



CUPRA  
ATECA



BEAUTY

- EXTERIOR STYLING
- INTERIOR STYLING
- COLOURS
- WHEELS
- UPHOLSTERIES
- TRIBE EDITION
- FAMILY

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FUNCTIONAL ACCESSORIES  
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TECHNICAL

- STANDARD & OPTIONAL EQUIPMENT
- ACCESSORIES (DESIGN RELEVANT & FUNCTIONALS)
- ENGINE SPECS

50



EXTERIOR  
STYLING



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





→ *PROPELLED  
BY INNOVATION*

Experience better handling and control. The diamond-cut, 19" Machined Alloy wheels, with a robust aerodynamic design, come with the award-winning performance brakes with Brembo calipers.



↙ *WHAT DOES INNER  
POWER LOOK LIKE?*

A double-twin Akropoviç exhaust system transmits a level of sportive performance far beyond anything you may have expected.

↑ *SOPHISTICATION  
AT FIRST SIGHT*

With an accentuated and robust bonnet, full LED headlights and contrasting dark aluminium detailing.



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## INTERIOR STYLING





← *SUPERIOR CONTROL*

High performance at your fingertips. Start the engine at the touch of a button, shift through gears or select your ideal driving mode using the advanced steering wheel's satellite buttons.

↓ *MOOD LIGHTING*

Light up the interior your way. Select from a range of ambient lights and form a tonality perfectly fitted to your driving style.

↑ *INTERIOR COMMAND*

Customise the information you need into three widgets via the high-definition 9.2" touch screen. And on the 10.25" Digital Cockpit your drive data is displayed directly in your line of sight, so you can keep your eyes on the road ahead.



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↓ *DESIGN FIT FOR  
THE TRACK*

For optimised performance and exclusive aesthetics, pedals with matching footrest combine Dark Aluminium and rubber resulting in sportive driving with a sophisticated twist.

↑ *SPORTING  
COMFORT*

The electric sportive bucket seats are designed with the finest fabrics, like the timeless Petrol Blue genuine leather. Adjust to your preferred setting, so that you always feel comfortable, especially at top speed.

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INTERIOR HIGHLIGHTS



# DETAILS



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↓ GRAPHITE GREY<sup>2</sup> 



↓ DARK CAMOUFLAGE<sup>3</sup>  



→ MAGIC BLACK<sup>2</sup>  



↓ NEVADA WHITE<sup>2</sup> 



→ BILA WHITE<sup>1</sup> 



Tribe Edition TE   
Standard   
Optional   
<sup>1</sup>Soft  
<sup>2</sup>Metallic  
<sup>3</sup>Special Metallic

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↑ 19" EXCLUSIVE SPORT  
BLACK AND COPPER<sup>1</sup> □



↓ 19" EXCLUSIVE SPORT  
BLACK AND SILVER<sup>1</sup> ■



↑ 19" EXCLUSIVE R SPORT  
BLACK AND COPPER<sup>1</sup> □



↑ 19" EXCLUSIVE R SPORT  
BLACK AND SILVER<sup>1</sup> □

↓ 19" EXCLUSIVE AERO  
SPORT BLACK AND COPPER<sup>2</sup> □



↓ 19" EXCLUSIVE AERO  
SPORT BLACK AND SILVER<sup>2</sup> □



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Tribe Edition TE **TE**  
Standard ■  
Optional □

<sup>1</sup>The performance brakes  
with Brembo caliper are an optional.  
<sup>2</sup>Not compatible with Brembo calipers.  
<sup>3</sup>Only available for the Tribe Edition with  
performance brakes and Brembo calipers in front.





↑ PETROL BLUE LEATHER □

Tribe Edition TE TE  
Standard ■  
Optional □  
<sup>1</sup> Only available with the Tribe Edition.



← BLACK DINAMICA ■

→ GENUINE BLACK LEATHER □



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↑ *SUPERIOR CONTROL*

High performance at your fingertips. Start the engine, shift through gears and select your driving modes using the satellite buttons positioned on your steering wheel.

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↓ *DISTINCTIVE DESIGN*

Adapted to meet the cooling requirements of your choice of engine, the new lower front grille with integrated air vents and new rear diffuser set off your Ateca's dynamic drivability and sportive aesthetic.







POWER

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↓ *PERFORMANCE UNVEILED*

The CUPRA Ateca gives you fully dynamic driving thanks to a DSG automatic gearbox, with four-wheel-drive technology, DCC suspension and performance brakes with Brembo calipers. And underneath it all, a powerful 300 HP engine with 6 driving modes: taking you 0 – 100 km/h in just 4.9 seconds.



↑ *FULLY HARNESSSED*

Revel in the CUPRA Ateca's high-performance power. The CUPRA Drive mode modifies your setup, creating a more exhilarating driving experience and enhancing the roar of the engine.

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INNOVATION

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CUPRA ATECA





## ↑ CONNECTIVITY BOX

Place your smartphone in the Connectivity Box to sync, charge seamlessly and stay in touch with your world.

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## ↗ POWERED BY PRISTINE SOUND

The CUPRA Ateca's BeatsAudio™ System is pure bliss for the ears. Driven by an impressive 340W amplifier to give you full high-fidelity sound.

## ↓ IMPECCABLE PARKING

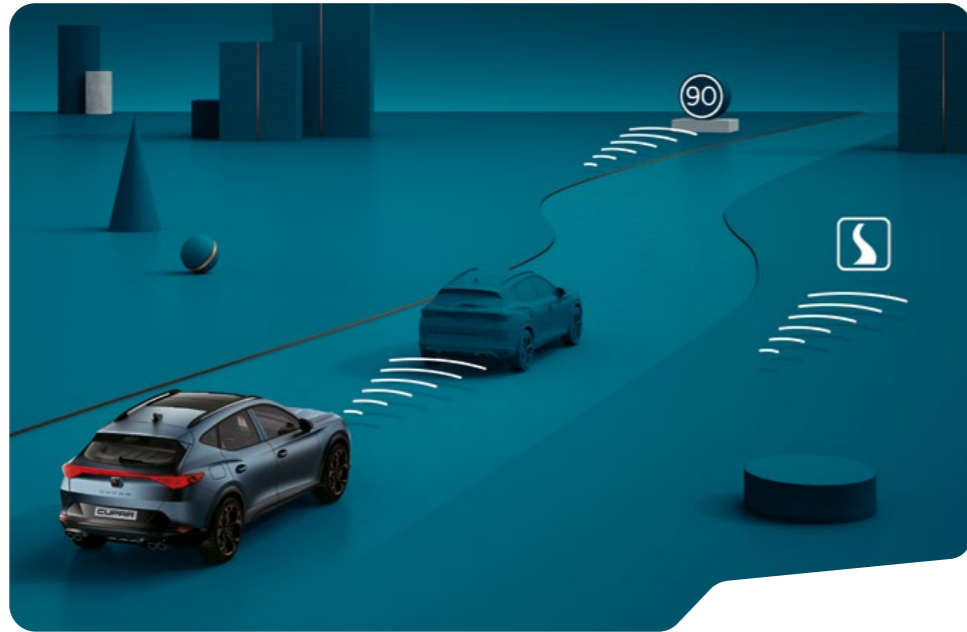
Cameras on the front, rear and exterior mirrors give you a 360° view of your car's surroundings. So parking your CUPRA Ateca is always a pleasure.





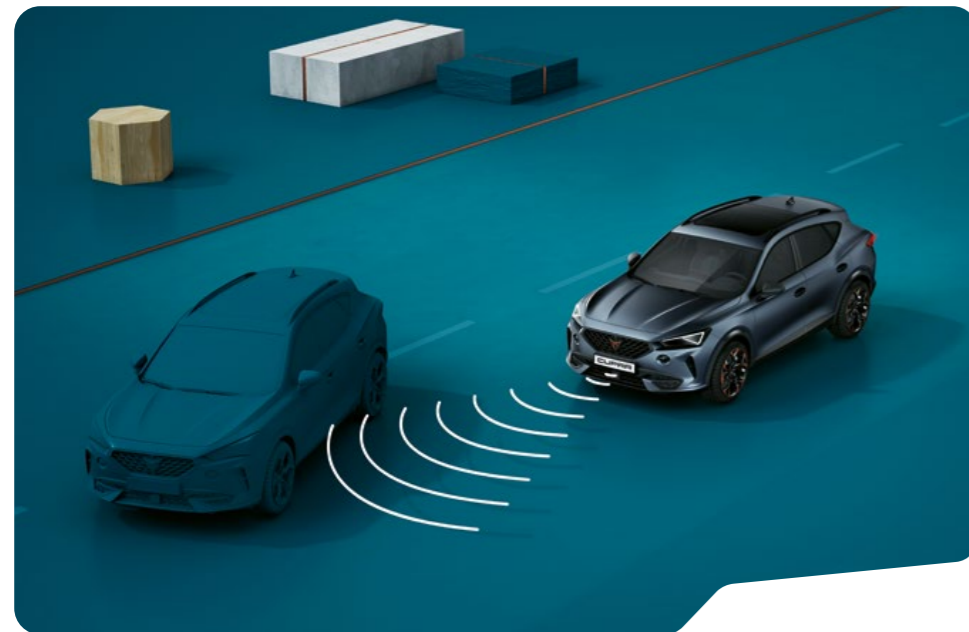
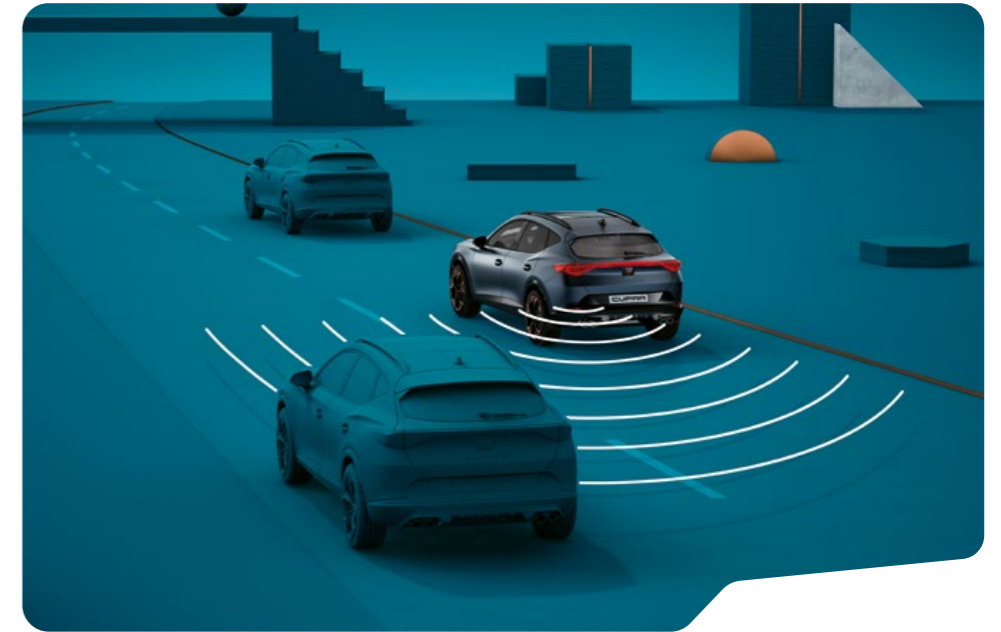
→ **ACC PREDICTIVE**

Keep aware of surrounding cars, upcoming bends or speed limit changes and have your course corrected accordingly.



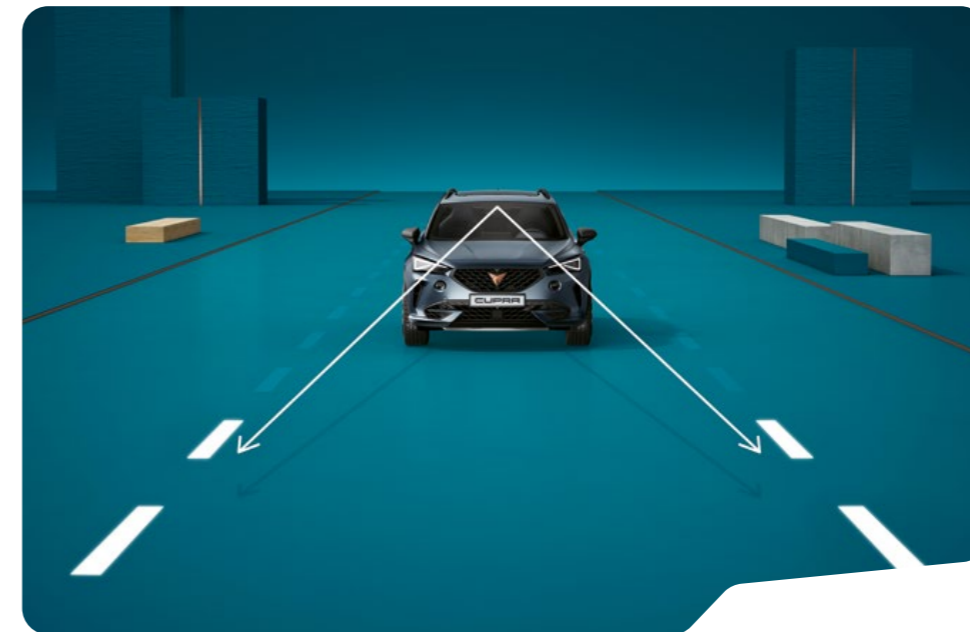
→ **EXIT ASSIST**

This system warns you of upcoming traffic behind you, meaning you'll never have to worry about the blind spot.



← **FRONT ASSIST**

Potential collisions are prevented when autonomously cruising with ACC Predictive. The CUPRA Ateca keeps your set limit and will even automatically stop should your reactions falter.



← **LANE ASSIST**

With corrective steering technology, Lane Assist keeps you in your chosen lane, making an effective contribution towards the prevention of accidents.

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← *LIGHT ASSIST*

The CUPRA Ateca is equipped with Light Assist and uses a windscreen camera to detect traffic around you, automatically switching from main beam to avoid dazzling oncoming traffic.

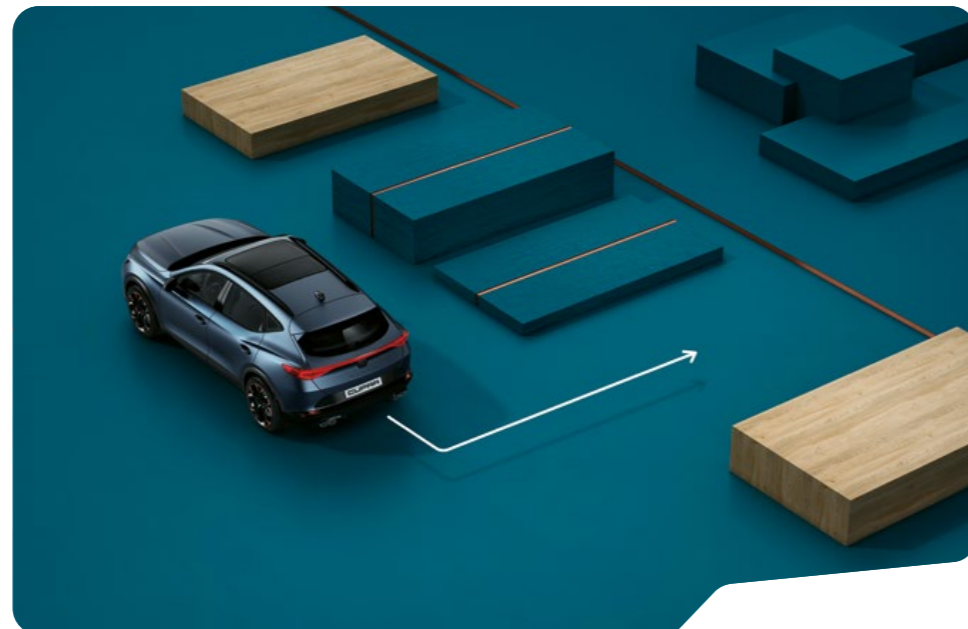


← *TRAFFIC SIGN RECOGNITION*

With built-in Traffic Sign Recognition technology, the integrated front camera lets you see upcoming speed limits and overtaking restrictions via your Digital Cockpit.

→ *PARK ASSIST*

Park Assist gets you in and out of your parking spot with autonomous ease, by measuring the distance between the back of your CUPRA Ateca and taking control of steering so that all you have to do is accelerate or decelerate.



→ *VIRTUAL PEDAL*

Got your hands full? Just put your foot under the Virtual Pedal sensor at the rear of your CUPRA Ateca to open the boot automatically.

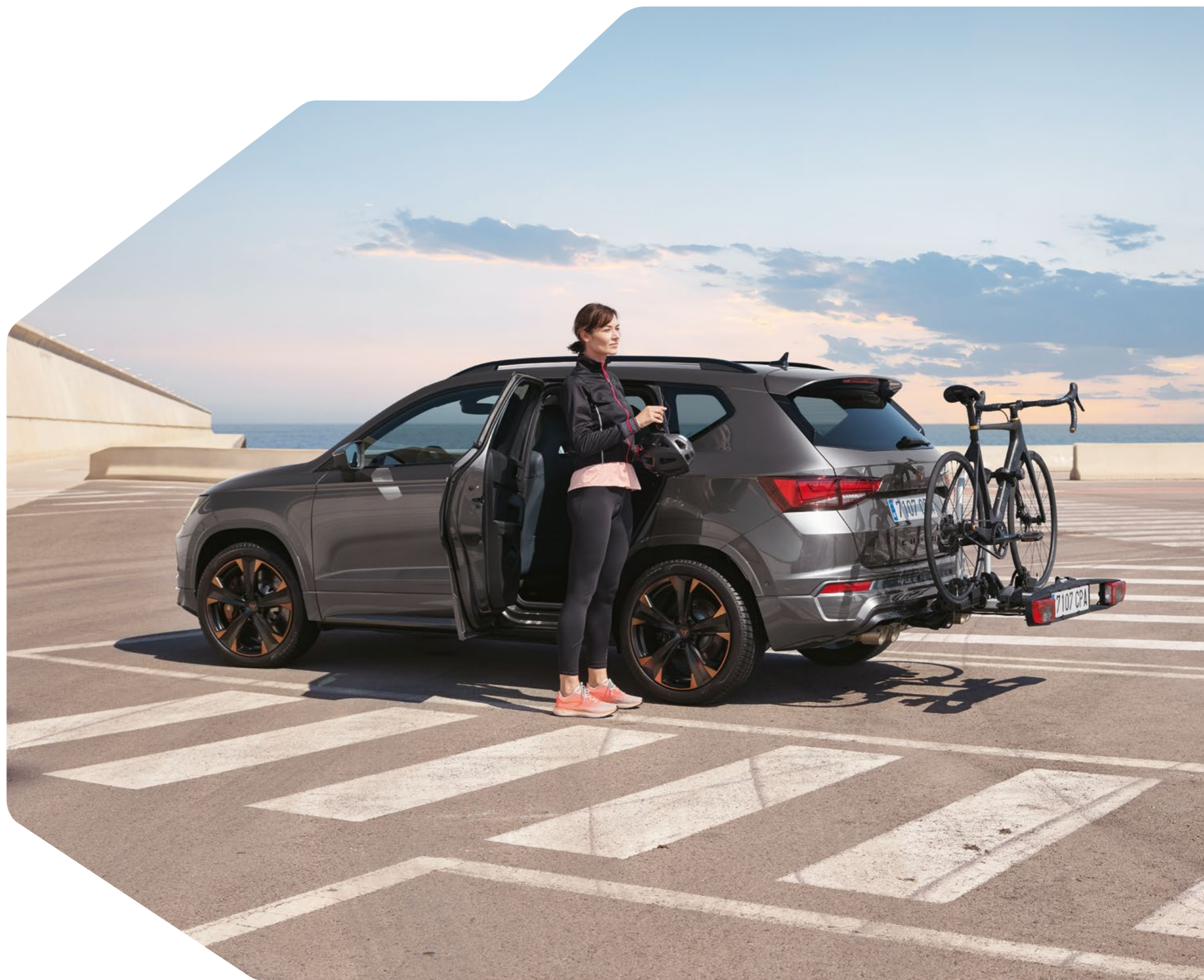


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## LIVE IT YOUR WAY

GIVING YOU COMPLETE FREEDOM TO GO WHEN AND WHERE YOUR IMPULSE TAKES YOU. THERE EXISTS NO BETTER TIME THAN RIGHT NOW TO EXPLORE IN A WAY THAT PERFECTLY ECHOES WHO YOU ARE. ACCUMULATE ENDLESS EXPERIENCES AND DO IT WITH THE UTMOST EASE AND STYLE.



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↑ *EFFORTLESS  
ESCAPADES*

Ease and accessibility. The CUPRA Extendable Ski & Snowboard Rack lets you load and unload without having to lean over the car roof.

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↘ *TOWING  
BIKE RACK*

Go another way. The Towing Bike Rack lets you transport up to 2 bikes and is tailored to your CUPRA Ateca, so you can load up and start exploring.





# ENVIRONMENTAL INFORMATION

## AIR QUALITY

Diesel engines incorporate an optimised exhaust gas treatment, the Selective Catalytic Reduction system (SCR), with AdBlue® twin dosing to further minimize nitrogen oxide emissions.

## LIGHTING

Headlamps and rear lamps are 100% LED, reducing significantly power consumption and increasing life and effectiveness of the lamps.

## RENEWABLE AND RECYCLED MATERIALS

Use of renewable materials (cotton, natural rubber and cellulose) and recycled materials (plastics) in various parts of the vehicle.

## TYRES

Low-resistance tyres provide a reduction in CO<sub>2</sub> emissions.

## AERODYNAMICS

Optimised design throughout the bodywork, wheels and cooling system improves vehicle aerodynamics.

## BRAKES

Incorporation of RBO technology (which reduces the residual brake torque between the brake and disc), permits an emissions reduction of up to 1g CO<sub>2</sub>/100km.

## BODYWORK

Use of ultra-high strength steel, which together with hot stamping technology, permits a reduction in thicknesses and weight without loss of performance.

## ACOUSTICS

All versions incorporate a double-seal system on the doors, which reduces noise levels and enhances comfort.

## CIRCULAR ECONOMY

We are advancing in several initiatives and actions related to the circular economy throughout the entire life cycle of our vehicles, aiming to be more efficient, minimise waste and reduce our environmental impact.

Move to ZERO, CUPRA's environmental mission  
Climate Change. Resources. Air Quality. Environmental compliance.



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