

THE NEW CUPRA ATECA



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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
DETAILING. 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.



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.



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.



A DISTINGUISHED TOUCH

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

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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.



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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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CUPRA CONNECT

Control your CUPRA Ateca from wherever you are with CUPRA CONNECT.



ANY PLACE, ANY TIME

Stay connected to your CUPRA with Remote Access Services on the CUPRA CONNECT app. Spot your car in the crowd, lock and unlock remotely and receive anti-theft and speed alerts.



EMERGENCY ASSISTANCE

In the unlikely event of an accident, the Emergency Call function puts you automatically in contact with local emergency services.



ALWAYS WELL INFORMED

Access real-time traffic updates and benefit from automatic route optimisation with online navigation and infotainment services.



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.

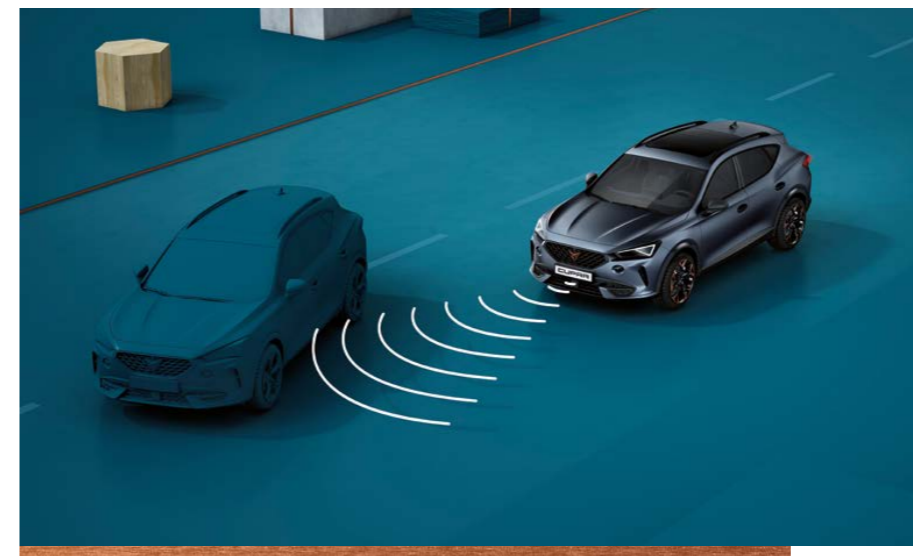


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CRUISE CONTROL

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

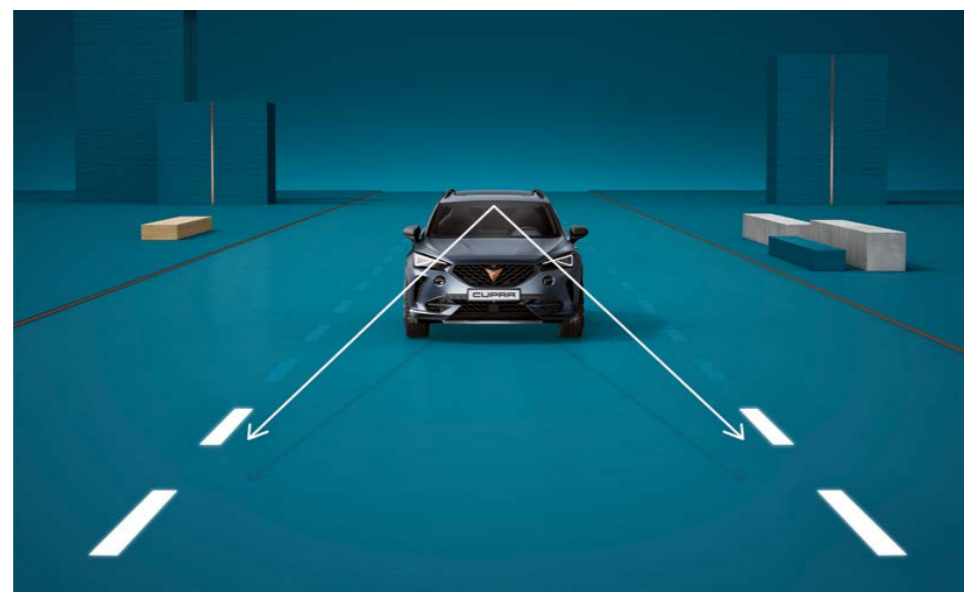


FRONT ASSIST

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.

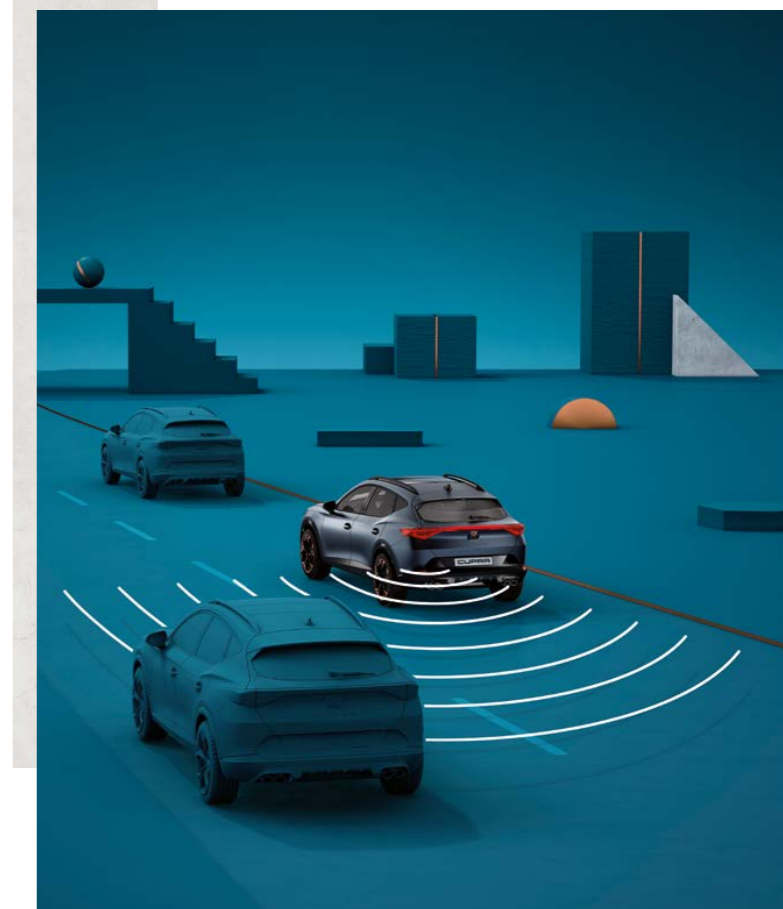
LANE ASSIST

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.

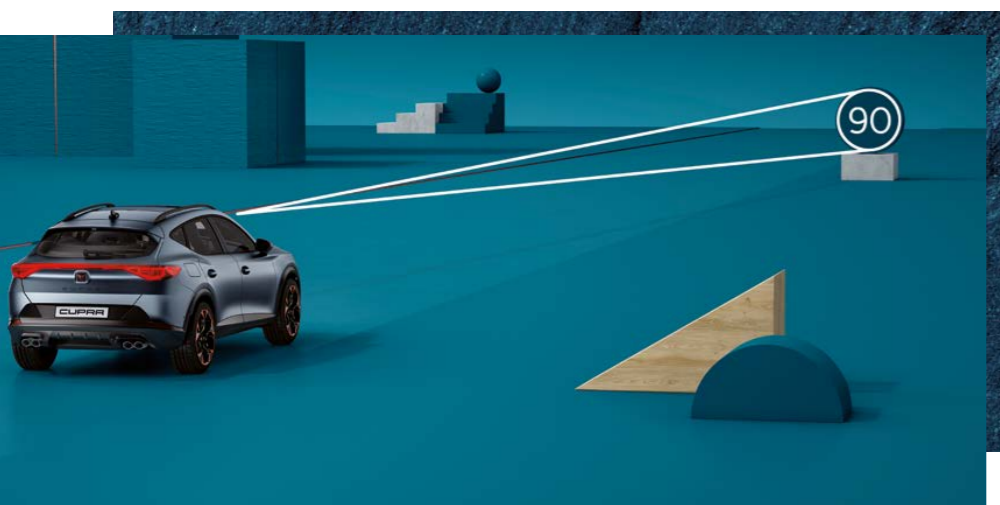


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HIGH BEAM ASSIST

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



ROAD AWARENESS

With built-in Traffic Sign Recognition technology, the integrated front camera lets you see coming 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.



SEAMLESS BOOT ACCESS

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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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.





CRYSTAL
BLACK



BLACK
MAGIC¹



NEVADA
WHITE



BILA
WHITE



VELVET
RED



BRILLIANT
SILVER

¹Available from w.15, 2021.

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PERFORMANCE AND ELEGANCE

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



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. **S**



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.



19IN EXCLUSIVE
ALLOY SPORT
BLACK/SILVER¹ **S**



19IN EXCLUSIVE
36/2 ALLOY
SPORT BLACK/
SILVER¹ **O**



19IN EXCLUSIVE
36/1 ALLOY
SPORT BLACK/
COPPER¹ **O**



19IN EXCLUSIVE
36/4 AERO SPORT
BLACK/SILVER² **O**



19IN EXCLUSIVE
36/3 ALLOY
SPORT BLACK/
COPPER¹ **O**



19IN EXCLUSIVE
36/5 AERO
SPORT BLACK/
COPPER² **O**

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Standard **S**
Optional **O**

¹The Brembo brakes are an optional.
²Not compatible with Brembo brakes.



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.

BRAKES

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

BODYWORK

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

RENEWABLE AND RECYCLED MATERIALS

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

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.

TYRES

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

SEATS

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

LIGHTS

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

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EQUIPMENT

SAFETY	CUPRA ATECA
Driver's and passenger front airbag	•
Side airbag + curtain airbag + central airbag	•
Rear side and knee airbags	◦
3-point safety belts for front and rear seats, with visual and acoustic reminders	•
Safety pack: RKA + Hill Hold Control + Tiredness Recognition:	•
- Tiredness Recognition	
- Tyre pressure warning light	
Safe & Driving pack M1 in combination with Navi System+¹:	
- With multifunction camera	
- Adaptive Cruise Control	◦
- Front Assist	
- Light Assist	
- Traffic Sign Recognition	
Safe & Driving pack M2²:	◦
- Side Assist and Exit Assist	
Safe & Driving pack L in combination with Navi System+²:	
- With multifunction camera	
- Adaptive Cruise Control	
- Front Assist	
- Lane Assist	◦
- Side Assist and Exit Assist	
- Light Assist	
- Traffic Sign Recognition	
Safe & Driving pack XL in combination with Navi System+³:	
- With multifunction camera	
- With leather-wrapped multi-function heated steering wheel	
- Adaptive Cruise Control	
- Front Assist	◦
- Lane Assist Plus	
- Side Assist and Exit Assist	
- Light Assist	
- Traffic Sign Recognition	
Pedestrian Protection	•

EXTERIOR	CUPRA ATECA
19in Silver Alloy wheels	•
Exclusive 36/1 19in Machined Alloy wheels in Sport Black and Copper	◦
Exclusive 36/2 19in Machined Alloy wheels in Sport Black and Silver	◦
Exclusive 36/3 19in Machined Alloy wheels in Sport Black and Copper	◦
Exclusive 36/4 19in Machined AERO wheels in Sport Black Matt and Silver ⁴	◦
Exclusive 36/5 19in Machined AERO wheels in Sport Black Matt and Copper ⁴	◦
Emergency 18in spare wheel including toolkit and jack ⁴	◦
Goodyear Eagle F1 Supersport performance tyres ⁵	◦
Brembo brakes ⁶	◦
Heat-insulating and tinted rear windows	•
Front and rear power windows	•
Black roof rails	•
Mirror cases in Dark Aluminium	•
Performance Pack⁷:	
- Rear spoiler in Copper Carbon Fibre	
- Exclusive 36/1 19in Machined Alloy wheels in Sport Black and Copper	◦
- Brembo brakes	
- BeatsAudio™	

• Standard ◦ Optional – Not available

¹ Not available with Safe & Driving pack L.

² Not available with Safe & Driving pack M2.

³ Not available with Safe & Driving pack M2 and L.

⁴ Not compatible with Brembo brakes.

⁵ Only available with Exclusive 36/1 and 31/3 19in Machined Alloy wheels in Sport Black and Copper.

⁶ Not compatible with Aerowheels and 18" emergency spare wheel.

⁷ Accessory.

EQUIPMENT

EXTERIOR

CUPRA ATECA

Carbon Pack⁸: - Rear spoiler in Carbon Fibre	○
Carbon Pack Copper⁸: - Rear spoiler in Copper Carbon Fibre	○
Rear spoiler	●
Welcome light in exterior mirrors	●
Dynamic headlight range control self-adjusting while driving	●
Full LED headlamps and Daytime Running Lights	●
Front fog lamps with cornering function	●
Exterior mirrors, power-folding, adjustable and heated with front passenger exterior mirror lowering function	●
Electric Tailgate with Virtual Pedal	○
Towing hook preinstallation	○
Electric towing hook	○
Akrapovič exhaust system ⁹	○

INTERIOR

CUPRA ATECA

Illuminated CUPRA lettering in door apertures	●
Smart wraparound Ambient Light	●
Two reading lights in front and two in rear	●
Climatronic 3 zones with AirCare & Air Quality Sensor	●
Aluminium pedals	●
Leather Gearshift knob	●
Leather-wrapped multi-function heated sports steering wheel	●
CUPRA Steering wheel heated with satellite buttons ¹⁰	○
Heated steering wheel	●
Panorama electric sunroof	○
Manually adjustable height and lumbar support for front seats	●
Electric driver seat with memory function	○
Textile Bucket seats	●
Bucket seats in Petrol Blue Leather - Separately controlled seat heater for front seats - Electronic height adjustment with memory function for driver seat - Electronic height adjustment for passenger seat - Power-adjustable lumbar support for driver seat	○
Document holder under left front seat	●
Storage pack¹¹ - Drawers under front seats	○
Mechanical rear seat release	○
Divider Net	○
Double floor in boot	○

● Standard ○ Optional – Not available

⁸ Accessory.

⁹ EOP w.38,2021.

¹⁰ Requires Safe & Driving pack XL in combination with Navi System+.

¹¹ Not available with electric driver seat.

EQUIPMENT

TECHNOLOGY	CUPRA ATECA
Keyless unlocking and ignition system	•
10.25 Digital Cockpit	•
9.2 Navi System	•
Navi System+: - 9.2in touchscreen infotainment and navigation system - 8 speakers - Voice Control	•
Cartography Europe (with Mapcare)	•
Full Link: including MirrorLink, Android Auto and CarPlay for IOS	•
Digital Audio Broadcasting (DAB)	•
CONNECT Remote Access and Safety & Service: - Private Emergency Call, Safety Services for 10 years - Remote access via app and online platform for 1 year - Online infotainment for 1 year	◦
CONNECT Online Infotainment	◦
BeatsAudio™ sound system¹²: - 9 premium speakers - 1 subwoofer - 340W amplifier - Surround technology	◦
Connectivity box: - Wireless charger - Mobile signal amplifier	◦
Two front and rear illuminated USB type C	•
Alarm with Safe function	◦
Front and rear parking sensors	•
Rear View Camera	•
Top View Camera	•
Park Assist	•

TECHNOLOGY	CUPRA ATECA
Trailer Assist ¹³	◦
eCall	•
CUPRA Drive Profile: - Shock absorption in front - Dynamic Chassis Control (DCC)	•
Rain & Light sensor	•
Heat insulating windshield	•
Start-stop system with regenerative braking	•
Winter Pack: - Heated front seats - Heated Steering wheel	◦
Plug-in Pack: - 230-V socket in boot - 12-V socket in boot	◦

• Standard ◦ Optional – Not available

¹² Requires 18in Emergency spare wheel.

¹³ Requires Electric towing hook and Top View Camera.

ACCESSORIES

CUPRA ATECA	REFERENCE
PERFORMANCE	
19" Exclusive 36/1 Machined Alloy wheels in Copper	575601025ASXEB
19" Exclusive 36/2 Machined Alloy wheel in Silver	575601025APKT2
19" Exclusive 36/3 Machined Alloy wheel in Copper	575601025ANXEB
19" Exclusive 36/5 Machined Aerowheels in Copper	575601025ARXUU
Roof spoiler - Copper carbon fibre	575071640C HPN
INTERIOR	
Multi-hanger	000061127D
Storage pocket	000061680B
MERCHANDISING	
CUPRA Member box	575087013G
TRANSPORT	
Tow bar	575092160C
Electric kit for vehicles without preinstallation	575055204A
Towing bracket bicycle carrier	000071128H
Roof bars	575071151
Bike rack	5F9071128
Surf rack	000071120HA
Ski rack for 6 pairs or 4 snowboards	000071129T
Ski rack for 4 pairs or 2 snowboards	000071129S
Ski rack Xtender	000071129R

CUPRA ATECA	REFERENCE
SAFETY	
Utility kit CUPRA (1 triangle)	6H3093990
Utility kit CUPRA (2 triangles)	6H3093990A
Security kit CUPRA (1 triangle)	6H3093990B
Security kit CUPRA (2 triangles)	6H3093990C
Warning triangle (1 unit)	000093600B
Warning triangle (2 units)	000093601A
Reflective jacket	000093900SA
Reflective vest	000093056J
Help flash	000052122A
LED flashlight	000069690K
Fire extinguisher	000093052E
Snow chain (Autosock) - 245/40 R19	000091375EH
Automatic puncture kit	000093059AE
Battery jump starter 9,900 mAh	000051763F
Battery jump starter + charger 20,000 mAh	000051763H
Anti-theft screws for rims	000071510A
Kaza Speed camera warning wristband	000054635E

ACCESSORIES

CUPRA ATECA

REFERENCE

PROTECTION

Key cover Carbon fibre	575087013D
CUPRA Car cover	575061701B
CUPRA floor mats - LHD	576863011 LOE
CUPRA floor mats - RHD	577863011 LOE
CUPRA premium floor mats carbon fibre look - LHD	576863011B LOE
CUPRA premium floor mats carbon fibre look - RHD	577863011B LOE
Reversible boot mat	575061201A
Front mudflaps	575075111A

CUPRA ATECA

REFERENCE

INFOTAINMENT

Navigator Start 62 EU 45 (Maps for life)	000051818CE
Universal holder for Smartphones	000061129F
Universal magnetic mount	000051991K
Inductive charger	000051763Q

TECHNICAL SPECIFICATIONS

CUPRA ATECA

PETROL ENGINE

**2.0 TSI 300HP (221kW)
DSG-7 Start/Stop 4DRIVE**

Cylinder/Valve (Total)	4 / 16
Displacement (cc)	1,984
Cylinder bore and stroke (mm)	82.5 / 92.8
Compression ratio	9.3
Maximum power (kW (HP)/rpm)	221 (300) 5,300-6,500
Maximum torque (Nm/rpm)	400 / 2,000-5,200
Fuel supply system	TSI Direct Injection
Ignition	Electronic map-controlled ignition
Atmospheric/Supercharged	Turbo charged
Fuel type	ROZ 98
Alternator (A)	110-180
Battery (Ah/A)	59-68 / 320-380

PERFORMANCE

Maximum speed [km/h]	247 (6)
Acceleration 0-100 km/h (s)	4.9

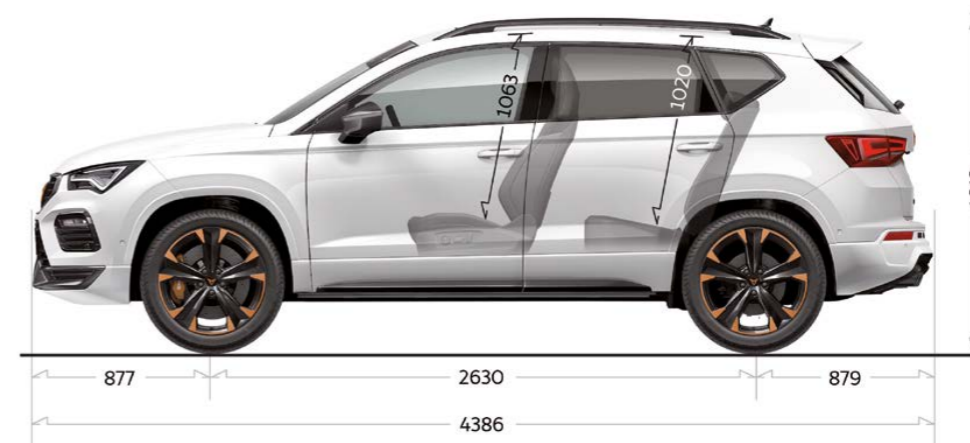
PETROL ENGINE

**2.0 TSI 300HP (221kW)
DSG-7 Start/Stop 4DRIVE**

TRANSMISSION

Gearbox type	DQ381-7A
Ratios	
I	3,400
II	2,750
III	1,767
IV	0,925
V	0,705
VI	0,755
VII	0,635
R	2,750
Group 1 ratio	4,813
Group 2 ratio	3,667

TECHNICAL SPECIFICATIONS



CUPRA ATECA

PETROL ENGINE

**2.0 TSI 300 HP (221 kW)
DSG-7 Start/Stop 4DRIVE**

CHASSIS

Front suspension	Independent type McPherson - coil springs - hydraulic shock absorber
Rear suspension	Multilink axle, coil springs and hydraulic shock absorber
Steering System	R-EPS Progressive steering
Turning diameter (m)	10.8
Brake system	Dual hydraulic circuit and brake system diagonal split with brake booster
Front and rear brake type	Front and rear ventilated disc brakes
Front brakes (mm)	CUPRA brakes: 340x30 Brembo brakes: 370x32
Rear brakes (mm)	310x22

WHEELS

Rims	8Jx19 ET45
Tyres	245/40 R19 94W

PETROL ENGINE

**2.0 TSI 300 HP (221 kW)
DSG-7 Start/Stop 4DRIVE**

PACKAGE

Body Type	A-SUV
Length/width/height (mm)	4,386 / 1,841 / 1,599 (roof) - 1,613 (roof rails)
Wheelbase (mm)	2,630
Front/Rear track (mm)	1,575 / 1,549
Boot capacity (l)	485
Fuel tank capacity (l)	55

WEIGHTS

In running order with driver (kg)	1626
Maximum weight allowed (kg)	2170



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