17" alloy wheels, a trim-specific doorstep, the front grille with chrome inserts, coloured roof and exterior mirrors, chrome roof rails, black gloss B-pillar and chrome window frames, while inside it adds a Nappa steering wheel and ambient lighting to the footwell, central console and door panels. The new trim also includes rear parking sensors, Climatronic, light and rain sensors, auto dimming interior mirror and KESSY keyless start.

For those who want a sportier feel to their SEAT Arona the FR trim brings a range of standard additions. The cabin gains FR sporty seats, specific FR detailing, FR steering wheel, SEAT drive profiles, while on the outside FR-specific alloy wheels and front grille and rear bumper adds to the sporty aesthetic.

Connectivity

Life is becoming increasingly digital-first and the refreshed SEAT Arona is ready to be part of it, being fully connected with in-car connectivity (online-based functions and services; full Link including wireless access to both Android Auto and CarPlay) and out-car connectivity with SEAT CONNECT (standard in EU countries).

With the integration of the wireless Full Link system, customers can access their digital lives no matter what device they use, be it Apple CarPlay or Android Auto. It simplifies the process of bringing in contact lists, music and mapping systems, as they are all available, accessed in a controlled, intuitive, safe manner that doesn't distract drivers from the road, using either the infotainment system or the integrated steering wheel controls.

The infotainment system delivers an even richer experience with online content available at the touch of a button – or verbal request – whether it's traffic information, parking, petrol stations or internet radio and media online.

Natural voice recognition makes using the technology safe; simply saying “Hola Hola” wakes up the system, much like the home assistants from the consumer electronics world that everyone is so used to. Voice recognition allows the user to interact with the infotainment system using natural commands, making corrections and referencing previous commands. So, whether you need to find navigation information or search for music, it is quicker and easier.

And with two Type-C USB ports in the front of the cabin, connecting, and recharging, devices is simplicity itself.

The new SEAT Arona also integrates SEAT CONNECT with a built-in eSIM, meaning that the eCall service is available, which directly contacts emergency services in case an incident occurs, adding yet another level of safety to the vehicle. It's not only the possibility to make an emergency call (manual or automatic) but also that important data from the vehicle will be sent to the emergency services such as car position, engine type, vehicle exterior colour or number of passengers, making it easier for them to assist.

In addition, the built-in eSIM also offers the possibility of reaching SEAT services through the “private call” button; this assistant allows the driver to contact SEAT services in their own language, no matter where they are driving. SEAT CONNECT will be offered as a standard equipment in EU markets (independently of the version or trim the customer chooses).

In addition, it includes the SEAT CONNECT App, which opens a whole new world of possibilities by giving access to remote services. The App can be downloaded to your smart device, providing remote control over a host of features that will help maximize the driving experience beyond the car.

Users can remotely access their vehicle's data: driving data, parking position, vehicle's status, including doors and lights, set up speed alerts so you can be warned if someone using your vehicles is driving too quickly, area and anti-theft alerts, open and close the doors with the remote lock and unlock service, or can remotely activate the horn and turn signals to find the car more easily.

Powertrains and chassis

Under the bonnet, the new SEAT Arona will offer five different powertrains: four petrol units (TSI) with outputs ranging from 95PS (70kW) to 150PS (110kW), joined by a 90PS (66kW) CNG unit, linked to either manual or DSG dual-clutch transmissions.

“The new SEAT Arona streamlines its range of powertrain technologies to help reduce emissions and improve fuel efficiency, but without compromising dynamics and the fun of driving,” said Dr. Werner Tietz, executive Vice-President for Research and Development at SEAT. **“The mix of smaller displacements, petrol and CNG mean that no matter which engine, the SEAT Arona remains agile, characterful and fun.”**

All petrol engines are equipped with turbo, direct-injection technology, with three 1.0 EcoTSI options available and a larger 1.5 EcoTSI.

The 1.0 TSI 95PS (70kW) unit, linked to a five-speed manual transmission provides 175Nm of torque and delivers emission and fuel efficiency figures of 121-132g/km and 5.3-5.8 litres/100km respectively.

The final three-cylinder unit delivers 110PS (81kW)/200Nm and is linked to either a six-speed manual or seven-speed DSG dual-clutch transmission and emit as little as 118-133 (DSG: 132 – 145)g/km using just 5.2-5.9 (DSG: 5.8 – 6.4) litres/100km. But efficiency isn't achieved to the detriment of performance and enjoyment and the new SEAT Arona is still able to reach 100km/h in as little as 10.6 seconds.

The largest option in the range is the four-cylinder 1.5 EcoTSI, linked to a 7-speed DSG gearbox, and featuring ACT (Active Cylinder Technology). With an output of 150PS (110kW)/250Nm, it produces strong performance balanced with efficiency giving the urban SUV a top speed of 210km/h but with CO₂ emissions of only 138-150g/km and using just 6.1-6.6 litres/100km based on the WLTP test cycle.

The ACT technology improves engine efficiency, reducing fuel consumption and CO₂ emissions. The technology shuts down two of the four cylinders at low to medium rpm and reconnects these cylinders at higher revolutions to retrieve the engine's full potential. This system works at up to 130 km/h regardless of which gear is engaged.

In addition to the petrol engine offer, the new SEAT Arona also includes a CNG version. The 1.0 TGI 90PS (66kW) unit, linked to a six-speed manual transmission provides 160Nm of torque. The inclusion of the CNG variant was made possible by the SEAT Arona's MQB AO platform, making packaging the components simpler and providing a strong starting point for the urban SUV's dynamic ability.

CNG remains an incredibly important part of SEAT's drive to reduce its impact on the environment but without sacrificing driveability.

A CNG vehicle reduces CO₂ emissions by about 25% compared to a petrol driven equivalent. As well as ecological and tax benefits, TGI technology offers exceptionally low costs per kilometre, up to 50% cheaper than a petrol equivalent model and 30% cheaper than a diesel.

The 1.0 litre unit used in the new SEAT Arona still allows the urban SUV to reach 100km/h in just 13.2 seconds but emits only 101-109g/km CO₂.

SEAT supports the development and availability of renewable bio-methane, which neutralises CO₂ emissions generated through vehicle use. High quality bio-methane is obtained from organic waste residues and can either be added to conventional natural gas or used to substitute it completely. Bio-methane combines environmentally friendly mobility with the circular economy and allows reductions in CO₂ emissions (well to wheel) up to 80%.

The convincing powertrain line-up is matched by the urban SUV's strong underpinnings, helping deliver a complete package. front MacPherson Struts and a torsion beam rear finely tuned to meet the needs of urban driving, and adaptable enough to cope with adventures further afield. Steering is connected, intuitive and replies instantly to the driver's input, making the SEAT Arona an involving drive and one laced with enjoyment.

Finally, the driver can even more precisely tune the ride and handling to meet their needs through the multiple driver modes; Eco, Normal, Sport and Individual available at the press of a button, modifying the engine response, steering, suspension and gearbox.

Safety and convenience

The new SEAT Arona integrates a range of new driver assistance systems, making it safer than ever.

Building on the breadth of systems already in place such as Adaptive Cruise Control (ACC), Front Assist, and Tiredness Recognition the rejuvenated vehicle now combines some of the most advanced driver assistance systems.

Travel Assist delivers semi-automatic driving across the whole speed range, making sure the vehicle maintains speed as the flow of traffic changes. Add to that Lane Assist, so that the vehicle is centred in the lane and Traffic Sign Recognition, so the vehicle always knows what the speed limit is for any given road and the SEAT Arona becomes an even more secure vehicle on the road.

But it doesn't end there. The updated vehicle also benefits from upgraded Side Assist taking the pressure off when changing lanes. Rear facing radars monitor the vehicle's blind spots up to 70 meters letting the driver know if there is a vehicle in the vicinity should they want to change lanes for example.

High Beam Assist has also been added to the SEAT Arona's list of advanced technologies. When daylight starts to fail, the system detects vehicles in front of the Arona's, shifting the light between high and low beam as necessary.

Finally, the SEAT Arona also features Park Assist, which automatically parks the car for the driver effortlessly.

Technical specifications

Arona 1.0 TSI 95PS (70kW) 5-speed Manual

Engine	1.0 TSI 95PS (70kW)
Cylinder	3-cyl
Displacement	999cc
Bore and stroke	74.5 x 76.4
Compression ratio	11.5
Max. Torque [Nm]	175 / 1,600 -3,500rpm
0 to 100 km/h	11.5 secs
Maximum speed	182km/h
Consumption (l/100km) WLTP	5.3-5.8
CO2 emissions (g/km) WLTP	121-132

Arona 1.0 TSI 110PS (81kW) 6-speed Manual / 7-speed DSG

Engine	1.0 TSI 110PS (81kW)
Cylinder	3-cyl
Displacement	999cc
Bore and stroke	74.5 x 76.4
Compression ratio	11.5
Max. Torque [Nm]	200 / 2,000 -3,000rpm
0 to 100 km/h	10.6 secs (DSG: 10.8s)

Maximum speed	190km/h (DSG: 190km/h)
Consumption (l/100km) WLTP	5.2-5.9 (DSG: 5.8 – 6.4)
CO2 emissions (g/km) WLTP	118-133 (DSG: 132 – 145)

Arona 1.5 TSI 150PS (110kW) 7-speed DSG

Engine	1.5 TSI 150PS (110kW)
Cylinder	4-cyl
Displacement	1,498cc
Bore and stroke	74.5 x 85.9
Compression ratio	10.5
Max. Torque [Nm]	250 / 1,500 -3,500rpm
0 to 100 km/h	8.4 secs
Maximum speed	210km/h
Consumption (l/100km) WLTP	6.1-6.6
CO2 emissions (g/km) WLTP	138-150

Arona 1.0 TGI 90PS (66kW) 6-speed manual

Engine	1.0 TGI 90PS (66kW)
Cylinder	3-cyl
Displacement	999cc

Bore and stroke	74.5 x 76.4
Compression ratio	10.5
Max. Torque [Nm]	160 / 1,800 -3,800rpm
0 to 100 km/h	13.2 secs
Maximum speed	178km/h
Consumption (kg/100km)	3.7-4.0
CO2 emissions (g/km) WLTP	101-109

SEAT is the brand with the youngest customer profile in Europe (10 years younger than the sector average) and the gateway to new clients for the Volkswagen Group (56% of them come from outside). It offers cars “Created in Barcelona”, with eye-catching design and the most advanced internal combustion engines.

The SEAT brand currently presents the strongest line-up it has ever had. It offers six models, from the most efficient, traditional combustion powertrains to mild and plug-in hybrids as well as engines with compressed natural gas. SEAT recently launched the SEAT Leon e-HYBRID and SEAT Tarraco e-HYBRID, and this year will present the revamped version of the Ibiza and Arona. SEAT’s three SUVs (Arona, Ateca and Tarraco) account for almost a half of SEAT’s sales.

Moreover, SEAT is committed to urban mobility through SEAT MÓ, its business unit working towards developing and pushing the company’s future micro mobility strategy focusing on electric products and services.

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