

CUPRA ATECA



THE EXHIBITION

CREATE YOUR
OWN PATH



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EXTERIOR DESIGN

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CUPRA EXPERIENCE



AN SUV WITH A 2.0 LITRE TSI
ENGINE, 300 HP, DSG AUTOMATIC
GEARBOX AND 4DRIVE. HITS
100 KM/H IN JUST 5.25 SECONDS.
BUT ALSO, A SPORTS CAR THAT
KNOWS WHAT ELEGANCE IS.
THIS IS WHERE PERFORMANCE
MEETS SOPHISTICATED. THE
CUPRA ATECA. SYMBOL OF
CONTEMPORARY SPORTINESS.
OUR FIRST CREATION, NOW
AVAILABLE FOR YOU TO OWN.



EXTERIOR
DESIGN



FRONT

Strength and style with a grand front grille in black boasting the CUPRA logo in copper and a defensive front bumper with intricate CUPRA lettering.

REAR BUMPER
A unique sporty look complementing the four exhaust pipes.



TAILGATE WITH CUPRA LOGO
Designed to enhance aerodynamics. Embellished with the CUPRA logo in copper on a carbon fibre background.

GLOSSY BLACK DETAILS
Discreet yet remarkable. Because elegance is in the details.





**CARBON FIBRE
MIRROR CASES**

Introducing avant-garde style. Exterior mirror cases made out of carbon fibre, inspired by our racing DNA.



I N T E R I O R
D E S I G N

GLOSSY BLACK INTERIOR

Sophistication covering every interior detail. Also available in Chrome.



ALCANTARA DETAILING

A superior micro-fibre material adding a touch of style to the door panels and seats.





ILLUMINATED DOOR STEP

Welcoming you in every time. CUPRA name lights up when you open the door.

STITCHED STEERING WHEEL

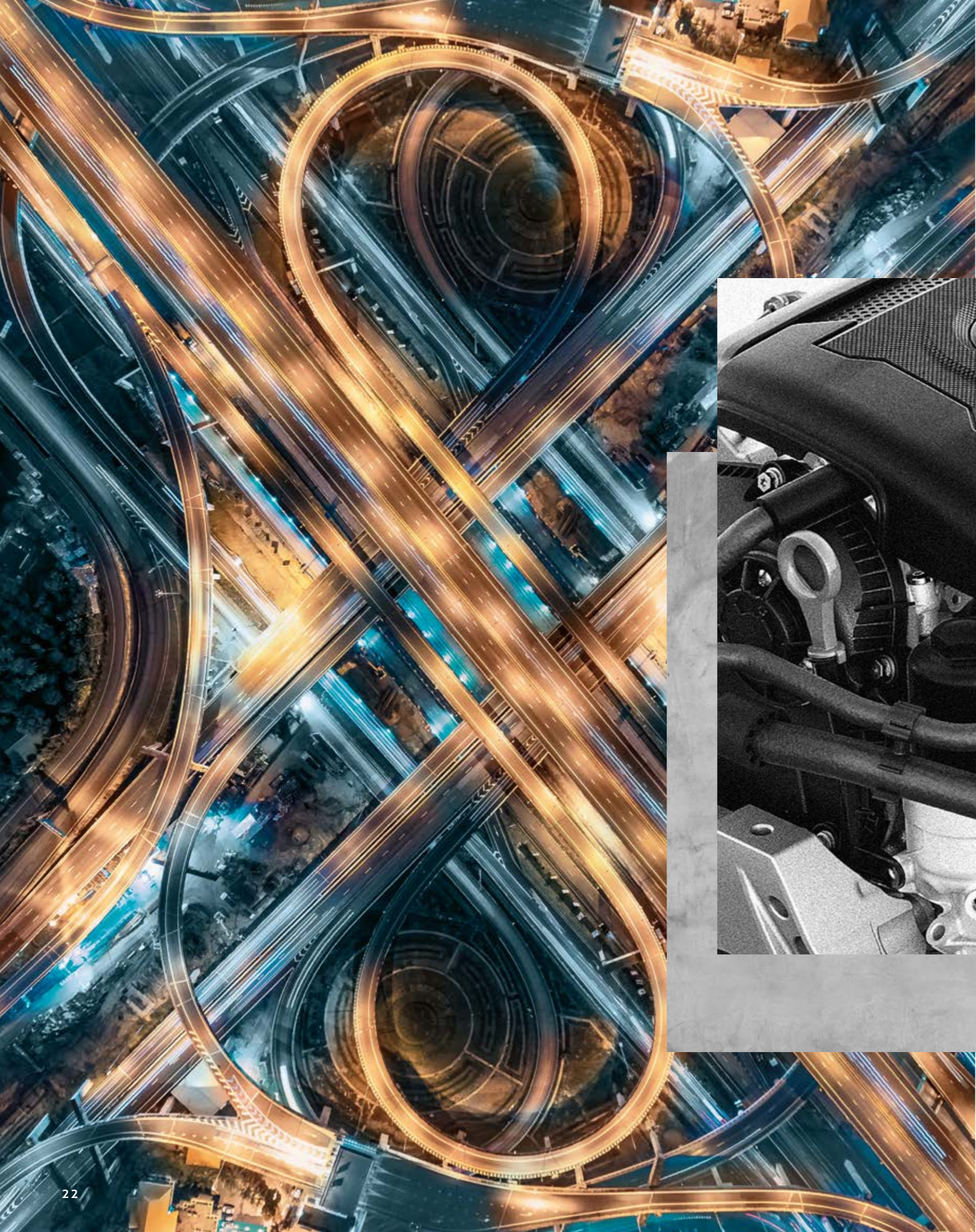
Handcrafted with passion. Fine copper stitching on a leather steering wheel and gear knob.





BUCKET SEATS

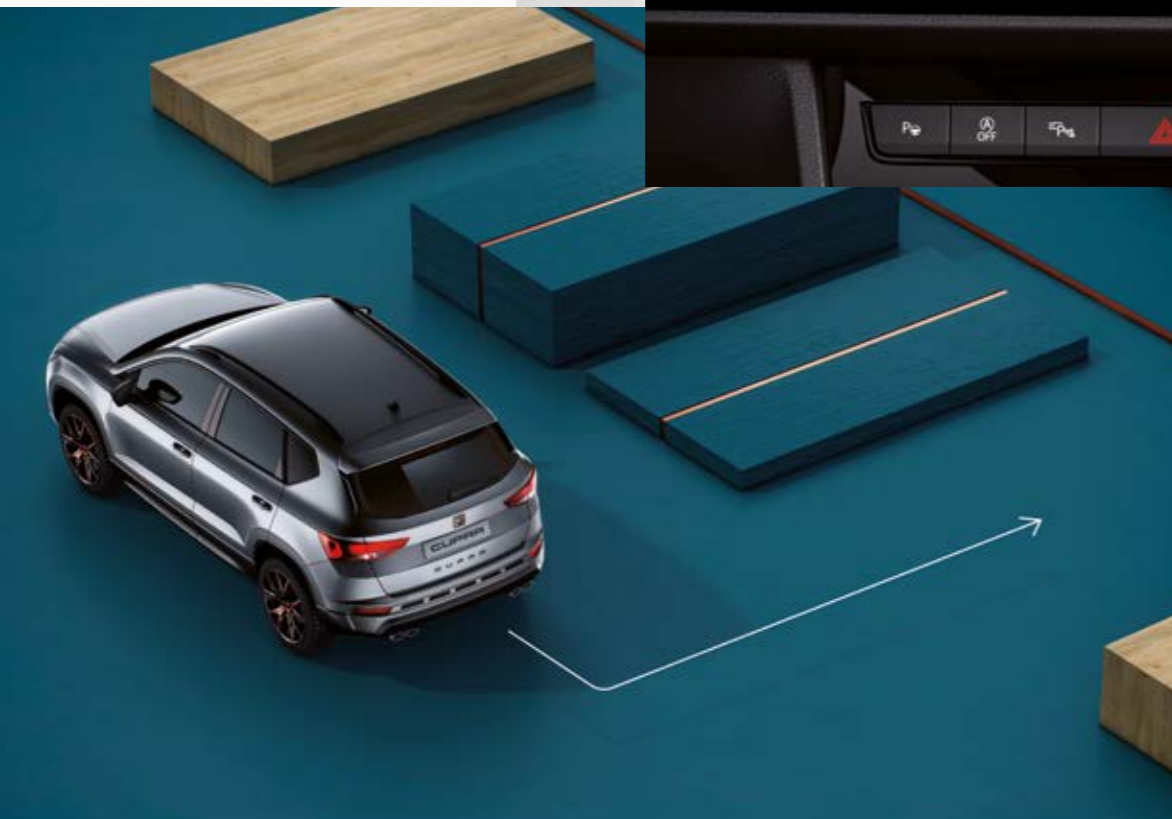
More than a sporty attitude. But also increased safety, as well as a premium appearance. Made with Alcantara, a high-end material with an equally opulent feel to leather.



T E C H N O L O G Y

TOP VIEW CAMERA

Four cameras in the front, rear and side mirrors giving you a 360-degree view of your CUPRA Ateca.



PARK ASSIST

Ultrasonic sensors on the front, rear and sides to measure the distance between your CUPRA Ateca and obstacles. The technology can even steer the car for you into a parking spot.

FULL LED HEADLIGHTS

Next-level lighting. A reimagined design with improved brightness illuminating extended distances, as well as automatic beam adjustment, ensuring maximum safety for you and those around you.





DRIVING EXPERIENCE BUTTON

One button, six different drive modes, unlimited driving pleasure: Comfort, Sport, Individual, Off road, Snow and roaring CUPRA mode.



DIGITAL COCKPIT

A 10.2" LCD screen in your line of vision for everything you need, from speed to maps. Comes with an exclusive CUPRA view displaying speed and RPM right in the centre.



W H E E L S

COPPER 19"

Pure design.
Distinctive 19" alloy wheels in copper.
A colour naturally sophisticated, but also one of CUPRA's defining materials because of its raw quality.





STANDARD 19"

When standard means uniqueness. 19" alloy wheels for an enhanced performance.



SILVER 19"

19" alloy wheels in silver. The colour of understated elegance on the shape of sophisticated design.



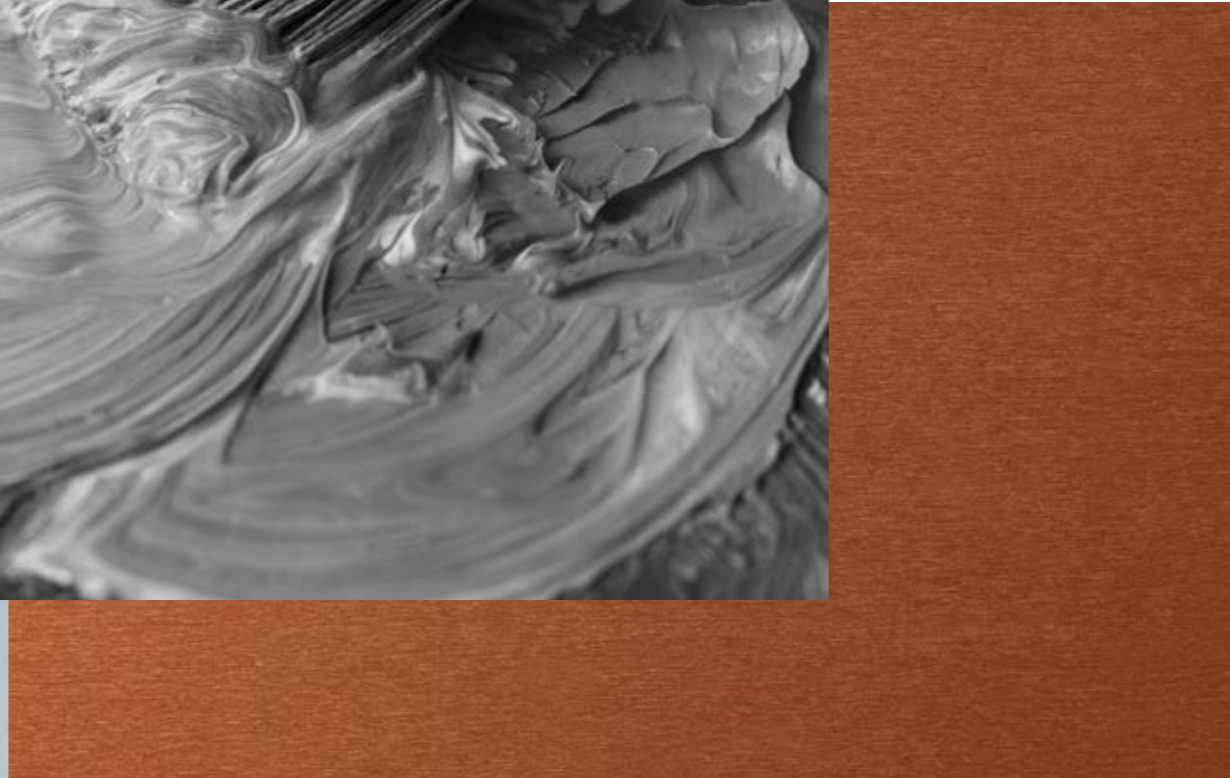
**BREMBO PERFORMANCE
BRAKES**

All our wheels come with CUPRA brakes but can be upgraded to Brembo brakes. Brembo is the world's leading brand in braking systems, combining performance and design together at once, just like we do.





C O L O U R S





RODIUM GREY





BLACK MAGIC



ENERGY BLUE



VELVET RED



BRILLIANT SILVER

NEVADA WHITE





U P H O L S T E R Y



ALCANTARA
Modern, durable
and stain resistant.



LEATHER
The genuine feel
of perfection.



**ALCANTARA
BUCKET SEATS**
Contemporary
sportiness at
its finest.



CUPRA FLOORMAT

With fine copper stitching.
The main material of the
floormat is Nubuck.

PREMIUM FLOORMAT WITH CARBON FIBRE

Subtly branded with the CUPRA logo
in copper. Made with Nubuck, a rough,
tough and long-lasting material.





CUPRA MEMBER BOX

A welcome box with a wristband and key cover. Both made from carbon fibre, a defining CUPRA material inspired by our racing DNA. More than unique accessories, your invitation to the CUPRA community. A world where high-performance is more than a machine. It is a way of life.

CUPRA EXPERIENCE

Driving a CUPRA is an experience, and so is owning one. You can purchase and repair yours across the SEAT global dealer network, as well as receive extra special treatment and services at CUPRA specialised dealerships.



CUPRA COMMITMENT

Experience our definition of human customer service at CUPRA specialised dealerships. Our people are looking forward to meet you there and offer you personalised attention. Your CUPRA Master will be by your side through it all and your CUPRA Service Advisor will be your expert for any technical support with your car.



CUPRA COMMUNITY

You are one of us. A community of individuals who have more than a car in common, but also similar passions in life.



WHAT IF WE TOLD YOU THE END
WAS JUST THE BEGINNING?
UNCOVER THE CUPRA LIFESTYLE.