

 SEAT



SEAT
Aronda



It's life,
only bolder.

Take a look around you. Do you see roads? Or beginnings? Obstacles? Or possibilities? At SEAT, we see the world in all its wild, wonderful glory. We can't help it. We're from a place that buzzes with creative energy. Where different is just the done thing. And so everything we touch – from cars to bikes to new mobility solutions – is designed to help you live a bolder, brighter, more surprising life.

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The all-purpose urban SUV redesigned for those who choose to be bolder, live wilder, and act on impulse. So, take your passion and run with it, because you never know where it might lead when you dare to get carried away.

Get carried
away.





Sometimes all it takes is a little push for big things to happen.

Meet your
new partner
in crime.

The new face of urban versatility.

A beefier new look comes complete with a redesigned front grille, front bumper and Full LED headlights, bringing bolder presence to the front. Adding a touch of sporty appeal, the roof spoiler and 18" Alloy wheels also enhance performance. And the handwritten logo? Just because every great work of art needs a signature.





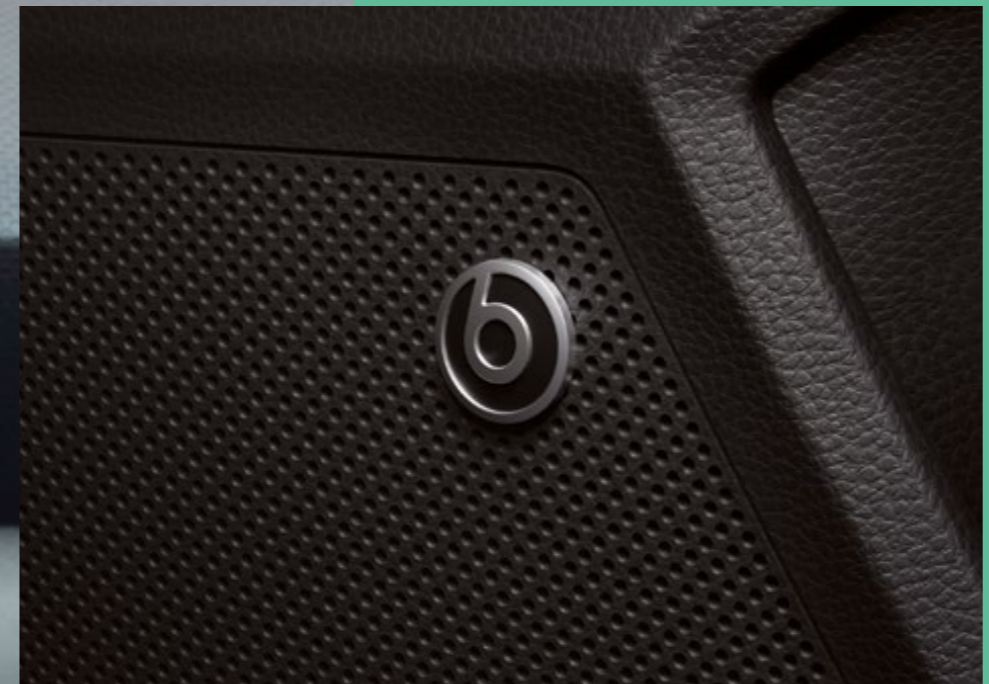
Room for your little big obsessions.

A soft landing comes in handy when you're living it to the extreme. The stylish interior comes equipped with a soft dashboard, a steering wheel in Nappa leather and enough space to go wild with your passions. LED lighting around the airvents provides a truly unique ambience to your cabin.

Always on your radar.

A bigger display lets you see and do more. The 9.2" SEAT infotainment screen floats on the dashboard bringing it closer to your line of sight, improving visibility, practicality and safety. While a 10.25" Digital Cockpit gives you easier viewing over maps and real-time traffic updates. And who needs a charger when you can charge your smartphone simply by placing it in the connectivity box?





Big sounds inspire big moves.



Upgrade your driving experience. Listen to your favourite radio stations and podcasts with SEAT CONNECT. Discover more than 10,000 live radio stations, podcast episodes and nearby charging stations. Discover improved sound quality with Stream quality selection!

* Full Link enables the use of Apple CarPlay™ and Android Auto™ technologies. Both technologies are the responsibility of Apple and Google, whereby SEAT S.A.U. has no influence on country-specific availability of Apple CarPlay™ and Android Auto™ and therefore the availability of the relevant technology may vary according to country. The functions may be subject to changes to content or may be ceased during the contract period. To avoid distraction, only certified apps can be started during the journey. In this context, please also be aware that some apps are not offered for each of the two technologies. Apple CarPlay™ is a trademark of Apple Inc. Android Auto™ is a trademark of Google LLC.

Connecting you to your car, and your car to the world.

For a life always on the go, SEAT CONNECT puts control over your SEAT Arona at your fingertips. See its location and receive anti-theft alerts on your smartphone. Unlocking your car is as easy as unlocking your screen. Got a Navi System? Find petrol stations or parking prices. You can also send favourite destinations and planned routes from the app to the Infotainment.



Concentrate on what counts.

Less worries, more adventure. Our Safety and service features technology is designed to keep you and your loved ones safe and stress-free.

- Stuck? Get help right away by pushing the Breakdown Call button for immediate and direct access to our agents.
- Forgetting something? Service Scheduling alerts you when you need to bring your car in for a check-up.
- You're in safe hands. Speak with our Customer Care service who will be there to offer their expert support.



Your Arona in your pocket.

Manage your car from anywhere directly through your smartphone, with remote features.

- Improve your driving performance. Receive Driving Data from your trips, including fuel consumption, average speed and more.
- Out and about? Check up-to-date information from anywhere with Vehicle Status, check whether your doors are locked and lights are off.
- Need to locate your car in a crowded place? Activate Horn and Turn Signals and find it right away.
- The Remote Lock and Unlock feature let you view your car's lock status on your device and lock or unlock from wherever you are.



Your ultimate driving partner.

A Navi system allows you to get the most out of SEAT CONNECT's online features and services, all tailored to make your life simpler and better.

- Be in the know about the road ahead. Take the shortest route according to real-time traffic with route calculation.
- Use the wake-up phrase "Hola Hola" to get things started and simply speak normally. Natural Voice Control has you covered.
- Browse more than 10,000 radio stations and podcast from around the world.

CONNECT Plus cluster include a free trial period. After this period, in order to keep enjoying the service a renewal is required.





5-star safety.

The SEAT Arona maintains its flawless 5-star Euro NCAP safety rating, five years after first achieving the impressive rating. The Arona comes with a range of safety updates to meet the rigorous testing process, and Euro NCAP's even stricter methodology.



The SEAT Arona has achieved the maximum 5-star rating in the stricter 2022 EuroNCAP safety test.



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Traffic Sign Recognition.

See the current speed limits and overtaking restrictions on the Digital Cockpit. All thanks to the integrated front camera.



Side Assist.

An extra eye on your blind spot. You're always aware of incoming cars when changing lanes or overtaking.

Worries behind. Adventures ahead.

Your SEAT Arona is equipped with semi-automatic driving technology to keep you one step ahead of the traffic while also reducing the risk of accidents. Engineered to take the stress out of your ride.



Travel Assist.

A little helping hand. Travel Assist monitors your journey using cameras to scan for upcoming traffic, lane markings and curves, adjusting your speed to keep you moving with the flow of traffic.



High Beam Assist.

This system automatically switches headlights between low and high beam when detecting a vehicle ahead, reducing dazzle to other drivers to support safer driving.

Lane Assist.

The built-in camera keeps you safely between the lines. Ideal for jams and heavy traffic.



Thrills come in all shapes and sizes. Discover which SEAT Arona trim is right for your adventure.

Discover what
drives you.





Enhanced style and performance.

The special edition Marine Pack includes new Calella SEAQUAL® Marine fabric in the seats and LABEL blue by BORGERS® recycled materials in the floors and carpets, as well as new 17" Alloy wheels in Sport Black to enhance aesthetic and performance.



Sustainability comes as standard.

Calella SEAQUAL® Marine recycled fabric and LABEL blue by BORGERS® carpets incorporate waste plastic collected from the sea, enhancing the modern, contemporary style of your Arona's cockpit.

New 17" Sport Black Alloy wheels.

Streamlined and lightweight alloy wheels improve performance and provide smoother suspension and handling. Made for you to get the most out of your ride.

XPERIENCE trim.

Driving ambition
to new extremes.

For the true feeling of freedom and adventure, you've really got to go a little further. A robust, upgraded rear bumper is made to go above and beyond, while the 10.25" Digital Cockpit gives you the tools to fully experience the off-road feeling of the XPERIENCE trim. Uphill battles have never been so much fun.



The finest fabrics.

Choose nothing but the best for your interior. Upholster your SEAT Arona in stylish and durable materials like the SANO textile.



Always different.

Your thing. Your style. Your SEAT Arona. With a choice of Candy White, Magnetic Tech or Midnight Black for your roof, there's nothing you can't make your own.

XPERIENCE trim.



Take on the road.

Get out and go in full confidence. The front grille and front spoiler add to the sporty nature of your SEAT Arona.



You're in control.

The 9.2" screen with Navi floats higher on the dashboard, making navigating even easier and your dash extra stylish.



Airvents in Aran Green.

Fresh design ideas to bring in the fresh air. Bring a hint of the outdoors indoors with illuminated airvents in Aran Green.



Illuminate the way with innovation.

The ultimate in contemporary design and efficiency, premium quality FULL LED headlights are brilliant in more ways than one.

Standard equipment.

Safety:

- Side airbag in front with curtain airbag and deactivation
- 3-point seat belt for all seats
- Three rear head restraints
- Visual and acoustic seat belt reminder (front and rear)
- ISOFIX + Top Tether Anchors in side rear seats
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support*
- Hill Hold Control
- Rear drum brakes
- Front Assist incl. autonomous emergency braking system
- Lane Assist
- Separate daytime running lights with automatic headlamp activation and Coming Home feature
- Windshield wiper with light sensor
- Attention to Drowsiness
- Bumpers with protective mouldings
- Tyre pressure monitoring system
- Tool kit and tyre fit

Electronics:

- Basic SEAT Digital Cockpit 8"
- SEAT Media System 8.25 inches
- SEAT CONNECT
- Rain and light sensor
- Bluetooth® connection
- USB type-C socket
- 6 speakers
- Digital Audio Broadcasting (DAB)
- Climatronic (2 zones)
- Coming Home feature in headlight
- Keyless system
- Rear park distance control
- Anti-theft electronic vehicle immobilization
- 2 foldable keys with remote control function

Exterior:

- Dynamic 17" Brilliant Silver Alloy wheel
- Different-coloured roof and exterior mirrors in Candy White, Magnetic Tech or Midnight Black
- Chromed roof rails
- Antenna for AM/FM reception
- Hotstamping front grill with chromed frame
- Offroad rear bumper with exhaust pipe hidden
- Chromed window frames
- Power-folding, power-adjustable and heated exterior mirrors
- EcoLED headlights & LED rear lights
- Rear fog lights
- LED license lighting

Interior:

- Black greenhouse
- Coloured mouldings in airvents in Aran Green
- Height-adjustable front seats
- Split and foldable rear seats
- Nappa leather multifunctional steering wheel
- Vegan leather hand brake & gearshift knob
- Interior door and side trim panel with textile and decor moulding
- Net on central console
- Front center armrest
- Drawer under passenger seat
- Reading lights for driver and passenger seats
- Autodimming interior mirror
- Sunvisors with mirrors and card-holder
- Interior lighting in footwell, central console and door panel
- Front and rear power windows
- Double floor boot
- Folding trunk cover
- Mounting fixture in luggage compartment

The 2024 Arona FR Limited Edition.

Introducing the 2024 Arona FR Limited Edition in Graphene Grey with exclusive 18" Cosmo Grey wheels, optional bucket seats and other premium enhancements.



Close up of door moulding.

Exclusive interior with a futuristic twist. Dark Aluminium Matt door moulding, sleek silver metallic Titan Schwarz CLIP door panels & interior diffusers.



Bucket Seats.

Enjoy exceptional comfort and sporty design with exclusive optional front bucket seats for the 2024 Arona FR Limited Edition.



FR limited edition.

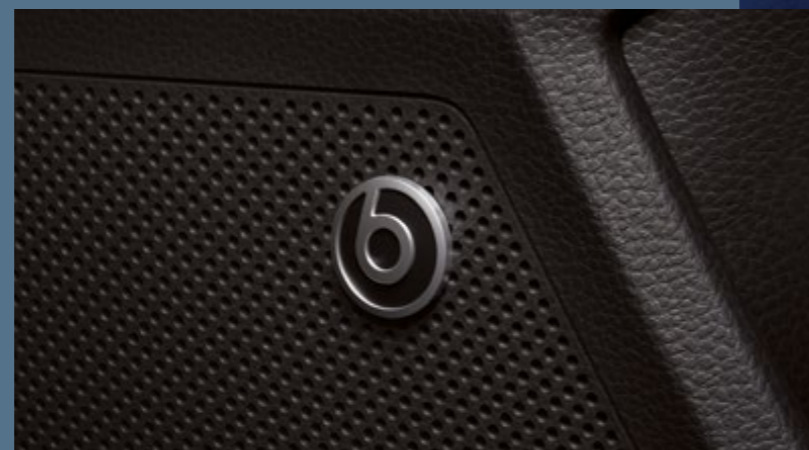
For cross-country racers.

Sporty, athletic and made to go the distance, the ready-for-anything FR trim flexes its muscles with redesigned rear diffuser and 18" Machined Alloy wheels. While the Beats Audio® sound system provides the perfect acoustics to inspire you to beat your personal best.



Redesigned rear diffuser.

The exclusively designed rear diffuser brings out the ultimate sportive look of your SEAT Arona FR.



Unbeatable sound.

Beats Audio® includes 6 premium speakers, a thumping subwoofer for your bass-heavy tracks and a powerful 300W amplifier for supreme sound clarity on all your playlists.



FR trim.

Standard equipment.

Safety:

- Side airbag in front with curtain airbag and deactivation
- 3-point seat belt for all seats
- Visual and acoustic seat belt reminder (front and rear)
- ISOFIX + Top Tether Anchors in side rear seats
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support
- Hill Hold Control
- Rear disc brakes*
- Lane Assist
- Front Assist incl. autonomus emergency braking system
- Windshield wiper with light sensor
- Separate daytime running lights with automatic headlamp activation and Coming Home feature
- Attention to Drowsiness
- Bumpers with protective mouldings
- Tyre pressure monitoring system
- Tool kit and tyre fit

Electronics:

- SEAT Basic Digital Cockpit 8"
- SEAT Media System 8.25 inches
- SEAT CONNECT
- SEAT Drive with ECO function, Normal, Sport & Individual profiles
- Rain and light sensor
- Bluetooth® connection
- USB type-C socket
- 6 speakers
- Digital Audio Broadcasting (DAB)
- Climatronic (2 zones)
- Coming Home feature in headlight control function
- Power locking with remote control
- Anti-theft electronic vehicle immobilization
- Rear park distance control

Exterior:

- Dynamic 17" Brilliant Silver Alloy wheel
- Different-coloured roof and exterior mirrors in Candy White, Magnetic Tech or Midnight Black
- Chromed roof rails
- Antenna for AM/FM reception
- Sport front grill with chromed frame
- Sport rear bumper with chromed simulated exhaust pipe
- Chromed window frames
- Power-folding, power-adjustable and heated exterior mirrors
- EcoLED headlights & LED rear lights
- Rear fog lights
- LED license lighting
- FR logo on boot

Interior:

- Black greenhouse
- Coloured mouldings in airvents in Daring Red
- Sport seats design for FR trim
- Height-adjustable front seats
- Split and foldable rear seats
- Nappa leather multifunctional steering wheel with FR logo
- Vegan leather hand brake & gearshift knob
- Interior door and side trim panel with textile and decor moulding
- Reading lights for driver and passenger seats
- Autodimming interior mirror
- Sunvisors with mirrors and card-holder
- Interior lighting in footwell, central console and door panel
- Front and rear power windows
- Double floor boot
- Folding trunk cover



Roll out in style.

Designed for performance and agility. 18" Machined Alloy wheels in Cosmo Grey Matte are aerodynamic and lightweight.



Raise your parking game.

Park Assist takes over the steering, while you control the speed. Making precision parking a reality every time.



Quirky design down to the last detail.

Airvents in Daring Red keep your interior cool on those glorious summer days.



First impressions last.

Shaping your SEAT Arona's identity. The redesigned front grille adds extra sportive appeal to the front end.



Sustainable, contemporary style.

The special edition Marine Pack includes new Caella SEAQUAL® Marine fabric, LABEL blue by BORGERS® carpets and is finished off with new 17" Alloy wheels in Sport Black to enhance aesthetic and performance.



Modern, contemporary interior.

Made for sustainability, the Caella SEAQUAL® Marine recycled fabric and LABEL blue by BORGERS® carpets incorporate waste plastic collected from the sea.



Aerodynamic and lightweight.

Improve handling and performance with new 17" Alloy wheels in Sport Black. Alloy rims provide smoother suspension when cornering.

Style trim.

Go wild in style.

From the sleek city streets to the muddy mountain peaks, the Style trim takes you to both without compromise. Combining a dynamic front end with performance enhancing 17" Dynamic Machined Alloy wheels in Nuclear Grey and marrying the look and attributes to get the most out of the inner city as well as the rugged outdoors.



Stay in total control, in total comfort.

The leather-wrapped multifunctional steering wheel enhances grip for the ultimate driving sensation.



Modern lighting solutions.

Eco LED headlights are not only an efficient solution, their clean-cut lines also brighten up your exterior.

Style trim.



Performance and agility.

Dynamic 17" Nuclear Grey Machined Alloy Wheels are lightweight and streamlined to reduce drag.



Full control with Wireless Full Link* Technology.

Control the features on your smartphone directly from the 8.25" radio. Making calling, texting or streaming music, a fully integrated experience.



Neutral Grey airvents.

Prefer a subtle colour scheme to your interior? Airvents in Neutral Grey adds a hint classic interior styling to your SEAT Arona.



Expressive looks.

Confidence looks good on you. A redesigned front grille enhances the sophisticated charm of your SEAT Arona.

Standard equipment.

Safety:

- Side airbag in front with curtain airbag and deactivation
- 3-point seat belt for all seats
- Three rear head restraints
- Visual and acoustic seat belt reminder (front and rear)
- ISOFIX + Top Tether Anchors in side rear seats
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support*
- Hill Hold Control
- Rear drum brakes
- Front Assist incl. autonomus emergency braking system
- Lane Assist
- Separate Daytime Running lights with automatic lights on
- Attention to Drowsiness
- Tyre pressure monitoring system
- Tool kit and tyre fit

Electronics:

- Basic SEAT Digital Cockpit 8"
- SEAT Media System 8.25 inches
- SEAT CONNECT
- Rain and light sensor
- Bluetooth® connection
- USB type-C socket
- 6 speakers
- Digital Audio Broadcasting (DAB)
- Air conditioning
- Power locking with remote control
- Anti-theft electronic vehicle immobilization
- 2 foldable keys with remote control function

Exterior:

- Design 16" Brilliant Silver Alloy wheel
- Body-coloured roof and exterior mirrors
- Black roof rails
- Antenna for AM/FM reception
- Black window frames
- Eco LED headlights & halogen rear lights
- Rear fog lights
- LED license lighting
- Standard rear bumper with exhaust pipe hidden

Interior:

- Grey Greenhouse
- Coloured mouldings in airvents in Honey Mustard
- Height-adjustable front seats
- Split and foldable rear seats
- Leather multifunctional steering wheel & gearshift knob
- Door panels in PVC
- Dimming interior mirror
- Sunvisors with mirrors and card-holder
- Front and rear power windows
- Reading lights for driver and passenger seats
- Double floor boot
- Folding trunk cover

*Full Link enables the use of Apple CarPlay™ and Android Auto™ technologies. Both technologies are the responsibility of Apple and Google, whereby SEAT S.A.U. has no influence on country-specific availability of Apple CarPlay™ and Android Auto™ and therefore the availability of the relevant technology may vary according to country. The functions may be subject to changes to content or may be ceased during the contract period. To avoid distraction, only certified apps can be started during the journey. In this context, please also be aware that some apps are not offered for each of the two technologies. Apple CarPlay™ is a trademark of Apple Inc. Android Auto™ is a trademark of Google LLC.

Adventure comes as standard.

Bigger screen, bigger visibility, bigger adventures. The SEAT Arona Reference trim is built for reliability and comfort in the great outdoors. With clever space to accommodate all your passions, connectivity for contemporary living, and the technology to get you there without a hitch.



Centred around you.

All your driving data at a glance. The fully digital 8" cluster displays all your essential driving data front and centre and is customisable to suit your preferences.



Delightful details.

Airvents in Honey Mustard give a dash of colour to your dash.



Reference trim.



Wheels.

16"



DESIGN 16" STEEL WHEELS
R



DESIGN 16" BRILLIANT SILVER ALLOY WHEELS
R St

17"



DYNAMIC 17" SPORT BLACK ALLOY WHEELS¹
St XP



DYNAMIC 17" NUCLEAR GREY MACHINED ALLOY WHEELS
St



DYNAMIC 17" BRILLIANT SILVER ALLOY WHEELS
XP



DYNAMIC 17" SPORT BRILLIANT SILVER ALLOY WHEELS
FR

18"



PERFORMANCE 18" NUCLEAR GREY MACHINED ALLOY WHEELS
XP



PERFORMANCE 18" COSMO GREY MATTE MACHINED ALLOY WHEELS
FR



PERFORMANCE 18" SPORT BLACK MACHINED ALLOY WHEELS
St XP FR

18"



PERFORMANCE 18" BLACK MACHINED ALLOY WHEELS
St XP FR



PERFORMANCE 18" NUCLEAR GREY ALLOY WHEELS
St XP



PERFORMANCE 18" COSMO GREY ALLOY WHEELS²
FR

Reference **R**
Style **St**
XPERIENCE **XP**
FR **FR**
Serial **■**
Optional **■**

¹ Only available with Marina Pack.
² Available with FR Limited Edition.

Our global range of cars and product specifications varies from country to country. Please, visit your local SEAT website to know more about the product offer available for you.

Colours.



CANDY WHITE¹ R St XP FR



NEVADA WHITE² R St XP FR



URBAN SILVER² R St XP FR



MAGNETIC TECH² R St XP FR



MIDNIGHT BLACK² R St XP FR



PURE RED¹ R St XP FR



DESIRE RED³ St XP FR



SAPPHIRE BLUE² St XP FR



CLIFF GREY³ XP FR



GRAPHENE GREY^{3,4} FR

Reference **R**
 Style **St**
 XPERIENCE **XP**
 FR **FR**
 Serial **■**
 Optional **■**

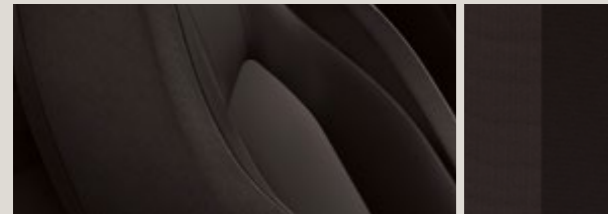
¹ Soft
² Metallic
³ Special Metallic

* Available with FR Limited Edition.
 For XP and FR the exterior mirrors are the same colour as the roof. For ST and R the exterior mirrors are in body colour as standard.



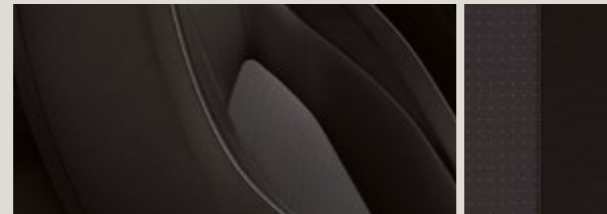
Our global range of cars and product specifications varies from country to country. Please, visit your local SEAT website to know more about the product offer available for you.

Upholsteries.



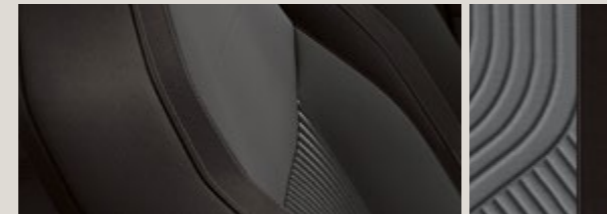
ACERO CLOTH COMFORT SEATS

R



COMO CLOTH COMFORT SEATS

St



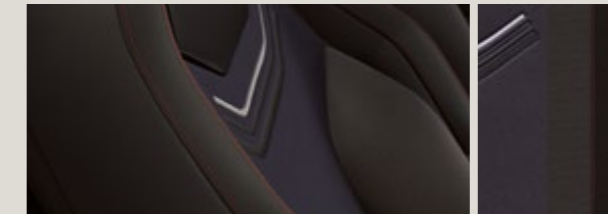
CALELLA SEAQUAL¹

St XP



SANO CLOTH COMFORT SEATS

XP



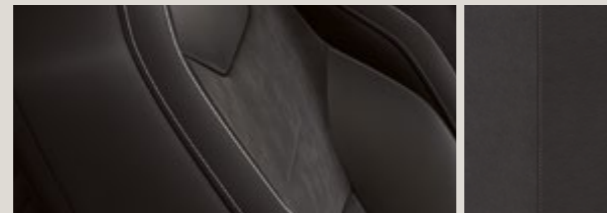
LE MANS CLOTH SPORT SEATS²

FR



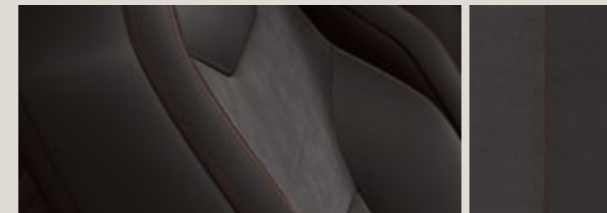
DINAMICA[®] BLACK SPORT SEATS

St



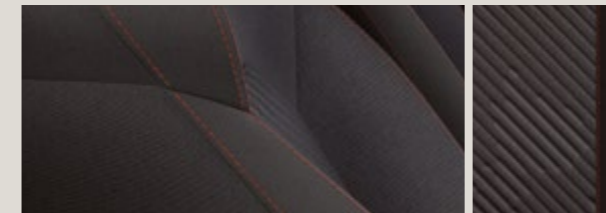
DINAMICA[®] BLACK SPORT SEATS

XP



DINAMICA[®] BLACK SPORT SEATS²

FR



LE MANS CLOTH BUCKET SEATS²

FR

Reference **R**
 Style **St**
 XPERIENCE **XP**
 FR **FR**
 Serial **■**
 Optional **■**

¹Only available with Marina Pack.
²Available with FR Limited edition.



Your SEAT Arona comes with a range of accessories that put the ease into planning your trip. So, whatever is on the agenda, rest assured we have the right piece of kit for you.

The perfect getaway car
for your great escape.

Customisation.

Emphasise the sport in your SUV.

Side door mouldings.

Sophisticated and stylish, the mouldings on the side doors bring out your SEAT Arona's dynamic design.

Aluminium pedals.

Enhance the sporty driving feeling with aluminium pedals.



Protection.

If the journey was easy would it really be worth it? Luckily, we've taken care of some of the problems that you might encounter while en route.



Reversible boot tray.

Designed for heavy use, taking the knocks to keep your boot looking younger for longer.



Boot organiser.

For safer and more secure transportation of your gear. The boot organizer keeps a bit of order to your chaos.



Net between seats.

Store games and entertainment to keep backseat drivers occupied on longer expeditions.



Front and rear mudflaps.

Sketchy terrain? The mudflaps protect the underside of your SEAT Arona from flying debris, allowing you to leave the tarmac in confidence.



Transport.

Spend less time loading up and more time on-piste with our range of ski racks designed for easier and safer transportation of your beloved equipment.

Ski rack Xtender.

Extendable for easy loading and unloading, without having to stretch over the car roof. The Ski rack X-tender also carries up to 5 pairs of skis or 2 snowboards.

Ski rack.

Purposefully designed for family use. This ski rack can hold up to 6 pairs skis or 4 snowboards.

Transport.

Take your bike to the extremes when you need to feel the wind in your face.

Towing bike rack.

The towing bike rack fits easily to the tow bar can carry 2 bicycles.

Bike rack.

Transport your bike on your roof with easy and secure loading and unloading.



Transport.

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

Surf rack.

Never miss a break with this handy surf rack. The rack adapts to the shape of your surfboard and can carry two of them.

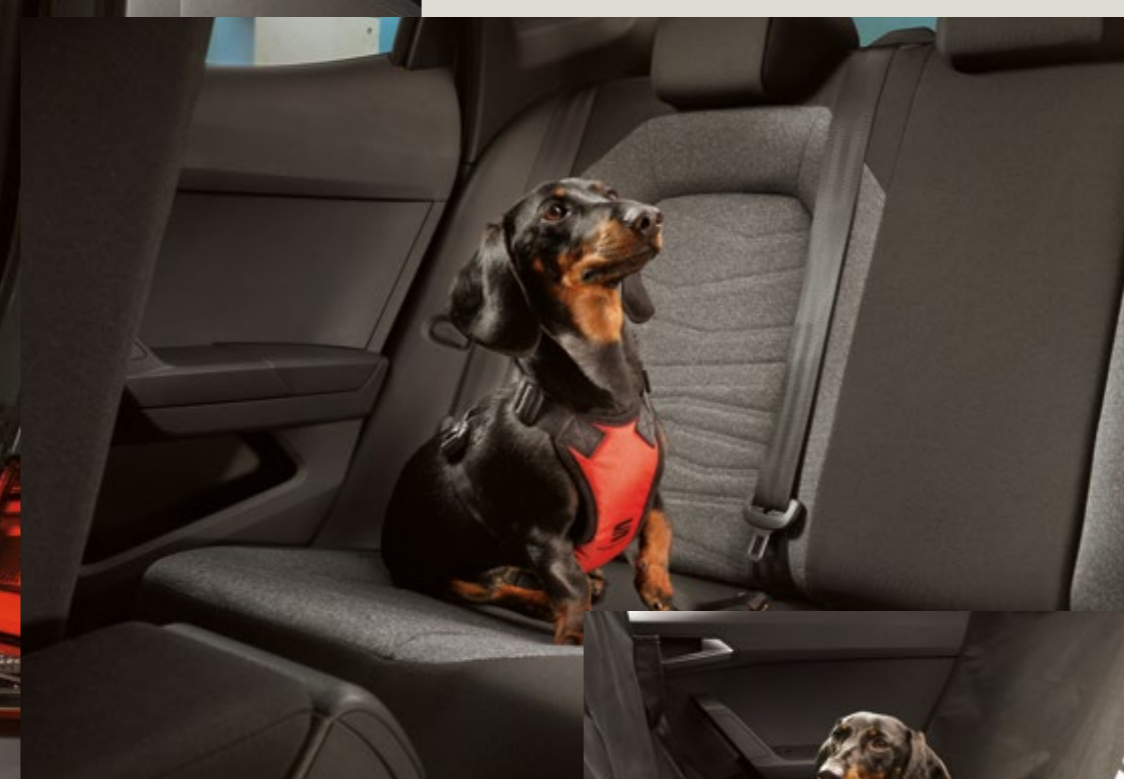
Roof box.

Protect your equipment from the elements with this stylish and aerodynamic roof box. Simple to assemble and anchor, it opens on both sides and is used together with roof bars. Ideal for longer family trips.

Roof bars.

An essential piece of kit for natural-born thrillers. The roof bars are adaptable to accommodate most of your passions.





Pet accessories.

For family adventures, you really do need to bring the whole family.

Dog harness.

Some are more excited to get there than others. And if they can't control themselves...

Separation grille and boot protector for pets.

The easier way to keep your furry friends from getting into your cargo on the way.

Seat cover for pets.

Keep your new back seats from getting damaged by scratches, moisture or hair. Total protection to your upholstery.

Feel reassured with SEAT CARE.

At your service.





Easy care, easy go.

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 XX% 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.



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.



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.



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.



Renewable and recycled materials Marina Pack Edition

Use of upcycled SEAQUAL® YARN material in at least 72% of the seat trim covers. Additionally, 53% of the flooring and carpeting is made from recycled materials (30% Blue Label PET marine fiber and 70% urban plastic waste).



Lighting

Headlamps and rear lamps (not for LOW version) are 100% LED, increasing life service by up to 10 times. For headlamps, the luminous flux effectiveness is increased at least 30% in comparison to a halogen lamp.



SEAT Eco Drive Profile

ECO mode allows a driving style that modifies engine and transmissions parameters in order to reduce fuel consumption and emissions.



Manufacturing process

Between 2010 and 2023, we reduced the CO₂ emissions per manufactured car by 69.3%, while also cutting the energy demand per car by 33.3%. Additionally, we achieved a 45.1% saving in water consumption and a 78.9% reduction in waste generated per car.

In our path towards a circular economy, we have established a process for dismantling discarded parts and components. This process breaks down complex items into single-material parts, enabling proper segregation and giving these materials a second life. As a result, what was once considered non-recoverable waste is now transformed into revalorized, reusable materials.

SEAT S.A.'s environmental mission.

Protect Climate. Conserve Resources. Preserve Ecosystems. Ensure Environmental Compliance.



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