

THE NEW CUPRA ATECA



WHERE DOES POWER
COME FROM? IS IT
SOMETHING YOU SEE?
OR IS IT SOMETHING
YOU CAN FEEL INSIDE?
THE NEW CUPRA
ATECA. A DYNAMIC
300HP ENGINE.

6 DRIVING MODES.
COPPER CARBON FIBRE
DETAILLING. AND A
REDESIGNED GRAPHENE
GREY EXTERIOR.
WITH BREMBO BRAKES.
POWER COMES
FROM WITHIN.



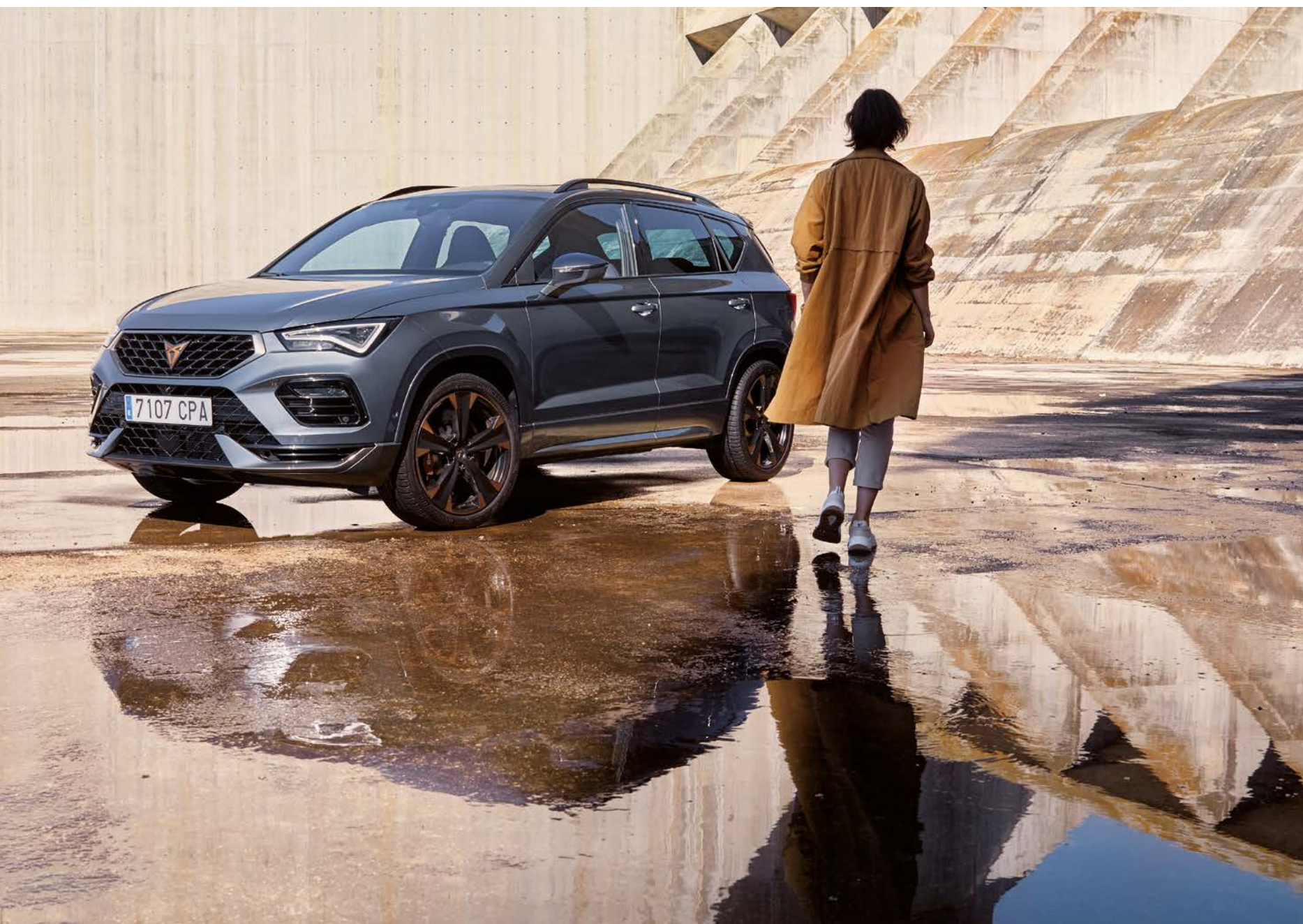
PERFORMANCE UNVEILED

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





SOPHISTICATION AT FIRST SIGHT

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

WHAT DOES INNER POWER LOOK LIKE?

The CUPRA Ateca's reinforced design offers sporting sophistication all-round. With a double-twin Akrapovič™ exhaust system embedded into a dynamic rear diffuser to give you optimum performance.





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 Brembo Brakes.



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.

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.



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.

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.

UNLEASH THE POWER

A high-performance experience like no other. Start the engine at the touch of a button. Switch to CUPRA mode and bring out the CUPRA Ateca's true inner power.

SUPERIOR CONTROL

Shift through gears and select your preferred driving mode using the advanced steering wheel's satellite buttons.



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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.



CONNECTIVITY BOX

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



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.



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CRUISE CONTROL

ACC Predictive monitors surrounding cars, upcoming bends and speed limit changes; correcting course for you.

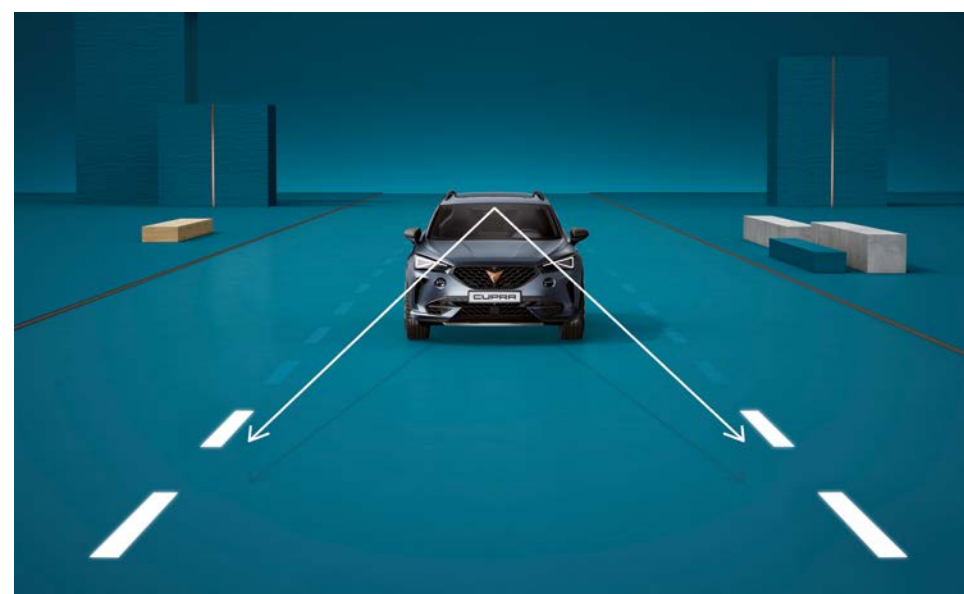


FRONT ASSIST

Front Assist helps to prevent collisions by stopping automatically: so, when autonomously cruising with ACC Predictive, the CUPRA Ateca keeps your set limit and will even stop should your reactions falter.

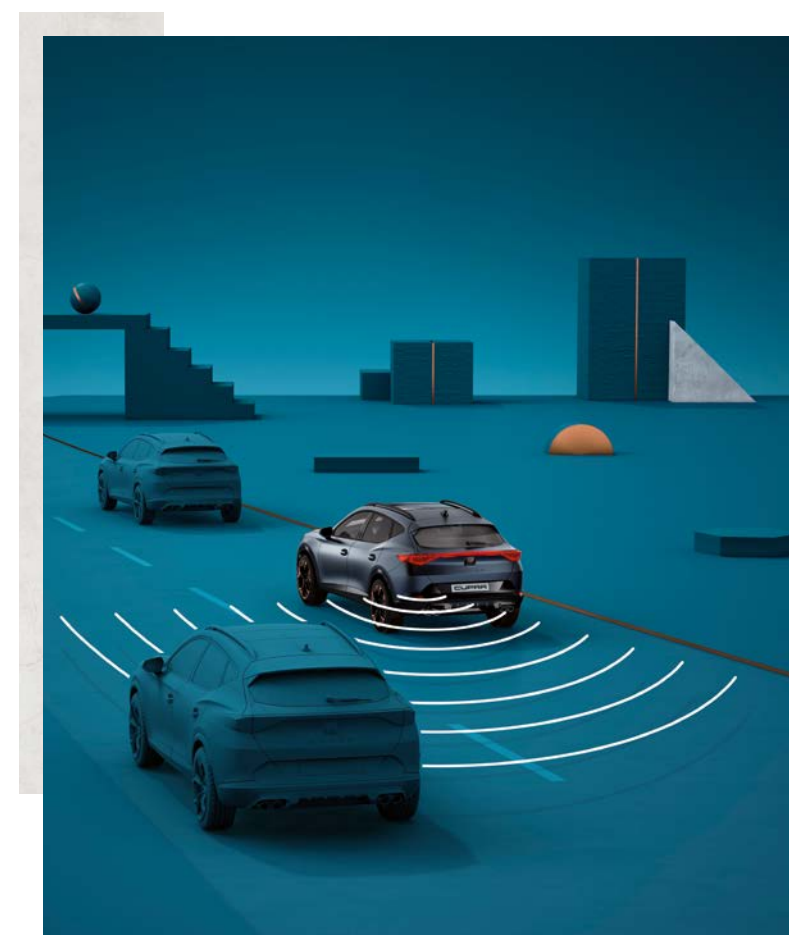
LANE ASSIST

With corrective steering technology, Lane Assist keeps you in your chosen lane. Making an effective contribution towards accident prevention.



SIDE ASSIST & EXIT ASSIST

This system warns you of incoming traffic behind you. You'll never have to worry about the blind spot.



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UNIQUE EXTERIOR COLOURS

With a wide selection of sophisticated finishes to choose from, like the timeless CUPRA Rodium grey, you can augment the CUPRA Ateca's exterior to perfectly match your style.



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*CRYSTAL
BLACK*



*NEVADA
WHITE*



*VELVET
RED*

BILA WHITE



BRILLIANT SILVER



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PERFORMANCE AND ELEGANCE

The performance supporting Sport Bucket Seats in Petrol Blue leather give you complete lateral support and style.



RELAXING COMFORT

A timeless fit. Combining support and comfort, the Black Dinamica seats are crafted from microfibre. Enhancing the quality and feel of the CUPRA Ateca's interior.

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AN EXCLUSIVE WHEEL SELECTION

Sporting sophistication. Drive the way you want, with your choice of 19" alloy rims. Including the refined 19" Machined Sport Black & Copper selection. And why not take it to the next level? With the award-winning Brembo brakes for increased stopping power.

19" MACHINED SPORT
BLACK / SILVER



19" MACHINED R SPORT
BLACK / COPPER



19"
MACHINED R
SPORT BLACK
/ SILVER



19" AERO
DESIGN
MACHINED
SPORT BLACK
/ SILVER



19" AERO
DESIGN
MACHINED
SPORT
BLACK /
COPPER

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A DISTINGUISHED TOUCH

Timeless CUPRA elegance. The aerodynamic Copper Carbon Fibre Spoiler contrasts with the CUPRA Ateca's primary finish to add increased sophistication.

AESTHETIC EQUILIBRIUM

Finely crafted and uniquely cased, the Copper Carbon Fibre wing mirrors match the spoiler, creating style down to the last detail.



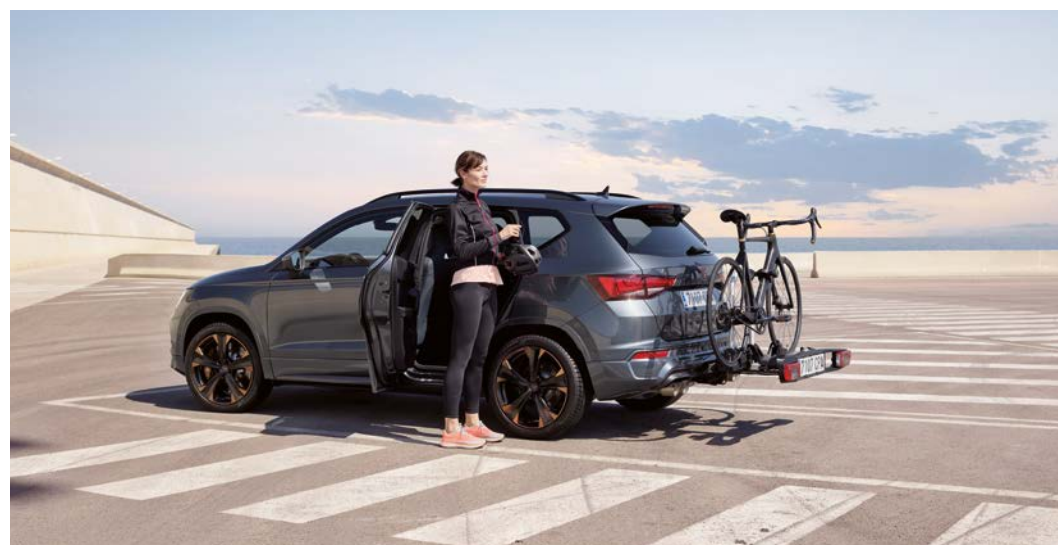


TOWING SKI RACK

Get out there. The Towing Ski Rack can carry up to 6 pairs of skis or 4 snowboards and comes with soft rubber pads to protect your equipment during transport.

TOWING BIKE RACK

Go another way. The Towing Bike Rack lets you transport up to 3 bikes and is tailored to your CUPRA Ateca, so you can load up and start exploring.



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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ENVIRONMENTAL

ACOUSTICS

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

AIR QUALITY

The improved catalytic converter on the CUPRA Ateca reduces harmful exhaust gasses such as carbon monoxide, hydrocarbons and nitrogens by up to 90%. Helping to meet Euro 6 emission standards.

BRAKES

Incorporation of RBO technology (which reduces the friction between the brake pad and disc), permits an emissions reduction of 1g CO₂/km.

TYRES

Low rolling resistance tyres provide a reduction in the rolling resistance coefficient.

BODYWORK

The CUPRA Ateca's improved proportions and lower positioning on the road allow for a reduction in aerodynamic drag.

SEATS

The use of new PUR foam formulations reduces the emission of volatile organic compounds (VOCs) in the cabin interior by up to 50%.

RENEWABLE AND RECYCLED MATERIALS

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

LIGHTS

100% LED headlights and rear lights significantly reduce electrical consumption and increase the life and effectiveness of the lights.

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