



The new
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 new 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.

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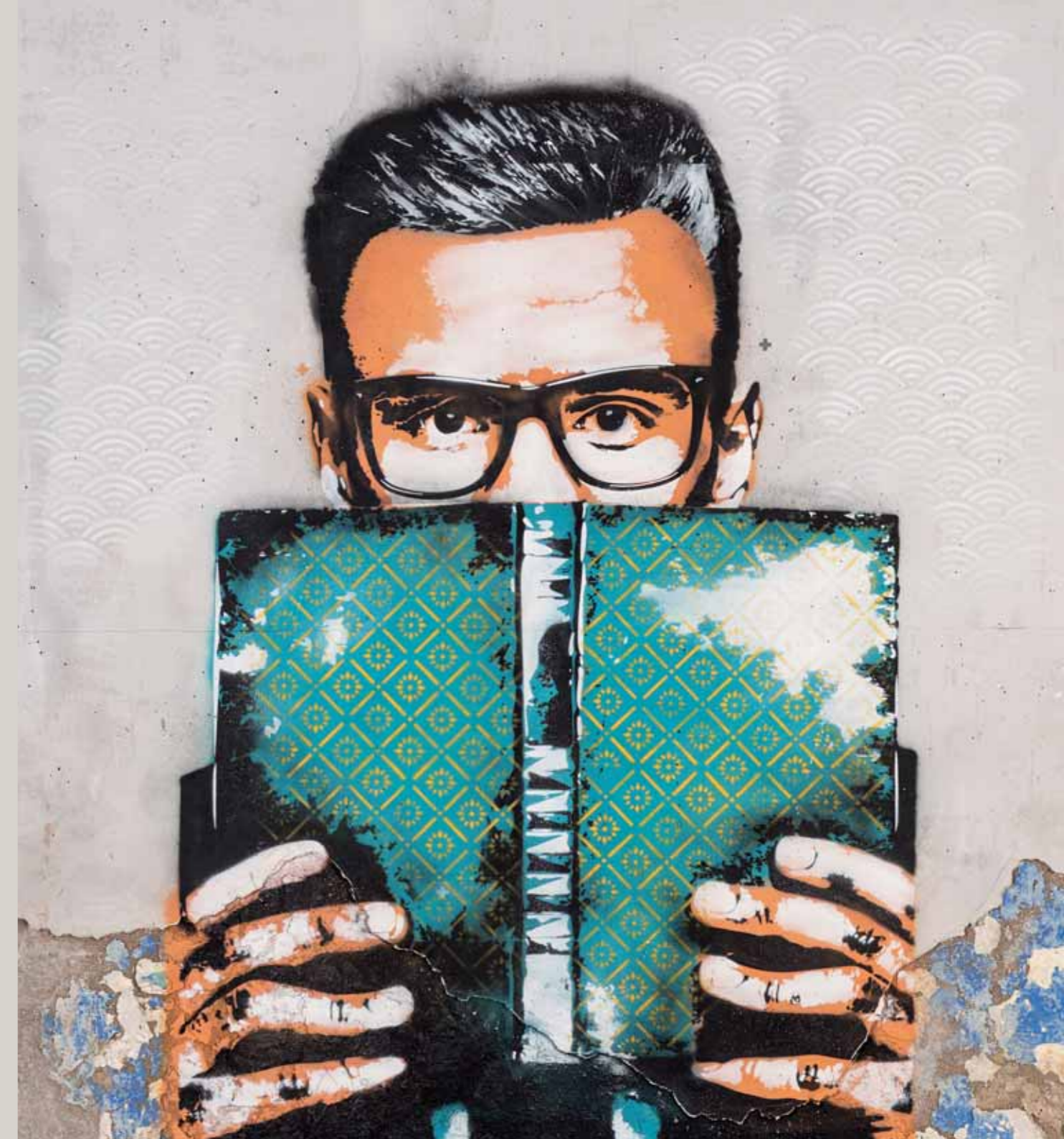
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Created in Barcelona.

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.

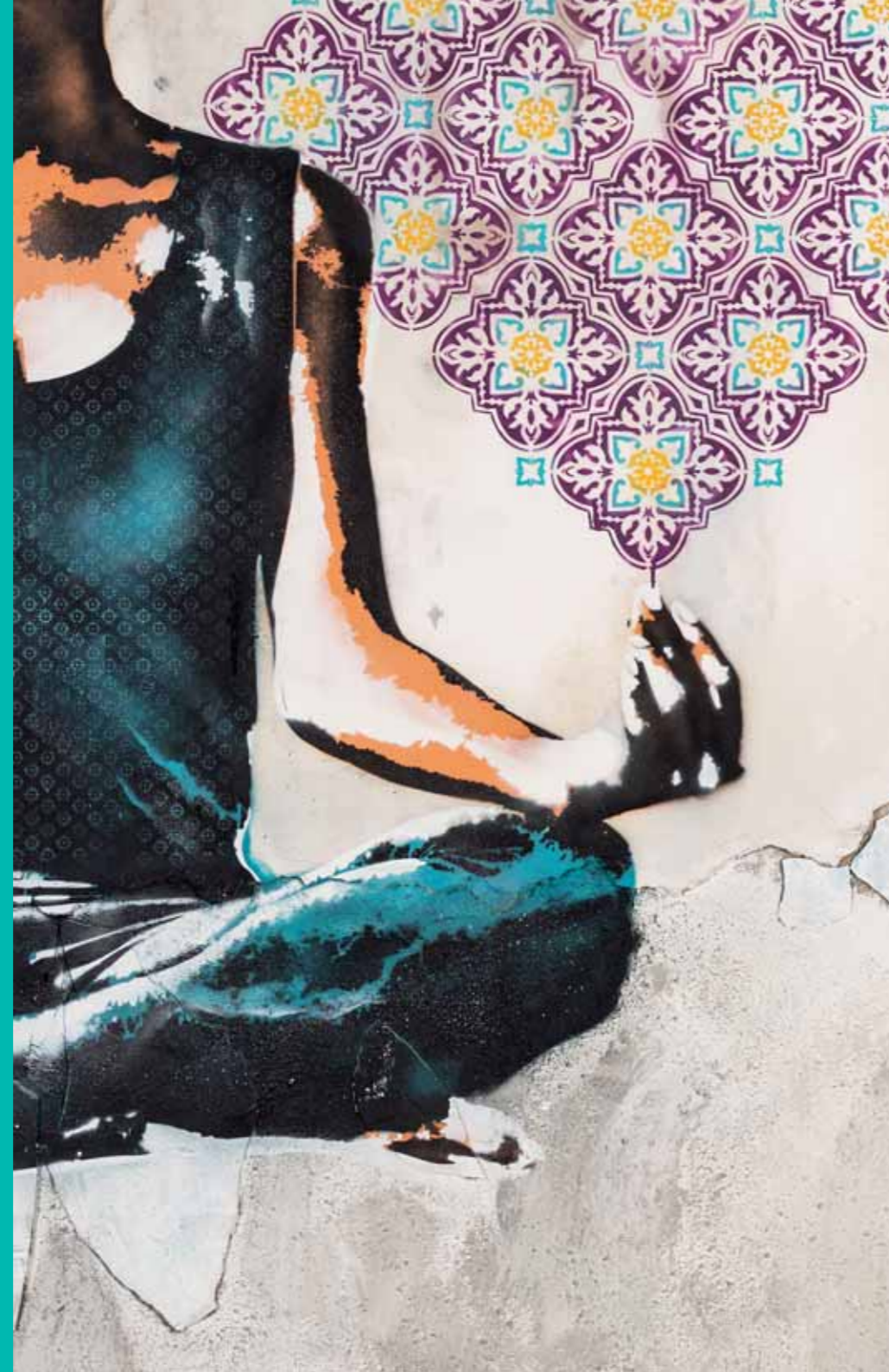
But Barcelona still inspires us. Its creative spirit runs through our veins. Feeds into every car we produce. (In fact, 50% of the energy we use to make our cars comes direct from Mediterranean sunshine). This is a city that never stops. And neither will we. Why? Because you have places to be.



Easy mobility.

The world is full of possibilities. SEAT makes it easy to take hold of them. Plot your own route. Set your own goals. Keep moving through your ever-changing life. It's what we do.

Because if it doesn't set you free, drive you forward, make things better, what's the point? If it's not easy, it's not mobility.



Your Arona.



Nothing ever grew from a comfort zone.

Fresh, modern good looks and aerodynamic performance. The new 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.



Exterior design

X marks the spot.

Throw away the map. You know where you're going.
With class. Pushing the boundaries. Blurring the lines.
And when you get there, you'll know why.





Exterior design

Want more. Get more.

How do you want it? That's how you'll get it. The new SEAT Arona lets you pick what's right for you. Orange on grey? Done. Black on red? Naturally. Whatever you choose, the new SEAT Arona lets you express yourself, your way.



Exterior design

How's the view from up there?

Stand out, for all the right reasons. The new SEAT Arona commands the road with its hot stamped, chrome detailed front grill and higher driving position. From here, it's easy to plan the next move.





Exterior design

Turn heads. Conquer hearts.

From the custom 18" alloy wheels to its blistering lines, the new SEAT Arona says it all, without saying a word. Because style isn't just about looking good. It's about making it look easy.





Exterior design

See further. Go further.

Brighter than the rest. The new SEAT Arona is equipped with the latest full LED headlights and rear LED pilots. So you've got the power, and the vision, to go the distance.





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.



Options. Multiplied.

We could all use that extra space. So the new SEAT Arona gives you more. With up to 400 litres of room in the boot, you can take what you want. And what they want. So everyone can do their thing.





Technology

Everywhere. All the time.

Be where you need to be, without being there at all. The new SEAT Arona's Wireless Charger and GSM Amplifier mean everything's charged, at full signal and ready to go. Full Link technology adds total connectivity and control.





Safety

See them coming. Easily.

Not everyone pulls the smartest moves. Sometimes, they'll come out of nowhere. So the new SEAT Arona's there for you, alerting you to anything in your blind spot that presents a hazard. Let them do their thing. You can do yours.

Your way.



The moon is not enough.

Want the best? You have it. Want it even better? Make it your own. The new SEAT Arona is customisable to the very last detail. From every colour. Dial to dial.

Need more tech? Get loaded. Want more style? You've got it. Because it's not about being told what to do. It's about doing your thing. Exactly how you like it.

See the world



**through
your ears.**

SEAT Arona Beats.

Do you live music in everything you do? Press play on your premium BeatsAudio™ Sound System with bold colour contrasts and the high tech Digital Cluster. This is the crossover SUV built to be heard.



01



02

01 What matters most.

Keep an eye on your favourite tunes with the colour display at the centre of your SEAT Arona Beats' Digital Cluster.

02 Made for music heads.

Car and music become one when you add stereo-themed decorative adhesives to your pedals. Just push play and go.



03



04

03 A treat for the senses.

Orange & white bicolour ambient lighting sets the mood for any music inside your new SEAT Arona Beats.

04 You don't just listen. You live.

See the music in the world around you with orange colour-pop stitching on the stylish front seat upholstery, steering wheel and touchscreen frame.



05



06

05 Looks as good as it sounds.

Drive to your own beat with 17" Urban Machined Black R Alloy Wheels.

06 Love how it sounds?

6 powerful speakers and one 10-litre subwoofer. All perfectly engineered for a crisp, clear and balanced sound. Meet BeatsAudio™.

FR.



Can you feel the rush?

You don't compromise. The new SEAT Arona doesn't either. The FR trim is performance and versatility, combined with best-in-class design. Who says you can't have it all?

Ultra-dynamic.

You're in the driving seat now. So the FR trim comes with SEAT Drive Profile. Just select the perfect mode for you, Better grip? Increased efficiency? It's your choice.

All the right lines.

Top to toe, the FR trim has it covered. Sure, you've got it on the inside. And with these lines, you'll have it outside too.



Standard Equipment

Safety

- Electronic Stability Control (ESC)
- Front Assist incl. autonomous emergency braking system, without ACC
- Driver and front passenger airbag with passenger airbag deactivation
- Hill hold control
- Separate daytime running lights with automatic headlamp activation
- Safety Assist
- Park distance control
- Electronic stability control (ESC)
- Tiredness Detection
- Cruise Control system and speed limiter

Exterior

- Roof Colour Black, Grey or Orange
- Painted bumper with chrome moulding
- Chrome exhaust pipe
- Window frame in chromed look
- Dynamic 17" 26/3 Brilliant Silver alloy wheels
- Chrome roof rails
- Twin halogen headlights with LED Daytime Running Lights
- Fog Lamps with cornering function
- Headlight range adjustment
- Rear LED fog light

Electronics

- Power windows with comfort operation and circuit breaker
- Electrically adjustable and heated door mirrors
- Front & rear window wiper and washer system with intermittent control
- Electronic vehicle immobilization device
- Air conditioning
- 2 foldable keys with remote control function
- Power locking with remote control

Cool & Sound:

- Car stereo preinstallation + antitheft roof antenna
- Cool & Sound 6,5" Colour Screen
- USB + AUX-in + SD card slot
- Multifunction steering wheel

Interior

- Sunvisor with mirror and card-holder in both front seats
- Split & foldable rear seats
- Dimming interior rear view mirror
- Double floor boot
- Folding trunk cover
- Front reading lights driver/ co-driver
- Height-adjustable front seats
- Rack under left front seat
- Front center armrest
- Mounting fixture in boot



01 Easy does it.

Everything you need, right where you need it.

02 Keep on rolling.

Sport from head to toe. These 18" machined alloys are sure to make heads turn.



03 It's a wireless world.

Stay 100% charged thanks to the wireless charger and connectivity box.



05 Smart is sexy.

The 8" touch screen is brains and beauty, at your fingertips.



04 Stay bright and stay sharp.

Open up your potential. Shed light to a new world with Full LED headlamps.



06 A touch of leather.

Thinking differently? Choose pure class and comfort in every stitch.

Xcellence.



Only the best will do.

If you don't ask, you don't get. And you'll only be asking for the best. The Xcellence trim on the new SEAT Arona is for those who know exactly what they want.

Space to move.

Step in. Stretch out. With a higher driving position and more space, you've got room to manoeuvre.

Style with purpose.

City to city, coast to coast. Your chromed roof rails are adaptable, so you'll have what you need, when you need it.



Standard Equipment

Safety

- Electronic Stability Control (ESC)
- Front Assist incl. autonomous emergency braking system, without ACC
- Central locking system
- Board computer
- Driver and front passenger airbag with passenger airbag deactivation
- Side airbag in front, with curtain airbag
- Hill hold control
- Seat belt reminder, electric contact in the buckle, advanced safety equipment
- Separate daytime running lights with automatic headlamp activation
- Tiredness Detection
- Cruise Control system and speed limiter

Exterior

- Roof Colour Black, Grey or Orange
- Door handles & mirror case in body or roof color
- LED license plate lighting
- Hidden exhaust pipe
- Window frame in chromed look
- Design 16" 26/1 Brilliant Silver alloy wheels
- Chrome roof rails
- Exterior mirror painted as roof colour
- Twin halogen headlights with LED Daytime Running Lights
- Fog Lamps with cornering function
- Headlight range adjustment
- LED Taillights
- Rear LED fog light

Electronics

- Electrically adjustable and heated door mirrors
- Front & rear window wiper and washer system with intermittent control
- Electronic vehicle immobilization device
- Air conditioning
- 2 foldable keys with remote control function
- KESSY (Keyless System)

Cool & Sound:

- Car stereo preinstallation + antitheft roof antenna
- Cool & Sound 6,5" Colour Screen
- Manually controlled air conditioning system
- 4 speakers
- Bluetooth®
- Basic board computer
- USB + AUX-in + SD card slot
- Multifunction steering wheel
- Dust and pollen filter

Interior

- Sunvisor with mirror and card-holder in both front seats
- Split & foldable rear seats
- Dimming interior rear view mirror
- Double floor boot
- Folding trunk cover
- Front reading lights driver/ co-driver
- Height-adjustable front seats
- Power windows with comfort operation and circuit breaker
- Rack under left front seat
- Front center armrest
- Mounting fixture in boot



01



02

01 Extra stylish.

Make your mark, make it count. From any angle.

02 Move with the times.

Out with the analogue. In with the Fully Digital Cluster. Everything you need while driving. From speed and maps to music and more. It's all there, right before your eyes.



03



04

03 Effortless class.

Slip into comfort. It's the only way to go. You can upgrade your seats to Dinamica® black sport seats, every detail matters.

04 Ready for action.

Hands on, luxury tech, with the 8" touch screen with Full Link technology. Seamless connectivity at the touch of a finger.



05



06

05 Your kind of sound.

The BeatsAudio™ speakers keep you in tune with premium quality sound.

06 The right finish.

It's always better when you trust your instincts. Enjoy the touch of the leather multi-function steering wheel with the XE silver pin.

Style.



You either have it, or you don't.

With the Style trim, you have everything you want, and nothing you don't. This is the new SEAT Arona, with the freedom to choose.

Perfect taste.

You've got the touch. With quality at every turn, it's time to raise the bar.

Always different.

Your thing. Your style. Your Arona. Between the colour customisation options on your roof and body, there's nothing you can't do.



Standard Equipment

Safety

- Electronic Stability Control (ESC)
- Front Assist incl. autonomous emergency braking system, without ACC
- Central locking system
- Board computer
- Driver and front passenger airbag with passenger airbag deactivation
- Side airbag in front, with curtain airbag
- Hill hold control
- Seat belt reminder, electric contact in the buckle, advanced safety equipment
- Separate daytime running lights with automatic headlamp activation

Exterior

- Bodycolour Roof
- Door handles & mirror case in body or roof color
- LED license plate lighting
- Hidden exhaust pipe
- Design 16" 26/1 Brilliant Silver alloy wheels
- Black roof rails
- Twin halogen headlights with Halogen Daytime Running Lights
- Fog Lamps with cornering function
- Headlight range adjustment
- Halogen Taillights

Electronics

- Electrically adjustable door mirrors
- Front & rear window wiper and washer system with intermittent control
- Electronic vehicle immobilization device
- Air conditioning
- 2 foldable keys with remote control function
- Power locking with remote control

Cool & Sound:

- Car stereo preinstallation + antitheft roof antenna
- Cool & Sound 6,5" Colour Screen
- Manually controlled air conditioning system
- 4 speakers
- Bluetooth®
- Basic board computer
- USB + AUX-in + SD card slot
- Multifunction steering wheel
- Dust and pollen filter

Interior

- Sunvisor with mirror and card-holder in both front seats
- Three rear head restraints
- Split & foldable rear seats
- Dimming interior rear view mirror
- Double floor boot
- Folding trunk cover
- Front reading lights driver/ co-driver
- Power windows with comfort operation and circuit breaker
- iSOFiX + Top Tether Anchors in side rear seats (1+1)



01 Take the lead.

Show the world what you're made of with a range of upholstery choices.

02 Light it up.

Setting the standard, see the road in high definition.



03 Quick off the mark.

An intuitive dash means being decisive, when it counts.



04 Action packed.

Adaptable to any situation, the roof rails keep your options open.



05 However you want it.

Control your world with the new Arona's Climatronic system. Feeling cool? Naturally.

06 Like being noticed?

Rear daytime running lights enhance both safety and style on the road. So you can't be missed.

Reference.



When it's right, it's effortless.

Everything essential, fully in control.
The Reference trim in the new SEAT Arona
keeps things hassle-free and easy.

Switched on.

Feeling connected
and entertained? With
the 6,5" MIB, everything
becomes a breeze.

Fly the flag.

Show your stripes
with the crossover X
on your new Arona's C
pillar.



Wheels.

16"



Design Brilliant Silver R St XE

17"



Dynamic Brilliant Silver St



Dynamic Nuclear Grey XE



Dynamic Brilliant Silver FR

17"



Urban Black R Machined Bt

18"



Performance Nuclear Grey XE



Performance Black R FR

Accessories wheels.

SEAT Sport Line: All accessories wheels fitted at SEAT Sport.
Order through Car Configurator and receive them already mounted on your new car.

18"



Piano Black St XE FR



Sport Black St XE FR

- Reference R
- Style St
- Xcellence XE
- FR FR
- Beats Bt
- Standard ■
- Optional ■



Colours.



Midnight Black^{2,3} R St XE FR Bt



Magnetic Tech² R St XE FR Bt



Urban Silver^{2,3} R St XE FR Bt



Candy White¹ R St XE FR



Mediterraneo Blue¹ R St XE FR



Desire Red² R St XE FR



Eclipse Orange² R St XE FR Bt



Mystic Magenta² R St XE



Nevada White^{2,3} R St XE FR Bt



Mystery Blue^{2,3} R St XE FR

01 Midnight Black^{2,4}
St XE FR Bt

02 Magnetic Tech^{2,4}
St XE FR Bt

03 Eclipse Orange^{2,4}
St XE Bt



01



02



03

Reference R
Style St
Xcellence XE
FR FR
Beats Bt
Standard ■
Optional ■

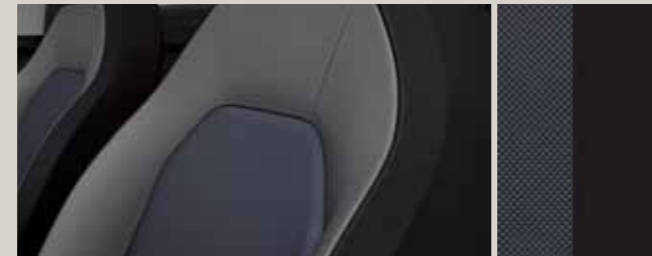
¹Soft colour.

²Metallic colour.

³Start of production wk. 04/2018

⁴For XE and FR the exterior mirrors are the same colour as the roof. For St the exterior mirrors are in the body colour.

Upholsteries.



Acero Clip Titan Black AF R

Orgad Blue Dream Conemara CB St

Dinamica® Black Arena Titan Black CB+WL7 St

Dinamica® Black Arena Titan Black FA+WL7² FR



Edge White Clip Titan Black CD XE

Dinamica® Black Arena Titan Black CD+WL7¹ XE

Sound/Hill/Nora FR FA FR

Dinamica® Black Beats by Dr. Dre Bt

- Reference R
- Style St
- Xcellence XE
- FR FR
- Standard
- Optional

¹The upholstery has grey stitching.
²The upholstery has red stitching.

Seat covers.

Cool down for summer, warm up for winter. These reversible seasonal covers can be easily zipped on to your Arona's seats.



Your accessories.

**Different.
It's the only way.**

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.





Performance.

Agile. Lightweight. Robust. The performance alloy wheels on the new SEAT Arona are built to get more out of the road. Available in 18" and matt Sport Black or glossy Piano Black, they make a statement. And why not? You've got the choice.

Sport Black 18" alloy wheel.

For the cool and sophisticated look, choose the 18" matt Sport Black alloy wheels, the perfect complement to your ride.

Sub spoiler.

Where design meets performance. A subspoiler in matt chrome or black satin gives your Arona a more dynamic edge on the road.

SEAT Sport Line: All accessories wheels fitted at SEAT Sport. Order through Car Configurator and receive them already mounted on your new car.





Interior.

Doing your thing just got easier. This practical and polished range is designed to help you own it. Need some shade? Lighting up the dark? Or just fancy a few smart touches to complete your perfect SEAT Arona? Whatever you need, get customised and raise the bar.

Dog harness.

It's a dog's life, so make it better. Your dog can now travel in comfort and safety with this padded travel harness, which attaches to the seat belt for extra safety.



01



02

01 Illuminated side sills.

Light it up with these decorative side sills. They illuminate when you open your doors, with no electrical installation.

02 Additional interior mirror.

Keep tabs on what's going on inside the car, without distracting from the road. If the kids are doing their thing, it's the perfect addition.



03



04

03 Sunshades.

Stay safe and cool, protect from sunrays and maintain visibility. This is how you really get ready for summer.

04 Console mat.

Brighten up your new SEAT Arona with this protective console mat that captures the Barcelona spirit with a lively, urban design of the city's streets.



Interior customisation.

The new SEAT Arona comes with two bold, personalised interiors: Fitness Green and Sophisticated Pearl Gold. Update your gear knob, steering wheel and more to keep things as fresh inside as they are outside.



Interior mirrors.

Complement your dynamic interior. Available in a range of Arona colours, this is a cool finishing touch.



Net between seats.

Handy, stylish and protective, this seat net is next-level practicality. Also available in Black.



Side sills.

Step up to the plate with custom fitted stainless steel doorsteps on the front doors, adding great value protection to your design. Also available in Silver.



Interior customisation.

Steering wheel.

This is how you take control. Your custom steering wheel, with a bold new design. Also available in Silver. For the leather steering wheel only. Not available for FR and Xcellence versions.

Gear knob.

First, second, third, and beyond. This is Arona style. Also available in Silver. Not available with an automatic gearbox.



Key covers.

These smart key covers offer protection and matches your choice of interior perfectly.



Footrest & pedals.

Dynamic control with pedals and footrests in your style. Also available in Silver. Pedals not available with automatic gearboxes. Features not available for RHD vehicles.



Floor mats.

Always be guaranteed perfect grip. These custom, anti-slip mats are ideal for sporty driving.



Exterior customisation.

It doesn't get cooler than this. Make the exterior of your Arona as unique as you are. Choose from head-turning extras, like intricate stickers, fog light mouldings and hatch door mouldings. This is customisation, down the tiniest detail.



Exterior stickers.
Spice up your wing mirror and frame with these cool stickers in Arona colours.



Hatch door moulding.
Show off your cool side with a hatch door moulding, also available in Matt Chromed and Piano Black. This is taking your design to the next level.



Fog light mouldings.
These fog light mouldings are built as one piece to bring strength to the sporty design. Now they'll see you coming. Also available in Silver and Piano Black.



Choice.

**Feels good,
doesn't it?**



Transport.

With the new SEAT Arona's range of smart and practical transport accessories, you've got the confidence to get there and get it done.

Tow bar bicycle rack.

A foldable metal rack attaching to your new Arona's tow bar, it can carry two bicycles. This is mobility for your mobility.

Tow bar ski rack.

Live for the piste? This tow bar is designed to carry skis and snowboards, so you can hit the slopes in style.





Transport.

Tow bar.

Low profile and strong. When you need to take it with you, this handy tow bar is what you need.



Transport.

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

Ski rack.

Trip to the slopes? This ski rack is especially designed, and perfect for family use. Holds 4-6 skis or 2-4 snowboards.



Roof bars.

Ready for action. These roof bars are tailored to your new SEAT Arona. Ideal for a range of roof accessories. Comes complete with anti-theft lock.



Roof box.

Ideal for longer family trips, protect your luggage from the weather. Stylish, aerodynamic and simple to assemble and anchor. Opens both sides and used with roof bars.



Bicycle rack.

Love cycling? This aerodynamic aluminium frame carries the bikes. Used together with roof bars, it comes complete with an anti-theft device.





Protection.

Protect your new SEAT Arona with a range of custom accessories. This practical collection keeps everything in its place, and in the best condition.

Boot organiser.

This aluminium divider makes the most of the space in your Arona's luggage compartment, ensuring that everything arrives at your destination in perfect condition.



01



02

01 Separation grille.

The separation grille divides the passenger section from the boot, and is easily removed without tools; perfect for pets.

02 Reversible boot mat.

Protect your new SEAT with this easy to secure, reversible boot mat. It's the ideal way to stop dirt and liquids messing up your thing.



03



04

03 Mudflaps.

Front and rear mudflaps prevent grit, mud and other debris from being projected into your SEAT Arona from the road. Simple and effective.

04 Semi-rigid boot tray.

Resistant. Waterproof. Easy to clean. Anti-slip. And a breeze to fit, you can boldly handle whatever life throws at your SEAT Arona.



Infotainment & Safety.

The new SEAT Arona comes with custom seats and safety features to take care of everyone, plus the latest onboard infotainment devices to keep them happy. Protect what's important, and make long journeys fly by.

Navlet 7".

Track the action and entertain the family. This rechargeable, dual-camera equipped head-up display features HD European maps. Complete with suction bracket and stand, you'll always know the best route and they'll be able to tune in.

SEAT PEKE G1 Trifix I-Size.

Suitable for mass groups II, III (15 kg -36 kg). Installed either with the car seat belt or iSOFIX plus car seat belt. Height adjustable backrest. The cover is removable and washable.





Crossover Line.



Toilet Bag.

Multifunctional Toilet Bag, can be used in hanging and standing position, various compartments on the inside, removable plastic bag suitable for transporting liquids in carry-on luggage on airplanes, subtle embossed SEAT logo.

Material: 100% polyester
Base: water-repellent PU
Dimensions: 300x120x245 mm
Colour: blue/sand
Ref: 6H1087317 HAJ

Notebook.

Notebook with soft-touch finish and flexible cover, small SEAT leather badge on cover, horizontal elastic strap, blank pages, 224 pages with car silhouette on first page, bookmark.

Material: paper
Dimensions: 215x150x17 mm
Colour: dark blue/ brown
Ref: 6H1087216 HAJ

At your service.

Freedom starts where worry ends.

Life's too short to spend it in a workshop.
The SEAT Service uses only SEAT Genuine
Parts to keep your Arona at its best. So you
can get out and go.



Life's for living.

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 50% 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.



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.



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.



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.

Ecological driving

ECO tips: recommendations for a more efficient and ecological driving experience.

ECO trainer: helps the driver to enjoy a more efficient driving experience, pointing out any unnecessary accelerating and braking.



Air quality

Diesel engines integrate the Selective Catalytic Reduction (SCR) system to minimize nitrogen oxides emissions.

Renewable materials

Presence of renewable materials like cotton, natural rubber and cellulose/paper in different parts of the vehicle.

Engines

A modular configuration facilitates reducing the number of components and assembly parts, lowering the weight of the chassis.

Lighting

Integrating Full LED headlights and LED daytime running lights reduces electricity consumption and increases the headlights' life expectancy output.

Factory

Between 2010 and 2017, CO₂ emissions for every car manufactured by SEAT have decreased by 54%.

The average energy consumption of all our cars has also fallen by 16%.

Air conditioning

Using the new R1234YF coolant reduces global warming potential by 99.7%.

Acoustics

Full compliance with the new noise regulations thanks to improvements introduced to the exhaust pipes and to the acoustic package.

Improving the solvent purge system, we have reduced the Volatile Organic Compounds (VOCs) emissions for every vehicle by 50% vs. 2016.



Fuel tank

Improvements made to the system help reduce the weight and volume of a full tank, without losing autonomy.




Car seats

15% weight reduction thanks to optimization of seat frames.

Tyres

New tyres with a low rolling resistance.

SEAT's technical development environmental objectives

 Climate protection.  Preservation of resources.  Health protection.



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