

## One car, countless possibilities

- **39% of Europeans will be travelling by car this summer, with many preferring domestic tourism, according to the European Travel Commission**
- **For urbanites and nature lovers alike, below are five tips for enjoying both your trip and your destination**
- **The new trim on the SEAT Arona Xperience features a decidedly more off-road and robust character and is connected and safe, ideal for visiting everywhere from cities to the most secluded spots**

**Martorell, 03/08/2021.** Summer is here, and it's time for people to go on their long-awaited holidays. In a year that is still burdened by the COVID-19 pandemic, 39% of Europeans will be travelling by car this summer, with domestic tourism as the main trend, according to the European Travel Commission (ETC). The same organisation estimates that a large proportion of Europeans will enjoy beach vacations, with 14.6% planning to visit the countryside and 11.6% heading to cities for urban tourism. Whatever the destination, cars will play a fundamental role in mobility, to travel around both the major tourist destinations and the most impressive rural hideaways.

For this reason, when choosing a car it is advisable to consider its performance both in the city and on urban roads. SEAT has recently revamped its top-selling B-segment model, the Arona, and has launched a new Xperience trim, which is ideal for both urbanites and adventure seekers. Below are five tips to get the most out of the SEAT Arona Xperience and enjoy the journey as much as the destination.

**Comfort first and foremost.** Whether travelling as a couple, with family, friends or alone, the car trip should be comfortable, so that even the most cosmopolitan drivers will want to take the most unexpected routes. That's why the new interior materials in the Arona Xperience have made a leap in quality and comfort. The trim includes a Nappa leather multi-function steering wheel and a newly designed soft-touch dashboard, as well as a larger floating infotainment screen, measuring up to 9.2 inches. Plus, its spacious cabin and 400-litre boot mean nothing gets in the way of adventure.

**Always connected.** A holiday in the great outdoors doesn't have to be at odds with the latest technology behind the wheel. With the new SEAT CONNECT, connecting your smartphone to the car is now quicker and easier. You can even stay connected to the car with your mobile phone and use an app to access driving and geolocation data remotely. With the latter function, whether you're driving to the next town or to the top of the most imposing cliff, forgetting where you parked your car is no problem, because you can easily find it and even lock and unlock the doors, set burglar alarms and check the car's status before you get back behind the wheel.

**Robust and safe.** To take on the most rugged roads, you need to be prepared. The new Arona Xperience emphasises its off-road character with a more robust exterior design: a larger bumper, a new grille and a rear diffuser. But its strength is not just in its looks: it has incorporated a number of driving assistance systems to ensure safety on even the most exposed roads. These include Travel Assist that combines ACC and Lane Assist over the entire speed range, and Side Assist,

which detects blind spots within 70 metres of the car, and Parking Assist, with its rear-view camera.

**Lighting up the darkest roads.** Whether you prefer to drive during the day or at night, good lighting is key, but sometimes the secondary roads are less well lit and this makes mobility difficult. That's why the Arona Xperience is equipped with 100% Full LED headlights, including newly designed and positioned fog lights. In addition, to avoid glare, the high beam assistant detects vehicles ahead, in both directions, and automatically switches between dipped and high beam as required. Inside, there is ambient lighting on the front doors and coloured and illuminated air vents in the specific colour of the Xperience trim: Aran Green.

**Blending into the landscape.** They say the colour of your car expresses who you are, but what if it could also be used to camouflage itself in unexpected places? Whether it's the sea, the mountains or iconic buildings, the Arona offers a host of colours and combinations because of its two-tone structure, to blend in with the surrounding landscape. For example, the new Sapphire Blue could be mistaken for the blue of the sky, the new Asphalt Blue for the raging sea, and the new Dark Camouflage (exclusive to the Arona) for the foliage of a forest in the twilight. And for the roof, in addition to the two previously available colours – Magnetic Tech or Midnight Black –, the new Candy White is the perfect shade to match the clouds on a warm day.

**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.

## SEAT Communications



**Elisabet Anglada**  
Head of Content Activation  
M/ +34 689 282 093  
elisabet.anglada@seat.es



**Rocío Soria**  
Content Generation  
M/ +34 689 28 14 32  
rocio.soria@seat.es



**Gemma Solà**  
TV & Media Activations  
M/ +34 639 944 087  
gemma.sola@seat.es



**SEAT Mediacycenter**