The new
SEAT Tarraco.

SEAT

Why not now?

Too difficult? Too late? Too old? Excuses are easy. But change takes courage. The new SEAT Tarraco is for those who feel the fear and do it anyway. The SUV for explorers who refuse to let life pass them by. Because once in a lifetime experiences never happen twice.

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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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.

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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.

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Your Tarraco.

Big ambitions? Time to make them real.

It's never too late to go from dreaming to doing. With the new SEAT Tarraco, you've got the space to keep growing. The technology to keep connecting. And the tools to keep evolving. So you can set your goals high. And never stop until you get there.

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Dynamic. Daring. Distinctive.

This is your look.

The new SEAT Tarraco is designed for a life that goes beyond. Strong and sporty, like the large front grille. Smart and sophisticated, like the sleek chrome details. And ready for anything, like the 4Drive system that takes on every road condition. Feeling bold?

Looking forward always looks great.

Why slow down? You're just getting started. The new SEAT Tarraco features the latest in SUV design. 100% LED technology in the front and rear, including dynamic rear indicators connected by a striking design. A Welcome Light to help you find your way in the dark.

Ready for more? Lightweight 20" Machined Alloy Wheels make a big statement on the road.

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More room. For more life.

Big. Bold. And all yours. Up to 7 seats gives you 700l with 3rd row down or 1775l with 2nd and 3rd row down. With the 5 seats version, enjoy 760l of standard capacity or 1920l with rear seats down. This is your space to grow. How will you use it?

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Your space. Your design. What's next?

It's time for a change of image. The new SEAT Tarraco comes with contemporary, state-of-the-art interior design elements that refine every ride. Sophisticated black roof liner. Dashboard with decorative wood moulding in elegant Xcellence trim. And your choice of comfortable upholstery, from Textile Alcantara® to Leather Vienna. Ready to make it your own?

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A world of experiences. At your fingertips.

The road is an empty page. So what's your story? Connect your smartphone to the 8" touchscreen via Apple CarPlay™ or Android Auto™ to manage your favourite apps and music. And with the BeatsAudio™ Sound System, you can enjoy a natural and balanced sound on 10 premium-tuned speakers.

What's coming? The customisable 10.25" SEAT Digital Cockpit lets you switch between maps, music and driving assistance features in one easy-to-see, central display. Want more? Optimise each drive with your choice of Drive Profile for the road ahead.

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Forward is the only way to go.

The new SEAT Tarraco comes with the most advanced technology for a life on the move. Like the Top View Camera, featuring cameras in the front, rear and exterior mirrors that provide 360° visibility and work with Park Assist to help you park hands-free.

There's also the Wireless Charger, powering your phone purely through surface contact. Even the Virtual Pedal makes sure you can open and close the boot with your arms full. So why stop now?

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It’s always the season to do what you love.

No reason to stay inside. With the parking heater, the climatised interior of your new SEAT Tarraco adjusts to your ideal temperature before you even step in. And thanks to 3-zone Climatronic, both front and second row can choose their own settings. Still not enough? Heated seats in the front and back make every ride a treat. Goodbye, excuses.

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01

It's about feeling secure. Every step of the way.

The new SEAT Tarraco is designed with your safety and wellbeing top of mind. That's why it comes with the latest in advanced safety features. Like Adaptive Cruise Control, which automatically speeds up and slows down your car according to traffic. And everything else you need to keep moving forward fearlessly.

02

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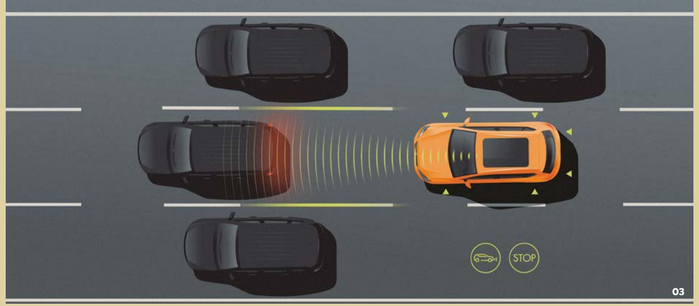

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01. Emergency Call.

In case of a serious accident, eCall notifies emergency services automatically. Or you can make a call just by pressing the button on the ceiling.

02. Traffic Sign Recognition.

What's ahead? The integrated front camera lets you see speed limits and overtaking restrictions directly in the SEAT Digital Cockpit.

03. Traffic Jam & Lane Assist.

Busy road? Traffic Jam Assist estimates your distance from other cars in traffic and adjusts your speed, while Lane Assist keeps you in the intended lane.

04. Front Assist.

Bike zips in front of you? Car ahead slams on the brakes? Front Assist reacts instantly and brakes automatically to maintain a safe distance. No worries needed.

05. Pre-Crash & Rollover Assist.

If the car detects a potential incident, Pre-Crash Assist tightens seat belts, closes windows and more. And if a rollover occurs, Rollover Assist activates necessary systems like eCall.

Your way.

What lies ahead?

Every journey is shaped by moments of decision. From trims and wheels to upholstery and colours, now is the moment to make your SEAT Tarraco all your own. Ready to choose?

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Xcellence trim.

It’s time to go beyond.

Supreme 20" Machined Alloy Wheels. Hot-stamped front grille. And a design that embraces sophistication inside and out. The Xcellence trim is for those who know that when it comes to pushing your limits, every detail matters.

No limits.
Just opportunities.

The Xcellence trim is designed for those who want more. Down to the last detail, like the distinct logo in the door sill.

Why start small?

Supreme 20" Matte Machined Alloy Wheels dare you to live big. Lightweight. Stylish. And the largest in SEAT history.

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Standard Equipment

Safety
- Park Assist: Self-parking function (includes front and rear parking sensors)
- Cruise Control System
- Tiredness Recognition System
- Driver and front passenger airbags
- Side airbag in front, with curtain airbag

Exterior
- Exterior mirrors with Welcome Light including car silhouette and Tarraco lettering
- Black wheel arch moudlings
- Front grille with hot-stamping technology
- Chromed roof rails and chromed lateral moulding
- 19" Exclusive Machined Alloy Wheels

Light & Style:
- Side windows from B Pillar in heat-insulating, dark-tinted glass
- Chromed window frames. White ambient lighting in front and rear door panels, LED lights in interior door handles

Electronics
- SEAT Digital Cockpit with 10.25" screen
- Full LED headlights with LED daytime running light
- Front LED fog lights with cornering function
- LED tail lights
- Radio Media System Plus with 8" screen

SEAT Drive Profile with Driving Experience Button:
- Four different modes (Normal/Sport/Eco/Individual)
- 4Drive versions include Off-road and Snow modes

Interior
- Illuminated door step with Xcellence lettering
- Multifunction leather steering wheel with Xcellence pin
- Front Sport/Comfort seats with textile Baza/Alcantara® upholstery
- Folding table on front seat backrests
- Document holder under front left seat

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01. Going off the beaten path?

Make the most of every road with Off-Road, Snow, Comfort, Eco, Sport and Individual drive modes for your 4Drive all-wheel drive system.

02. Relaxed. Stylish. Wherever you go.

No matter which direction you take, Sport seats in stylish black Leather Vienna upholstery get you there in comfort.

03. Never settle for second best?

Inside and out, all style. The multifunctional steering wheel with Xcellence logo and chrome detail gear knob set the trend.

04. Elegance is a choice.

Looking for more? Featuring decorative Hikory Nisha wood moulding, the Xcellence dashboard adds an extra touch of class.

05. You're in control.

Advanced sensors. Automatic steering. And a trailer at the rear. Thanks to Trailer Assist, parking your SEAT Tarraco is all under your control, and now easier than ever.

06. Keep standing out.

Not afraid to shine? Chrome roof rails, moulding, window frames and exterior details complete your new look.

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Style trim.

Same not your style?

Your future. Your journey. Your look. Featuring 18" Machined Alloy Wheels and key essentials inside and out, the Style trim is for everyone who knows exactly what they need.

Good isn't good enough.

When it comes to taste, your intuition knows best. The Style trim combines stylish design and quality with everything your driving experience deserves.

Life's about living big.

Performance 18" Machined Alloy Wheels are for going all the way. And then going even farther.

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Standard Equipment

Safety
- Rear parking sensors including optical parking system
- Cruise Control System
- Tiredness Recognition System
- Driver and front passenger airbags
- Side airbag in front, with curtain airbag
- Tyre pressure monitor

Exterior
- Exterior mirrors with Welcome Light including car silhouette and Tarraco lettering
- Black wheel arch moudlings
- Black roof rails and black lateral moulding
- Black window frames
- 17" Dynamic Alloy Wheels

Electronics
- SEAT Digital Cockpit with 10.25" screen
- Full Link smartphone integration (MirrorLink™, Apple CarPlay™, Google Android Auto™)
- Full LED headlights with LED daytime running light
- Front LED fog lights with cornering function
- Voice control
- Radio Media System Plus with 8" screen

Interior
- Interior LED illumination including LED reading lights and LED illumination in footwell
- Multifunction leather steering wheel
- Front seat backrests with luggage pockets and folding tables
- Front Comfort seats with textile Olot upholstery with black Alcantara® insert
- Document holder under front left seat

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01. Style from every side.

Black roof rails complete the new SEAT Tarraco's smart, top-to-bottom look.

02. Enjoy the ride.

Style meets class with Comfort seats in Olot upholstery featuring bold black Alcantara® inserts.

03. Looking for that extra touch?

Interior LED lighting. 8" touchscreen with Full Link. 10 surround-sound speakers. The Style trim comes with everything your next ride needs.

04. It's all in the details.

What sets great apart from good? Dashboard moulding in Glistenwhite Nisha takes your interior to the next level.

05. Be bright.

Get ready to light up the night with Full LED lighting in the head and tail lights, including dynamic indicators in the rear.

06. A style all your own.

Sometimes a subtle statement can make all the difference. Black exterior moulding and window frames are function and style in one.

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Alloy Wheels.

20"

Supreme 20"
Matte Machined XE

19"

Exclusive 19"
Machined XE

18"

Performance
18" Machined St

17"

Dynamic 17" St

Style St
Xcellence XE
Standard ■
Optional ■

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Colours.

Oryx White*** St XE

Reflex Silver** St XE

Titanium Beige** St XE

Atlantic Blue** St XE

Dark Camouflage*** St XE

Indium Grey** St XE

Urano Grey* St XE

Deep Black** St XE

Style St
Xcellence XE
Standard ■
Optional ■
*Soft.
**Metallic.
***Exclusive.

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Upholsteries.

Leather Vienna Black XE

Cloth Baza / Alcantara® / PVC Bison XE

Textile Olot with Black Alcantara® insert SI

Style SI
Xcellence XE
Standard ■
Optional ■

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Your accessories.

Change feels good.

Looking to switch things up? Whatever direction life takes you in, the new SEAT Tarraco comes with a range of equipment and accessories to help you explore every new opportunity.

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Exterior.

It's always a good time for a change of image. Add details and finishing touches to create the SEAT Tarraco that suits you.

Fog light & side door mouldings.

Making a difference isn't difficult. Sophisticated moulding on the fog lights and side door highlights the new SEAT Tarraco's advanced design.

Hatch door moulding.

From front to back, the new SEAT Tarraco is designed to expand. Hatch door moulding brings another dimension to your journey.

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Interior.

Big or small, every plan has got the gear to match. The new SEAT Tarraco comes with a variety of boot equipment and accessories so nothing gets left behind.

Upper boot tray.

Life keeps growing? Two layers of storage give you the extra space to get out and go.

Semi-rigid boot tray.

Why should a little dirt ever slow you down? A semi-rigid foam piece protects your boot from dirt, spills and whatever else the road may bring.

Multifunctional base & net.

Like to stay prepared? By adding a base and net to one side of the boot, small essentials can be kept within easy reach.

Multifunctional elastic band.

You're the one on the move, not your luggage. Strap in your bags and belongings with an elastic band in the boot. And move forward with peace of mind.

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Why wait?

The choice is yours.

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Transport.

When you can take it all with you, you can let go of your excuses and do what you truly love. Especially when winter is calling.

Towing ski rack.

Leave the real challenge for the piste. With the towing ski rack, you can easily and securely transport up to 6 pairs of skis or 2 snowboards.

Ski rack Xtender.

The more, the better. The extendable ski & snowboard rack lets you carry up to 5 pairs of skis or 2 snowboards at once. So you can enjoy the thrills of the slopes together.

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Transport.

Towing bike rack.

Extra wheels don't need to be extra work. Aluminium rails on the tow bar support any type of bicycle. You can even add an extension kit for a third bike.

Bike rack.

Going off the beaten path? Bring your bicycle with you in the easy to mount and reposition bike rack. Fast and easy fastening. With long-lasting care for your bike's frame tubes.

Surf rack.

It's never too late to do what moves you. The surfboard rack fits securely on the roof bars and adapts to the size of up to 2 boards.

Roof bars.

Front and rear transport bars easily attach to the roof and come with a secure antitheft system. They're ready to go. Are you?

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Protection.

Front and rear mudflaps.

New roads bring new challenges. With mudflaps in the front and rear, you can protect your new SEAT Tarraco from any flying debris.

01. Classic grey floor mats.

An extra touch of something great. Front and rear floor mats in sophisticated grey protect and highlight.

02. Textile floor mats.

Ready for the finishing piece? Textile mats for the front and rear keep the floor of your new SEAT Tarraco always looking like new.

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03. Velpic® mats.

Take on the road in comfort with thick Velpic® mats featuring a non-slip rubber backing.

04. Rubber mats.

It's your look. Make it last. Waterproof rubber mats add extra grip and protection. Or try textile for even more elegance.

05. Key covers.

Natural wood. Intricate hexagons. Bold Tarraco logo. Your key, your choice.

06. Boot tray & bumper moulding.

Big plans? The boot tray with high walls and stainless-steel moulding protect your SEAT Tarraco during loading and unloading.

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At your service.

Freedom starts where worry ends.

Life's too short to stand still. The experts in our SEAT Service team use only SEAT Genuine Parts to keep your SEAT Tarraco at its best – and you at your most relaxed.

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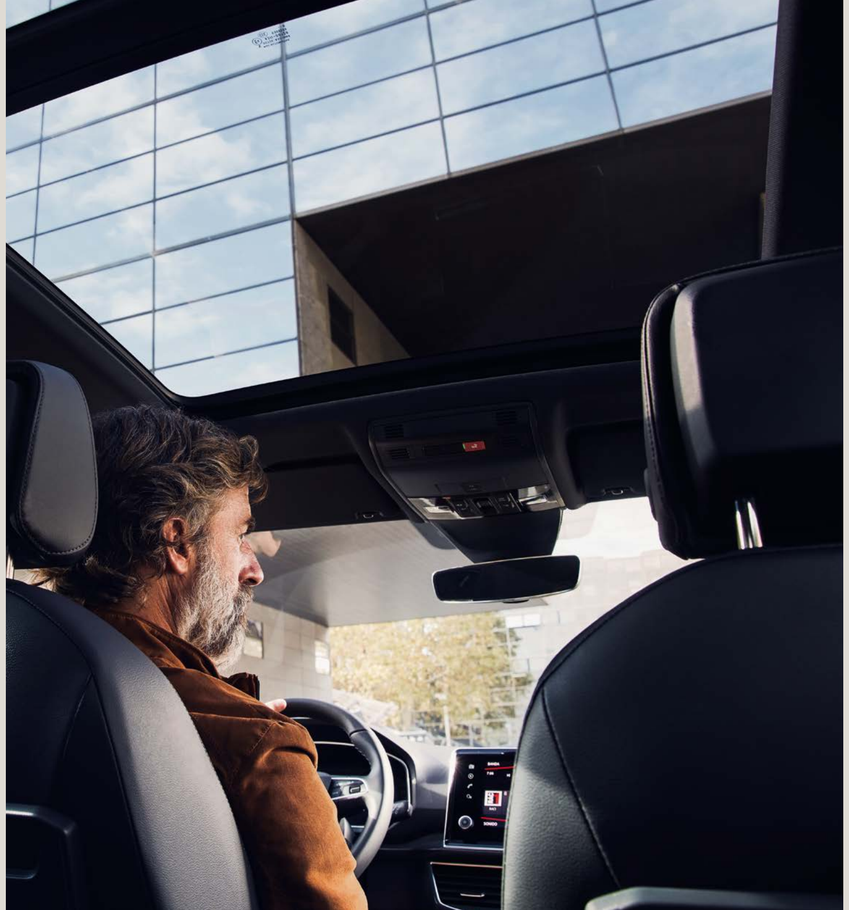
Life’s for living.

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.

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.

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Environmental information.

Air quality

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

Bodywork

86% of the bodywork is comprised of high strength steel. Together with hot-stamping technology, this allows a thinner bodywork that still maintains its mechanical properties.

Engines

All engines include Start/Stop and recovery technologies.

A modular configuration reduces the total number of components and assembly parts, resulting in a lower chassis weight.

Eco-driving

ECO tips: Check out recommendations for a more efficient and eco-friendly driving experience.

ECO trainer: Recognise any unnecessary accelerating and braking for a more enjoyable and efficient driving experience.

All engines with automatic transmission come with “inertia mode” as standard, both saving fuel and reducing emissions.

Lighting

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

Renewable materials

Renewable materials like cotton, natural rubber and cellulose/paper are present in various parts of the vehicle.

Air conditioning

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

Tyres

New tyres feature a low rolling resistance.

Fuel tank

Improvements made to the fuel tank system improve the seal and increase the absorption of hydrocarbon particles from the active carbon deposit by 85%.

Acoustics

All versions of the SEAT Tarraco include acoustic windscreens, reducing the interior noise level and improving comfort.

SEAT’s technical development environmental objectives

Climate protection. Preservation of resources. Health protection.

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