

When life zigs, you zag

Life is unexpected and beautiful. It inspires us to grow. Be bold and dynamic. Move with conviction and feel the energy with the SEAT Arona, because when life zigs, you zan





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Get carried away

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.

01. INTRODUCTION



Meet your new partner in crime

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

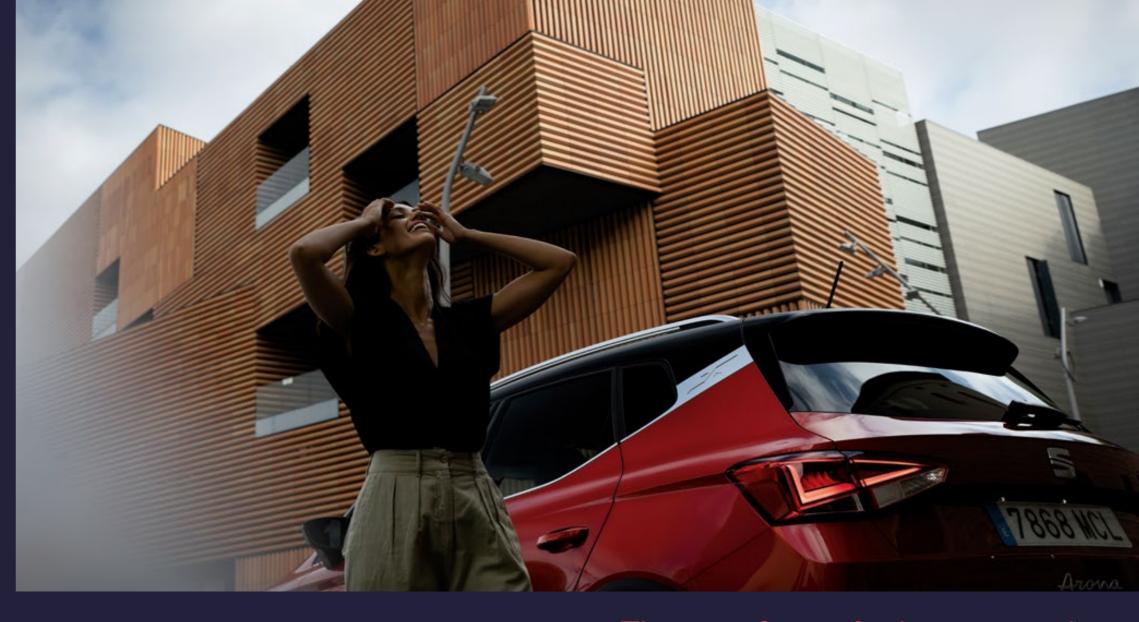
02. YOUR ARONA



Exterior Design

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.





The new face of urban versatility

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

Interior Design

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





Room for your little big obsessions

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

Technology

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?

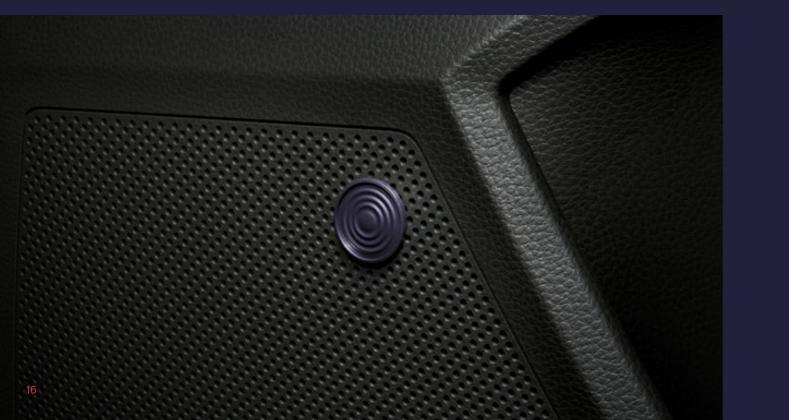


Always on your radar

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Music Connectivity

The 6 premium speakers, a subwoofer box and the 300W implifier from the SEAT Sound System, will keep the music joing at your and your passengers' command. You will all be able to set and control the system during your ride. The whole experience it's more than just blasting music and hitting the road!





Big sounds inspire big moves

SEAT CONNECT



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



Your Arona in your pocket
Manage your car from anywhere directly
through your smartphone, with remote features.

- The Remote Lock and Unlock feature let you



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.

- 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



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

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 Euro NCAP safety test.





5-star safety

or global range of cars and product specifications varies from country to country.

Worries behind Adventures ahead









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





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

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Discover what drives you

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



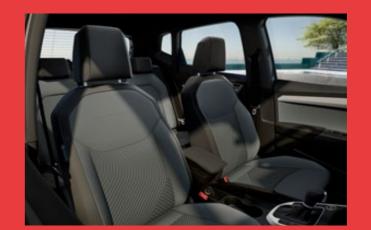


XPERIENCE trim



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.

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.





Take on the road

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



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.



You're in control

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



Illuminate the way with innovation

The ultimate in contemporary design and efficiency, premium quality FULL LED headlights are brilliant in



more wavs than one.

Standard equipment

- 3-point seat belt for all seats

- in side rear seats
- Cruise Control System (CCS)

- Rear drum brakes

- SEAT CONNECT

Exterior:

- Different-coloured roof and exterior

- Offroad rear bumper with

Interior:

- Nappa leather multifunctional
- & gearshift knob

- Front center armrest

- Double floor boot

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SEAT Arona Black Edition



Distinctive Character, Unmatched Style

The SEAT Arona Black Pack Edition, created for the daring FR trim. Featuring Black Side Skirts, Roof Rails, and DLO trim, the SEAT Arona Black Pack Edition exudes confidence from every angle.



Exclusive Black Alloy Wheels

Equipped with 18" black-painted Alloy Wheels, this edition offers a distinctive and powerful road presence.



Refined Black Interior Accents

Inside, you'll find exclusive "Seat Black Pack Edition" identification on the Pilar B, adding a touch of sophistication to the cabin.



Interior Draped in Dark Aluminium Elegance

A dark aluminium finish graces the interior dashboard with understated elegance – setting a refined tone that transforms every drive into a distinguished experience.

FR trim



For cross-country racers

Sporty, athletic, and built to go the distance, the ready-foranything FR trim flexes its muscles with a redesigned rear diffuser and 18" Machined Alloy wheels. It's designed to inspire you to reach your personal best.



Redesigned rear diffusor

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



Full control with Wireless Full Link* Technology

Use the 9.2" Navi system to connect your smartphone for a fully integrated experience; making calling, texting, or streaming music easier than ever.

*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.



Roll out in style

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



Quirky design down to the last detail

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



Raise your parking game

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



First impressions last



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

Standard equipment

- Electronic Stability Control (ESC)
- Electronic differential lock (XDS)
- Hill Hold Control
- Rear disc brakes*

- Tool kit and tyre fit

Electronics:

- SEAT Basic Digital Cockpit 8"

- Digital Audio Broadcasting (DAB)

Exterior:

- Sport rear bumper with chromed

- & gearshift knob

- central console and door pannel
- Front and rear power windows
- Double floor boot

Style trim



Sustainable, contemporary style

The special edition Marine Pack includes new Calella 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 Calella 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.

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.



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Performance and agility

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



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.



Full control with Wireless Full Link* Technology

Use the 9.2" Navi system to connect your smartphone for a fully integrated experience; making calling, texting, or streaming music easier than ever.



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 restraint
- Visual and acoustic seat believed 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. autonomu emergency braking system
- Lane Assis
- Separate Daytime Running ligh with automatic lights on
- Attention to Drowsine
- 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
- Diaital Audio Broadcastina (DAE
- Air conditioning
- Power locking with remote control
- Anti-theft electronic vehicle immobilization
- 2 foldable keys with remote control function

Exterior

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

terior:

- Grey Greenhous
- Coloured mouldings
 in airvents in Honey Mustard
- Height-adjustable front seat
- Split and foldable rear seats
- Leather multifunctional
 steering wheel
- Vegan leather hand brake
 & gearshift knob
- Door panels in PVC
- Dimming interior mir
- Sunvisors with mirro and card-holder
- Front and rear power windows
- Reading lights for drive and passenger seats
- Double floor boot
- Folding trunk cover

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Reference trim



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.

Wheels

16"



DESIGN 16" STEEL WHEELS



DESIGN 16" **BRILLIANT SILVER ALLOY WHEELS** R St



DYNAMIC 17" SPORT BLACK **ALLOY WHEELS**¹ St XP



DYNAMIC 17" NUCLEAR GREY MACHINED BRILLIANT SILVER **ALLOY WHEELS** St



DYNAMIC 17" **ALLOY WHEELS** ΧP

XP XPERIENCE

FR FR St Style

Reference Serial

Optional

¹Only available with Marina Pack.



DYNAMIC 17" SPORT BRILLIANT SILVER **ALLOY WHEELS**

18"



PERFORMANCE 18" NUCLEAR GREY MACHINED COSMO GREY MATTE ALLOY WHEELS



PERFORMANCE 18" MACHINED ALLOY WHEELS



PERFORMANCE 18" NUCLEAR GREY ALLOY WHEELS St XP



PERFORMANCE 18" **COSMO GREY ALLOY** WHEELS



BLACK 18" **ALLOY WHEELS** FR



CANDY WHITE^{1,4}

XP FR St R

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Colours

GLACIAL WHITE²

XP FR St R



MAGNETIC TECH²

XP FR St R



MIDNIGHT BLACK²

XP FR St R



FIORD BLUE¹

XP FR St R



DESIRE RED³

XP FR St

² Metallic
³ Special Metallic

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

XP XPERIENCE

FR FR
St Style
R Reference
Serial
Optional

¹Soft

as standard.

"Only available for fleet customers (country by country).

⁵ Available as free option.



SAPPHIRE BLUE²

XP FR St



CLIFF GREY³



GRAPHENE GREY^{3,5}

Upholsteries



ACERO CLOTH COMFORT SEATS



DINAMICA® BLACK SPORT SEATS



COMO CLOTH COMFORT SEATS



DINAMICA® BLACK SPORT SEATS



CALELLA SEAQUAL®1 St XP



DINAMICA® BLACK SPORT SEATS



SANO CLOTH COMFORT SEATS



CLOTH BUCKET SEATS²



LE MANS CLOTH SPORT SEATS



XP XPERIENCE

Serial Optional

¹Only available with Marina Pack.

² Only available with Black Pack Edition.

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The perfect getaway car for your great escape

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

04. YOUR ACCESSORIES



Customisation

Emphasise the sport in your SUV.

Aluminium pedals

Enhance the sporty driving feeling with aluminium pedals.





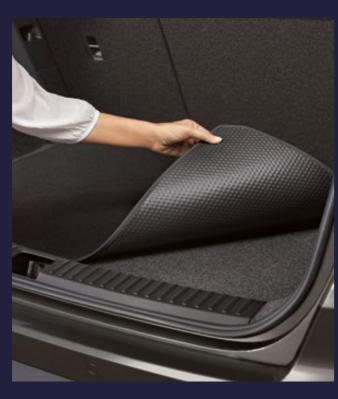
de door mouldings

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

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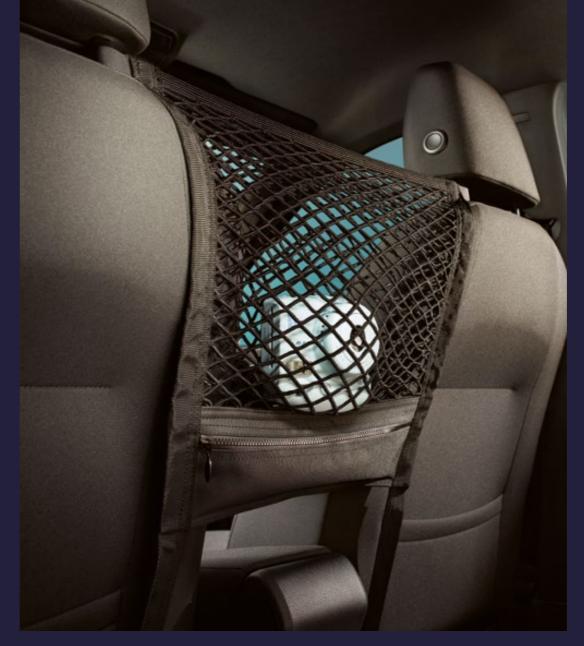
Protection



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



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



Net between seatsStore 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.

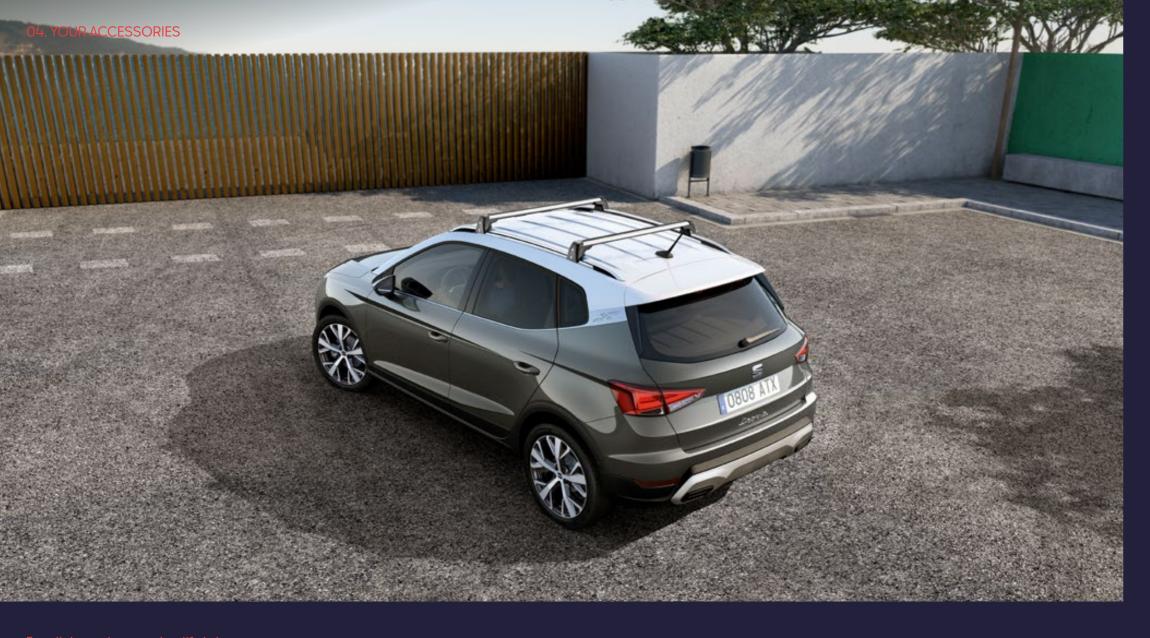
Transport

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





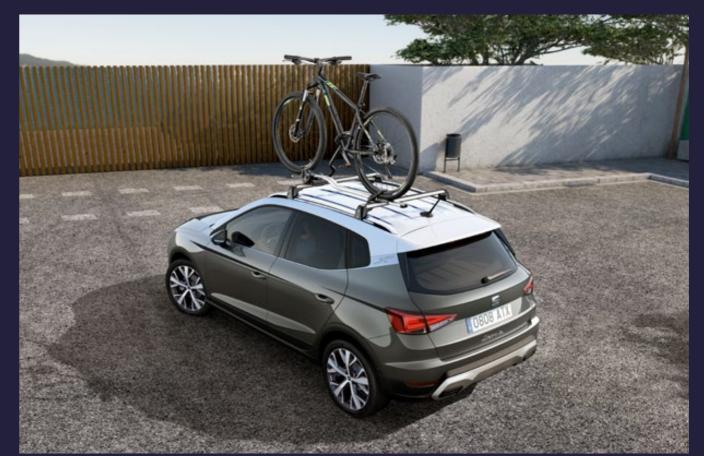
Ski rack Xtender
Extendable for easy loading and unloading, without having to stretch over the car roof.
The Ski rack X-tender also carries up to 5 pairs of skis or 2 snowboards.



have what you need when you need it

Roof bar

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



lake your bike to the extremes when your face.

Bike rac

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

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servisit your local SEAT website to know more about the product offer available for you

Pet Accessories

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





and boot protector for pets
The easier way to keep your furry friends
from getting into your cargo on the way.

At your service

Feel reassured with SEAT Care.





Easy care, easy go







Relax. We've got this







Environmental information



Renewable and recycled material

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).

Carpets contain a minimum of 30% recycled nylor ECONYL® yarn (nylon from discarded fishing nets and textile fibers from old carpets)



Lighti

eadlamps and rear lamps (not for LOW version) are 00% LED, increasing life service by up to 10 times. For eadlamps, the luminous flux effectiveness is increased t least 30% in comparison to a halogen lamp.

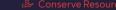


Manufacturing proces

During the period from 2010 to 2024 we reduced the CO₂ emissions per manufactured car by 74.8%, whilst also cutting the energy demand per car by 37.4%. Additionally, we've achieved a 54.8% saving in water consumption and a 78.1% reduction in waste generated per car.

AT S.A.'s environmental mission







SEAT is committed to a policy of continuous product development and reserves the right to make changes to specifications, colours and prices without notice. The information in this brochure can therefore be given as guidance only. While SEAT makes every effort to ensure that specifications are accurate at the time of publication, you should always check with your authorised SEAT Partner for the latest information. Due to limitations of the printing process the colours reproduced in this brochure may vary slightly from the actual paint colour and material. This vehicle and all its parts, as well as the original spares, were designed according to the Legal Regulations governing the prevention and minimisation of Environmental Impact, through the use of recycled/recyclable materials, with measures taken to achieve suitable recycling for the conservation and improvement of environmental quality.