

## New SEAT Arona: revamped with a more rugged look and a completely new interior design

- The urban SUVs exterior character is updated - 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 interior design has been revolutionised, bringing a modern, digital design language, with newly designed and illuminated air vents and larger floating-screen infotainment systems
- The urban SUV now includes greater levels of connectivity with the inclusion of SEAT CONNECT, wireless access to CarPlay and Android Auto, as well as the voice recognition "Hola Hola"
- The new Arona adds new driver assistant systems such as Travel Assist and upgrades systems such as Side Assist, to make it even more intuitive and reassuring to drive
- It will be available with five different powertrains between 90PS and 150PS, in petrol (TSI) and CNG (TGI)

**Martorell, 15/04/2021** – Since its introduction in 2017, the SEAT Arona has been a success, selling more than 350.000 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.

A new, stronger, more robust, reliable and safe attitude and appearance is just the beginning. The urban SUV has undergone a transformation inside the cabin. New levels of connectivity and driver assistant systems are also integrated in the new SEAT Arona.

**"The SEAT Arona is a clear pillar in the range, being the 2<sup>nd</sup> most sold SEAT model last year,"** said Wayne Griffiths, President of SEAT and CUPRA. **"The updated and upgraded version of this model adds to the vehicles' incredible attributes to deliver an even more complete offering whilst refreshing the cars' design."**

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 with the interior design revolution, it also brings a heightened sense of quality in the interior space, achieved through 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 will enter production in the third quarter of the year.

## MAIN HIGHLIGHTS

### 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% 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 **offroad 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, 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 8.25" and 9.2" infotainment systems** 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.

## 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** emboldens the look.

Any vehicle's exterior lights are a window into its soul, and the SEAT Arona's shift to **100% LED technology** as **standard** - Eco-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.

Rear seat passengers now benefit from even greater convenience, Xperience and FR trims levels include **rear interior lights**. It's a small touch that makes a big difference.

The boot's total capacity remains 400 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.

## 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**.

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 free of charge for one year (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.



### 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. Front and 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.

## Powertrains

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**.

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**. 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**.

The largest option in the range is the **four-cylinder 1.5 EcoTSI**. With an output of **150PS (110kW)/250Nm**, it produces strong performance balanced with efficiency.

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**.

A CNG vehicle reduces CO<sub>2</sub> 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.

SEAT is also supporting the development and availability of renewable bio-methane, which neutralises CO<sub>2</sub> 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 reduces the CO<sub>2</sub> impact of this engine type during its lifecycle.

**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 micromobility strategy focusing on electric products and services.

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