# NEW SEAT ARONA

# Roll Your Way

The New SEAT Arona is a compact SUV ready for city streets and weekend escapes. Every road becomes a chance to explore, every corner a story waiting to be written, letting you move with freedom, style, and confidence.






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.





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# Roll Everywhere

More than a multifunctional urban SUV. Make it yours and let your instinct take the wheel, driving into new dimensions. Rediscover excitement, explore places you've never imagined, spark new adventures, and keep moving forward.

## 01. INTRODUCTION



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# Fuel the Unexpected

Keep your emotions running high behind the wheel. The city is yours to ride.

## 02. YOUR ARONA





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# Exterior Design

Commanding attention from every angle, the redesigned front grille, striking front bumper, and Full LED headlamps and foglamps deliver a more assertive, beefy stance. Dynamic accents like the roof spoiler and the new 18" alloy wheels not only elevate its performance—they make a statement. And the handwritten logo? A signature flourish, because every masterpiece deserves one.









## Designed for Cities, Ready for Anything

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# Interior Design

Live the city, cruise through the suburbs, or escape to your next weekend destination—with plenty of room to spare. Because a stylish interior can also be comfortable. The leather steering wheel awakens your senses, while the new embossed textile moulding design and the fresh mint colour around the air vents create an exclusive vibe to enhance your driving experience.







## Step in, Feel the Drive

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# Technology

Do you want to experience a real connection? Say no more. Discover everyday technology designed to simplify your life—like the 10.25" Digital Cockpit, which enhances visibility and safety, and the 9.2" Navigation System with real-time traffic updates. Forget about carrying a charger: just place your phone in the SEAT Arona's Connectivity Box and enjoy seamless charging. Stay connected with wireless Full Link, while the customisable ambient lighting creates the perfect atmosphere for every journey.



## Stay Connected, Keep Rolling

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# SEAT CONNECT

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.

**Focus On What Really Matters**
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.
- 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 to Your Car, Your Car to the World

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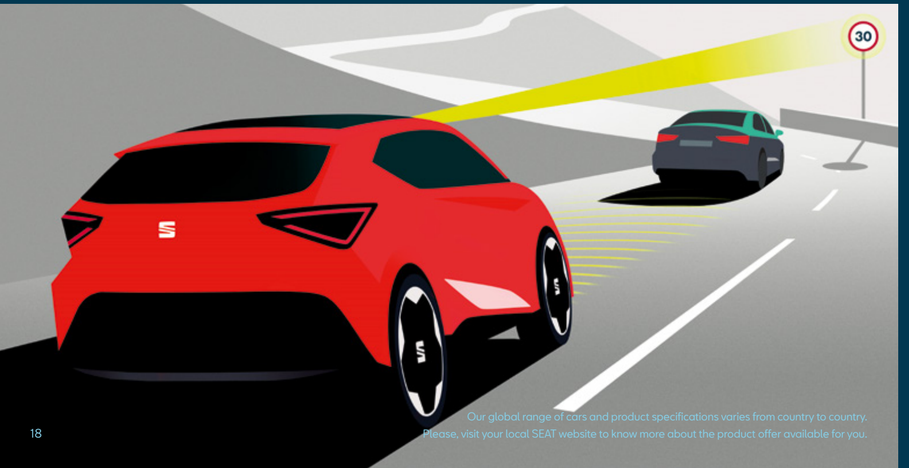
# Safety

## Drive On & Stress Free

Driver-assist technology combines sensors, alerts, and structural design to protect everyone on board— while smart features help reduce stress behind the wheel. With a 5-star EURO NCAP rating, the SEAT Arona enhances your driving experience anytime, anywhere, delivering safety and peace of mind through cutting edge innovation.




**Predictive Adaptive Cruise Control**
Stay effortlessly in sync with traffic. Predictive Adaptive Cruice Control automatically adjusts your speed to maintain a safe distance from the vehicle ahead, giving you a smoother and more relaxed drive on any journey.

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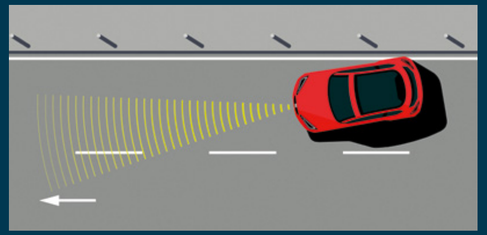
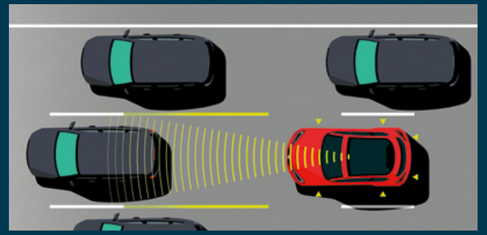


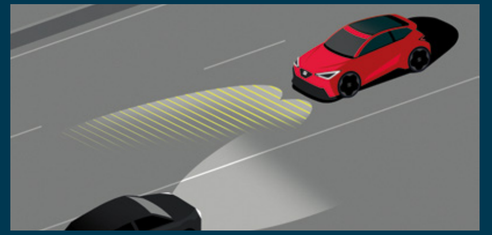
**Lane Assist**
Stay confidently in your lane. The camera identifies road markings and alerts you if you're about to drift across. The system also steps in with gentle steering corrections to help you stay aligned. Roadwork Assist can also read temporary signals, such as construction barriers or guard rails.



**Side Assist**
Avoid unwanted bumps. When leaving a parking space, Exit Assist warns you of oncoming vehicles or obstacles through visual and acoustic signals. If no action is taken, the system automatically applies the brakes to prevent a collision.



**Traffic Jam Assist**
Keep calm in heavy traffic. Traffic Jam Assist helps you maintain a safe distance, controls speed, and even supports gentle steering to keep you centered in your lane. The result: smoother, less stressful driving in stop-and-go conditions.



**High Beam Assist**
The system automatically adjusts your headlights between high and low beam when it detects traffic ahead, minimizing glare for other drivers and enhancing overall safety on the road.

# Made for Rolling

Feel the thrill of driving a SEAT Arona that truly fits you. Explore the trims available and find out which one moves you. Go ahead and roll with passion.

## 03. YOUR WAY



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# SEAT Arona FR




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## Fulled by the FR Drive

Built to turn heads and take on anything. The Arona FR trim brings confident energy to every drive—ready for city streets or cross-country escapes. With 18" Alloy Wheels and a perfect color combo, it's got the muscle to match its attitude.



**Detail in Every Stitch, Bold in Every Curve**
Make yourself comfortable in these bucket seats with NUANCE embossed upholstery. Show off a great design in every ride.




**Drive Smarter, Drive Connected**
Connect your smartphone to the 9.2" Navi System Full Link display to easily make calls or stream music —experience a fully integrated drive.



**Advanced Driving Made Simple**
The SEAT Arona FR with automatic transmission delivers smooth and effortless driving. Combining Dynamic performance with refined comfort, it adapts seamlessly to every journey whether in the city or on the open road.



**Light that Leads the Way**
Light up every drive. Full LED Headlamps give you crystal-clear visibility and a bold, advanced look—day or night. Safety never looked so good.



**Charge Smarter. Drive Smoother**
Enjoy fast 25W charging with secure magnetic positioning. Designed to keep your phone stable and connected, wherever the road takes you.*



**Engineered to Impress**
Sleek 18" Performance Alloy Wheels—engineered to be lightweight and aerodynamic, helping cut drag and boost efficiency.



**Flair for Your Dashboard**
The SEAT Arona's interior is completed with a standout touch: illuminated air vents to create a glowing atmosphere. Turning every drive into a vibe.



**Smart, Connected & Always in Control**
Unlock the full power of SEAT CONNECT—seamlessly integrated through the advanced Navi System.

*This equipment is optional.
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# Standard Equipment

**Exterior Design:**
- Design 16" Alloy Wheels
- Black roof rails
- Two different colours for the roof and the exterior case
- Sport rear bumper with dark exhaust pipe
- Sport front grill
- Protective side molding
- LED license plate lighting
- Rear fog lights
- Window frame in black
- Windshield in heat-insulating glass
- Dark tinted windows
- Type sign and company logo
- Antenna for AM/FM reception

**Interior Design:**
- Bucket seats design for Arona FR trim with embossed textile
- Height-adjustable front seats for driver
- Split and foldable rear seats
- Leather steering wheel with paddles and gearshif knob[1]
- Black greenhouse
- Interior door and side panel with textile and decor mouldings
- Coloured moulding in airvents in grey
- Autodimming interior mirror
- Front and rear power windows
- Interior ambient lighting in footwell, airvents, central console and door pannel
- Double floor boot
- Folding trunk cover

**Technology:**
- SEAT CONNECT
- Radio 8.25" infotainment system UNECE
- Bluetooth® connection
- 6 speakers
- External, USB type C socket
- SEAT Drive Profile
- Climatronic (2 zones)
- Rain and light sensor
- Rear and front park distance control
- New Full LED headlamps
- Rear LED taillights
- Power locking with remote control
- Anti-theft electronic vehicle immbonilization

**Safety:**
- Side airbag in front with curtain aibag
- 3-point seat belt for all seats
- Child seat anchors for child seat system ISOFIX
- Visual and acoustic seat belt reminder, electric contact front and rear
- Electronic Stability Control (ESC)
- Electronic differential lock (XDS) with dynamic traction support
- Hill Hold Control
- Attention to drowsiness
- Cruise Control System (CCS)
- Rear fog Lamps
- Separate daytime running light
- Windshield wiper intermittent control with light/rain sensor
- Standard pedestrian protection measures
- Single tone horn
- Tyre pressure monitoring system
- Tool kit and tyre fit

[1] Only for DGS engines.

# SEAT Arona Style




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## Effortless Style

Timeless style with a dreamy twist. Discover the mesmerizing Oniric and the sleek Midnight Black roof paired with 18" Performance Machined Alloy Wheels that bring attitude to every curve.



**Where Comfort Meets the AURORA**
Don't just chase the AURORA, sit in it. Discover the standard seats in a striking AURORA, featuring embossed upholstery that invites you to explore every curve, every road, in total comfort.



**Enhanced performance**
With the New 18" Performance Machined Alloy Wheels and its matching suspension deliver a heightened emotion in every drive. With a lightweight streamlined design this allow wheels elevate every experience behind the wheel.



**Drive Your Creativity**
Let your personality shine through with a SEAT Arona that's unmistakably you. Make it yours. Pick your roof and colour combo to show off your style.




**A Fearless Front**
The redesigned front grille adds an energetic, dynamic flair to the front end of your SEAT Arona's already irresistible style.




**Impactful Style**
Every detail counts. Just look at how the rear bumper diffuser in Cosmo Grey.



**Shared Adventures, Shared Comfort**
With Climatronic 2-zone air conditioning, both driver and passenger can tailor their own temperature settings—delivering comfort and a perfect environment throughout every adventure.



**Do It With Confidence**
Parking and reversing are made easy with the rear-view camera, which provides a detailed view of what's behind—giving you greater confidence behind the wheel.



**Feel the Grip**
Wrapped in premium leather, the multifunction steering wheel delivers superior grip and amplifies every moment behind the wheel.

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# Standard Equipment

**Exterior Design:**
- Design 16" Alloy Wheels
- Black roof rails
- Painted bumpers with protective moldings
- LED license plate lighting
- Rear fog lights
- Window frame in black
- Windshield wiper with intermittent control with light sensor
- Type sign and company logo
- Antenna for AM/FM reception

**Interior Design:**
- Comfort seats in front
- Height-adjustable front seats
- Split and foldable rear seats
- Leather-wrapped multi-function steering wheel
- Black greenhouse
- Interior door and side panel with textile and decor mouldings
- Coloured moulding in airvents in green
- Autodimming interior mirror
- Front and rear power windows
- Double floor boot
- Folding trunk cover
- Sunvisors with mirrors in driver and passenger seat, card-holder in driver seat

**Technology:**
- SEAT Digital Cockpit 8"
- Radio 8.25" infotainment system UNECE
- SEAT CONNECT
- Bluetooth® connection
- USB type-C socket
- 4 speakers
- Rear park distance control
- Air conditioning
- New Full LED headlamps
- Rear LED taillights
- Power locking with remote control

**Safety:**
- Driver and front passenger airbag with passenger deactivation
- 3-point seat belt for all seats
- Visual and acoustic seat belt reminder (front and rear)
- Child seat anchors for child seat system ISOFIX
- Cruise Control System (CCS)
- Electronic Stability Control (ESC)
- Electronic vehicle immobilization device
- Hill Hold Aassist
- Front Assist incl. Autonomus emergency braking system
- Attention to Drowsiness
- Tyre pressure monitoring system
- Tool kit and tyre fit
- Rear fog lamps
- Separate daytime running lights with automatic lights on
- Standard pedestrian protection measures
- Tyre pressure monitoring system
- Tool kit and tyre fit
- Standard wheel bolts

# SEAT Arona




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## Daily Essential

Great performance, sharper design, and endless adventures —meet the Arona trim, available in Fiord Blue and 16" Design Alloy Wheels. Clever and sleek space adapts to your needs, while seamless connectivity and smart tech keep you in control. Comfort, stability, and style all dialled up for the journey ahead.



**Where Design Meets the Road**
The 16" Design Alloy Wheels add a bold touch of sophistication to every drive. Precision-crafted to balance elegance and performance, they're designed to turn heads while keeping you firmly on the road.



**Precision at Your Fingertips**
You wanted total control at your fingertips and now it's yours. Experience seamless smartphone integration and effortless command on every drive, thanks to the 8.25" Full Link USB Media System display.



**Take a Seat and Drive**
These aren't just seats, they're your launchpad for every journey. Settle into sleek, standard seating wrapped in ACERO Textile Comfort upholstery, where style meets support.

# Wheels

## 16"



DESIGN 16"
**ALLOY WHEELS**
FR ST AR



DESIGN 16"
**MACHINED ALLOY WHEELS**
FR ST

## 17"



DYNAMIC 17"
**ALLOY WHEELS**
FR ST



DYNAMIC 17"
**MACHINED ALLOY WHEELS**
FR ST

## 18"



PERFORMANCE 18"
**ALLOY WHEELS**
FR ST



PERFORMANCE 18"
**MACHINED ALLOY WHEELS**
FR ST



PERFORMANCE 18"
**BLACK ALLOY WHEELS**
FR

FR Arona FR
ST Arona style
AR Arona
Serial
Optional

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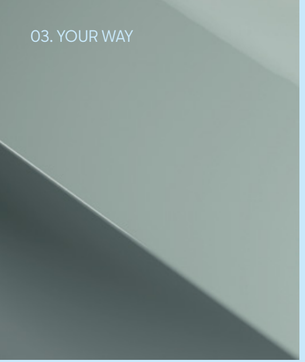
# Colours



**ONIRIC[3]**
FR ST AR



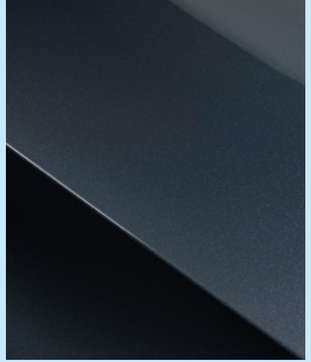
**LIMINAL[3]**
FR ST AR



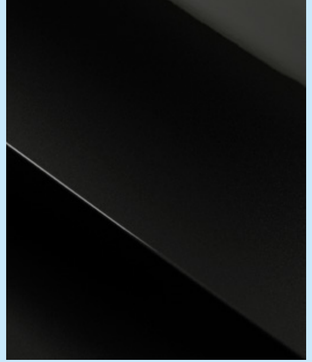
**HYPNOTIC[3]**
FR ST AR



**GRAPHENE GREY[3]**
FR ST AR



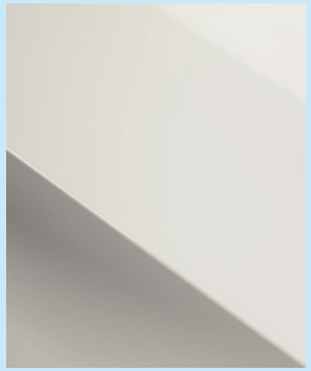
**MAGNETIC TECH[2]**
FR ST AR



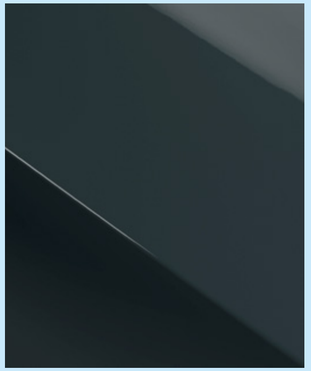
**MIDNIGHT BLACK[2]**
FR ST AR



**GLACIAL WHITE[2]**
FR ST AR



**CANDY WHITE[1]**
FR ST AR



**FIORD BLUE[1]**
FR ST AR

FR Arona FR
ST Arona Style
AR Arona
Serial
Optional

[1] Soft
[2] Metallic
[3] Special Paint

All body colours are available as roof colour options.

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# Upholsteries



**ACERO COMFORT SEATS**
AR



**AURORA SOPHISTICATED SEATS**
ST



**NUANCE BUCKET SEATS**
FR



**NUANCE COMFORT SEATS**
FR

Arona FR FR
Arona Style ST
Arona AR
Serial ■
Optional ■





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# Elevate your adventures

Plan your adventures with total peace of mind. The range of accessories available for your SEAT Arona will make everything easier, mile after mile. Live your journey behind the wheel with the right features for you.

## 04. YOUR ACCESSORIES





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# Black Edition

Turn heads wherever you go with this edition. Sleek black accents create a distinctive look, from the black exterior logos and lettering to the 18-inch machined alloy wheels in black, Midnight Black roof spoiler and top side blade, and dark aluminium pedals. Inside, sporty yet refined bucket seats, also with black upholstery, complete the distinctive design and enhance the car's sophistication.







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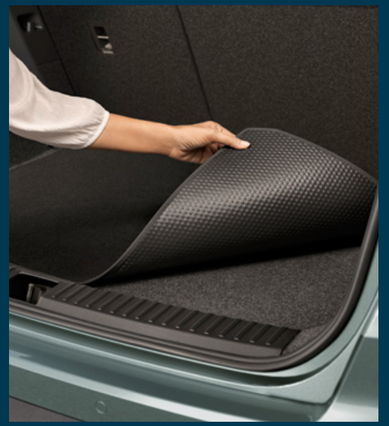
# Protection

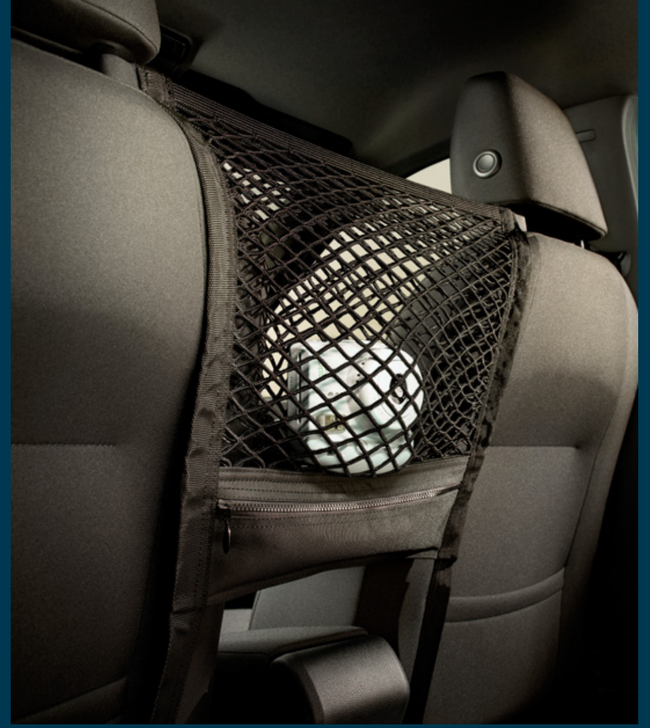
Make every journey worth it! Discover SEAT Arona accessories designed to tackle potential problems while en route.



**Reversible Boot Tray**
Take everything with you while keeping your boot protected. Keep your SEAT Arona looking fresh—inside and outside.



**Boot Organiser**
Organization and safe transportation at the same time. The boot organizer keeps everything at place, mile after mile.



**Net Between Seats**
Store the entertainment or snacks needed that keep backseat passengers happy—no matter where the adventure takes you.

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**Front and Rear Mudflaps**
Conquer every terrain or path while protecting the underside of your SEAT Arona from debris.

# Transport

Load everything you need in no time and hit the road to the slopes! Enjoy safer travel wherever you go.

**Ski Rack**
Designed to hold up to 6 pair of skis or 4 snowboards, it lets the whole family or group of friends can now bring their favourite gear.






**Rack Xtender**
The ski rack Xtender makes loading and unloading easier to protect the car roof and carry up to 5 pairs of skis or 2 snowboards.



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Bring whatever you want or need on your roof. Be prepared for any adventure and don't let anything at home.

**Roof Bars**
The roof bars adapt to your needs, keeping everything organized and secure. An essential accessory for those who love life behind the wheel.



**Bike Rack**
Bring your bike with you whenever you want to feel the natural breeze. This bike rack is perfect for loading and unloading your gear securely.

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# Pet Accessories

When we say the whole family, we mean the WHOLE family. Your fluffy companion also loves adventures.

**Seat Cover for Pets**
Totally protect your backseat upholstery from possible scratches or damages with the seat cover for pets.







**Separation Grille and Boot Protector for Pets**
Keep the fluffiest member of your family—and your Arona's boot—protected, with the separation grille and boot protector for pets. Enjoy every journey with your best friend and total peace of mind.

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# All Covered, All Sorted

We always give you the information you need upfront, along with an aftercare service that'll fully ease your mind. This way, you can spend more time living it up and enjoying the ride.

## 05. AT YOUR SERVICE





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# 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 Arona 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.




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# Environmental Information

**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.

**Drive Profile**

ECO mode is designed to support an efficiency-focused driving style. By adapting engine and transmission characteristics, it optimizes selected vehicle settings to promote smooth and balanced vehicle operation, depending on driving conditions and driving behaviour.

SEAT'S environmental mission: contributes to climate protection, resource conservation, ecosystem preservation, and compliance with environmental regulations.

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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.

10/2026. Printed in Spain.