



SEAT Ateca.



**Make every day
a great day.**



Wake up. Go. Pause. Repeat. When you embrace every moment as an opportunity to live life to the fullest, even the most ordinary routine becomes extraordinary. The SEAT Ateca is an award-winning SUV for those who savour every second of every day. How will you start yours?

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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.



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.



Your Ateca.



Why accept ordinary?

The SEAT Ateca is an urban SUV that combines style with substance, dynamic design with state-of-the-art tech. Bold lines, extra space and everything you need to stay entertained, safe and happy on the road. Here's to Monday mornings.



Exterior design

Today. Yours for the taking.

Bigger. Bolder. Better. Just look at it. A dynamic exterior, high roofline, sharp contours and taut curves. Full LED, chromed roof rails and an Ateca Light Silhouette to welcome you. Because every day deserves to be this special.





Exterior design

Beautiful from every angle.

However you look at it, the SEAT Ateca is designed to upgrade your daily commute. Distinctive grille at the front, double exhausts at the back, chromed window frames on the side and 19" alloy wheels below. Because looking good means feeling great.





Interior design

Need it? Take it.

A spacious interior cabin and 510 litres of boot space that can be expanded up to 1604 litres with the rear seats folded down. Enough space for you to make the most of every day.





Technology

Freedom. It's what makes life worth living.

Technology isn't there to impress. It's there to set you free. Like the Top View Camera that offers a 360-degree view of your surroundings and The Park Assist that steers you perfectly into place. Or the Digital Cockpit and Wireless Charger that make sure you're in control and never out of touch. Now focus on where you want to go today.





Safety

Relax. Remember when driving was fun?

Life is full of surprises. That's why the SEAT Ateca comes with Blind Spot Detection and Rear Cross Traffic Alert to let you know when things haven't gone to plan. On a motorway? Let Adaptive Cruise Control take over. Stuck in traffic? Traffic Jam Assist takes the stress away.

Your way.



What makes your day great?

Choice. Where would we be without it?
Whether your day takes you on mountain
paths or city roads, there's a SEAT Ateca
with the style and tech to suit your routine.

FR.



Time to show the road who's boss.

Welcome to the new SEAT Ateca FR. Dynamic 4-wheel drive performance and plenty of forward-looking tech. This is the urban SUV built to help you to rise to any challenge.

Out of the groove.

How are you feeling today? Just press the Driving Experience button and switch instantly to different driving modes. Sporty, relaxed or eco? It's up to you.

Perfect vision.

Rear LED Taillights add distinctive style to the back of your Ateca FR.



Standard Equipment

Safety

- Electronic Stabilization Program (ESP)
- Differential lock (XDS)
Dynamic traction control
- Cruise Control System (CCS)
- Driver and passenger airbags
with passenger airbag deactivation
- Side Airbag in the front seats
- LED front fog lamps
with cornering light
- Rear park distance control

Exterior

- Performance 18" 36/3 alloy wheels
- Black roof rails + Wheel arch
mouldings in body colour
- Visible chromed double exhaust pipe
- Dark tinted windows
- Rear spoiler in body colour
- Front grill in high glossy black
+ Painted bumpers
- Black window frames

Electronics

- Electric foldable & heated
exterior mirrors in body colour
with welcome light
- Kombi TFT Colour
- Media System: 6,5" Colour touch
screen + Sound features: MP3/
WMA + Connectivity: USB/SD
card/Bluetooth® (phone+audio
streaming)/AUX-in + 8 speakers
- Led Interior Illumination
+ Multicolour ambient light
- SEAT Full LED + LED rear lamp
+ Electric, heated and foldable
exterior mirrors + automatic
headlight adjustment

- SEAT Drive Profile with Driving
Experience button: Dynamic
steering + Driving profile selection
and conventional shock absorber
+ ECO function

Interior

- Document holder under driver seat
- Armrest in front with length and
height adjustment with integrated
box and cupholders
- Leather trimmed multifunction
steering wheel for airbag system
- Illuminated doorstep in front doors
with FR lettering
- Chromed Package
- Alcantara® Black seats
- Red FR Stitching on seat upholstery,
gearshift and steering wheel
- Aluminium FR pedals



01



02

01 Smart rollers.

Exclusive 19" FR wheels and dynamic 4-wheel drive performance give the Ateca FR a truly sporty personality.

02 Eye in the sky.

The Top View Camera screen offers a 360-degree view of your surroundings, helping you avoid little scrapes.



03



04

03 Sports star.

The sporty steering wheel features an exclusive FR logo.

04 See the light.

An illuminated doorstep with FR logo makes every entrance, or exit, worth making.



05



06

05 Double trouble.

The FR's racing DNA is expressed in the shape of the dynamic chromed double exhaust pipes.

06 The real deal.

Comfort should be second nature. Real leather seats give your day-to-day that premium feel.

Xcellence.



Some corners aren't for cutting.

Want more? You've got it. The SEAT Ateca Xcellence adds even more elegance and state-of-the-art technology to the mix.

Light up the road.

LED Taillights at the back make sure the Ateca Xcellence won't go unnoticed.

Open up.

The Panoramic Sunroof gives you a perfect 360° vision of the day outside.



Standard Equipment

Safety

- Electronic Stabilization Program (ESP)
- Differential lock (XDS) Dynamic traction control
- Cruise Control System (CCS)
- Driver and passenger airbags with passenger airbag deactivation
- Side Airbag in the front seats
- LED front fog lamps with cornering light
- Rear park distance control
- Convenience Pack: Rain & light sensor + Electrochromic rear view mirror + Automatic coming & leaving home function

Exterior

- Performance 18" 36/1 alloy wheels
- Black roof rails + Wheel arch mouldings in body colour
- Visible chromed double exhaust pipe
- Dark tinted windows
- Front grill in high glossy black + Painted bumpers
- Exterior Chromed Pack: Chromed roof rails + black wheel arch mouldings + Chromed frame around windows
- Front grill in high glossy black + Painted bumpers

Electronics

- Electric foldable & heated exterior mirrors in body colour with welcome light
- SEAT Full LED + LED rear lamp + Electric, heated and foldable exterior mirrors + automatic headlight adjustment
- Kombi TFT Colour

- Media System: 6,5" Colour touch screen + Sound features: MP3/WMA + Connectivity: USB/SD card/Bluetooth® (phone+audio streaming)/AUX-in + 8 speakers
- Led Interior Illumination + Multicolour ambient light
- LED rear lamp
- SEAT Drive Profile with Driving Experience button: Dynamic steering + Driving profile selection and conventional shock absorber + ECO function

Interior

- Alcantara® Brown seats
- Document holder under driver seat
- Armrest in front with length and height adjustment with integrated box and cupholders
- Rear armrest & back seat release mechanism from boot
- Leather trimmed multifunction steering wheel for airbag system
- Illuminated doorstep in front doors with Xcellence lettering
- Chromed Package



01



02

01 Standing tall.

With big 19" Machined alloyed wheels, the Ateca Xcellence boasts a powerful profile.

02 The wheel deal.

Smooth control. Leather steering wheel with Xcellence logo.



03



04

03 Always on.

Just put your smartphone on the Wireless Charger and forget about ever running out of battery on the road again.

04 Look, no hands.

With the Virtual Pedal and Electric Boot with Keyless System you can open your boot without having to lift a finger.



05

05 Stay safe, look sharp.

Full LED Headlights add safety and style to every ride with the latest in lighting technology.



06

06 Bigger beats.

The BeatsAudio™ system in the Ateca Xcellence is a 340W, 10 speaker system with a subwoofer in the boot. Loud and proud, this is music at its best.

Style.



Style. It's how you use it.

Brains and beauty. The Ateca Style has everything you need to add some style to your daily routine.

Longer, clearer, brighter.

Keep your focus ahead. Twin Halogen Lamps last longer and provide a crystal-clear view of the road in front of you.

Travel first class.

The spacious interior is designed to make every journey special, with ultimate comfort and high-quality finishing.



Standard Equipment

Safety

- Electronic Stabilization Program (ESP)
- Differential lock (XDS)
Dynamic traction control
- Cruise Control System (CCS)
- Driver and passenger airbags
with passenger airbag deactivation
- Side Airbag in the front seats
- Rear park distance control
- Halogen front fog lamps
with cornering light"

Exterior

- Dynamic 17" 36/1 alloy wheels
- Rear exhaust tailpipe
- Electric foldable & heated exterior
mirrors in body colour

Electronics

- Electric Parking Brake with Autohold
function
- Halogen twin headlights and
separate LED daytime running lights
- Media System: 6,5" Colour touch
screen + Sound features: MP3/
WMA + Connectivity: USB/SD
card/Bluetooth® (phone+audio
streaming)/AUX-in + 8 speakers
- Kombi TFT Colour
- LED rear lamp
- Climatronic
- Cruise Control

Interior

- Document holder under driver seat
- Driver + passenger sun visor,
covered & illuminated mirror,
driver w/card holder
- Woven fabric seat covering
- Rear armrest & back seat release
mechanism from boot
- Leather trimmed multifunction
steering wheel for airbag system
- Paddles in steering wheel for DSG
- Interior differentiation
(colour & trim + 3D Instrument cluster
+ Chromed Package)



01



02

01 Make an impression.

The distinctive Frame Radiator Grille in chrome adds an eye-catching look to the front of the SEAT Ateca.

02 Keep cruising.

With the Adaptive Cruise Control activator you can take your foot off the accelerator and enjoy the view.



03



04

03 Warm or cool? You decide.

Climatronic lets the driver, and every passenger in the car, select the perfect temperature for their journey.

04 Fun on the go.

Rear folding tables hold tablets, books, and whatever else keeps your backseat passengers busy.



05



06

05 Make it shine.

Rear LEDs give the Ateca Style a sharp profile and improve visibility for approaching cars.

06 Press and go.

With the Electric Handbrake you can engage and disconnect your brake at the touch of a button. It's as simple as that.

Reference.



What more do you need?

The Ateca Reference comes equipped with everything you need to fill every day with moments to savour.

Enjoy the ride.

A 6.5" colour touch screen with Full Link technology means you're always connected and in control. Now choose your soundtrack.

Big ideas.

Just imagine what you can do with 510l of boot space. The SEAT Ateca Reference gives you all the room you need to make even your biggest plans a reality.



Wheels.

16"



Urban 36/01 FR

Design 36/01 FR

17"



Dynamic 36/01 St

Dynamic Machined 36/02 St

18"



Performance 36/01 XE

Performance Machined 36/02 St XE

Performance 36/03 FR

19"



Exclusive Machined 36/01 XE

Exclusive Machined 36/02 FR

18"



Puigmal Black St XE FR

Puigmal Silver St XE FR

Puigmal Glossy Black St XE

19"



Aneto Black St XE FR

Aneto Silver St XE FR

Aneto Diamond Anthracite XE

Aneto Glossy Black XE

Accessories wheels.

SEAT Sport Line: All Wheels accessories fitted at SEAT Sport.
Order through Car Configurator and receive them already mounted on your new car.

Reference FR
Style St
Xcellence XE
FR FR
Standard FR
Optional FR

Colours.



Bila White^{1,3} R St XE



Nevada White² R St XE FR



Brilliant Silver² R St XE



Rodium Grey² R St XE FR



Black Magic² R St XE FR



Samoa Orange^{2,3} R St XE FR



Velvet Red² R St XE FR



Lava Blue² R St XE



Energy blue¹ R St XE FR



Magnetic Brown² R St XE

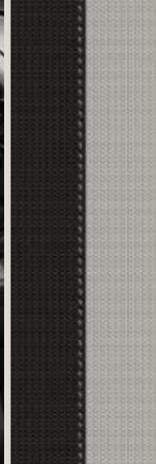
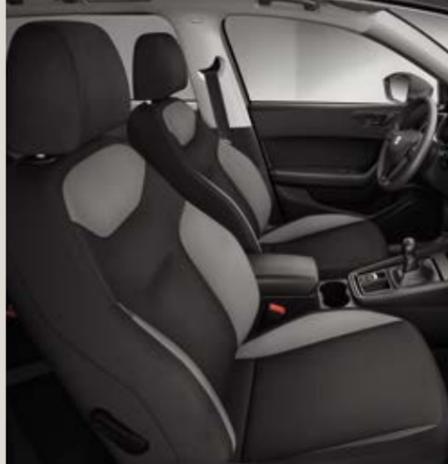
Reference R
 Style St
 Xcellence XE
 FR FR
 Standard ■
 Optional ■

¹Soft colour.

²Metallic colour.

³End of production in week 17, 2019.

Upholsteries.



Cloth Comfort seats AS

R



Cloth Comfort seats BB

St



Alcantara®/PVC Spor seats BB+PL3

St



Leather Brown Sport seats EE+PL3

XE



Leather Sport seats DV+WL1

XE



Alcantara®/Textile/PVC Sport seats ME

FR



Leather Sport seats BB+WL1

St



Alcantara®/Textile/Brown Sport seats EE

XE



Alcantara®/Textile/PVC Sport seats DV+PL3

XE



Leather Sport seats ME+WL1

FR

Reference **R**
 Style **St**
 Xcellence **XE**
 FR **FR**
 Standard **■**
 Optional **■**

Your accessories.

What you need. For where you're going.

Where's your routine taking you today? Wherever it is, you need to be ready. And so does your SEAT Ateca. More performance? Sorted. Need to take more with you? No problem. Louder? How many decibels? Now, you're ready to go.





Performance.

Because your routine is what you make of it. SEAT Ateca Performance accessories add extra aerodynamic styling for a more dynamic drive and sportier look.

Double exhaust pipe.

Express your racing spirit and boost the efficiency of your Ateca's engine with a double exhaust consisting of two matt-polished exhaust pipes.

SEAT Sport Line: All performance accessories fitted at SEAT Sport. Order through Car Configurator and receive them already mounted on your new car.



01 Front styling kit.

Stand out from the crowd. Give your Ateca a fresher feel and a dynamic profile with an original front bumper that adds some sleek style to your look on the road.

02 Rear styling kit.

This rear bumper decoration has a dynamic, off-road design that gives your routine a whole new dimension.



03 Colours.

What's life without some colour? Now you can customise the look of your Ateca with Crossover Silver for the alloy wheels, styling kits and exterior mirrors. Or choose bold Black for just the alloy wheels and styling kits.

04 Blind exhaust pipe.

By choosing this rear styling kit, you can hide your exhausts to give the back of your Ateca a cleaner, more minimalistic look.



Exterior.

The details that make all the difference. These stylish exterior decorations give your Ateca a look that helps to take your routine to the next level.

Side door mouldings.

Side effects. This moulding in silver covers the lower area of your Ateca's doors to protect and enhance their look.



Front grille moulding.

Look sharp with a powerful moulding in silver that covers the outer edge of the lower front grille.



Hatch door moulding.

Make it shine. This hatch door moulding in silver gives your Ateca an extra touch of style.



Fog light mouldings.

Protect with polish. This front moulding consists of a single piece of highly resistant silver alloy that covers the outer edge of the fog light.



Interior.

What's inside matters. These interior accessories give your Ateca the comfort and style to make your routine better than ever.

Espresso machine.

Need a shot? This AutoSet espresso maker means you'll always have an espresso with the perfect crema on the go.



01



03



02



04

01 Illuminated side sills.

These sill guards light up to display the Ateca's name when the door has been open for 40 seconds and switch off when the door is closed.

02 Stainless steel side sills.

A stainless steel sill fitted over the front doors that feature the Ateca logo in black. Stylish, practical and on message.

03 Key cover.

Keep your Ateca close, wherever you go. These exclusive Ateca key covers come in a range of colours to carry with pride.

04 Sun shades.

Everyone loves the sunshine. Except when they're driving into it. These sun shades protect you from the sun to give you a more relaxing drive. They also help to keep the heat out in summer.



Interior customisation.

Why not make every day even better? Now you can customise your Ateca with a wide range of accessories designed to help you express your personality where it counts.

Interior Decorative Set.

A dashboard in Emocion Red combined with a door trim in Mystery Blue? Or perhaps a door trim in Crossover Silver partnered with a gear knob in Samoa Orange? These easily assembled interior decorations provide countless combinations to turn your Ateca into a car that's as individual as you are.



Go on.

What are you waiting for?





Transport.

Dreams are nice. Plans are better. The Ateca comes with a range of handy transport accessories that help to make even your biggest ideas possible. Practical, stylish and designed to take you, and your Ateca, even further.

Ski rack.

If the slopes are your next destination, these aluminium ski racks with rubber supports that attach directly to your roof bars will come in handy.

Surf rack.

Use this surf rack to get your surfboard to the beach securely and in style. Just attach to your roof bars, grab your board and you're ready to go.

Roof box.

Keep your luggage dry and your journey on track with this useful and aerodynamic roof box. Fits easily and quickly on your roof bars.

Load-stop rack.

A new way to carry long loads, this special roof rack turns your Ateca into the ultimate transporter. Easily adjusted to carry almost anything you need to get from A to B.





Protection.

Safe. Secure. Organised. Three words that make all the difference when you're going places. These convenient accessories are the perfect way to get there.

Boot organiser.

This aluminium divider makes the most of the space in your Ateca's luggage compartment, ensuring that everything arrives at your destination in perfect condition.



01 Protective boot tray.

Made from lightweight but durable foam, this tray is a handy way to take small and delicate items along with you on the journey.



02 Boot organising net.

This luggage compartment support net is a flexible way to safely secure your luggage, giving you plenty of extra space for when you need it.

03 Boot tray with high walls.

Resistant, waterproof and easy to clean, this boot tray keeps things secure on even the bumpiest of journeys.

04 Reversible boot mat.

Keep it clean. Perfectly adapted to the size of your boot, this rubber mat protects your Ateca's interior even when carrying wet or dirty items.



Protection.

Snow chains.

When the weather takes a turn for the worse, or if you're just planning some winter escapades, make sure you're carrying these snow chains to get you and your Ateca safely through the snow.



01 Protective bumper moulding.

Attached to the rear bumper, this stainless steel moulding protects your Ateca from scrapes and scratches when big items are placed in the luggage compartment.

02 Rubber floor mats.

Step on it. This four-piece rubber matt set for both driver and passengers protects your Ateca from dirt and liquids.



03 Front and rear mudflaps.

Off road and on track. These mudflaps make sure you're ready to take on some of the most challenging routes.

04 Ice scraper.

Hidden from view, but there for you just when you need it. This ice scraper is situated next to your petrol deposit.



Infotainment & Safety.

The SEAT Ateca accessories range comes with child seats and safety features to keep everyone secure, plus the latest on-board infotainment devices to keep them happy along the way.

10" Tablet.

However fun your routine, sometimes you need to give it something extra. This 10" HD tablet with Bluetooth® and WiFi connectivity comes with fasteners to fit securely on your front seats giving your passengers plenty of multimedia entertainment for the road.

Seat Peke G3 Kidfix.

Comfortable and secure, Kidfix child safety seats are suitable for children from 15 kg-36 kg. Installed either with the Ateca's standard car seat belt or an iSOFiX plus car seat belt they come with a height adjustable backrest to make sure your little passengers stay happy and safe.





Crossover Line.

Men's Pullover.

Fine-knit V-neck pullover, subtle coloured detailing and elbow protector patches.

Material: 70% cotton, 20% polyamide 10% silk
Size: S - 3XL
Colour: Blue
Ref: 6H1084100X GAJ

Belt.

Woven belt.

Material: 100% polyester
Size: 115 cm
Colour: Blue
Ref: 6H1087408 GAJ

Men's T-Shirt Pocket.

T-shirt, front pocket with tonal stripe, 2-layered look.

Material: 100% cotton
Size: S - 3XL
Colour: Orange
Ref: 6H1084200X GBH

Women's Top Sleeveless.

Sleeveless shirt, slight A-shape, back pleat.

Material: 95% viscose, 5% elastane
Size: S - XL
Colour: Orange
Ref: 6H1084212X GAH

Beanie.

Casual knitted beanie hat.

Material: 60% cotton, 35% polyester, 5% elastane
Size: One size
Colour: Blue
Ref: 6H1084303 GAJ

At your service.

Freedom starts where worry ends.

Life's too short to spend it in a workshop.
The SEAT Service uses only SEAT Genuine
Parts to keep your Ateca at its best. So you
can get out and go.



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.



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.



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.



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.

Environmental information.

Eco driving

SEAT Drive Profile includes an ECO option that puts your Ateca into an environmentally friendly low fuel consumption mode.

Air quality

When entering an environment with poor air quality, your Ateca's Pure Air system temporarily shuts off the car's air vents, keeping out any harmful contaminants.

Lighting

Using Full LED and LED daytime running lights in the SEAT Ateca significantly reduces electricity consumption and increases the life expectancy of your headlights.



Renewable materials

To cut back on the use of potentially harmful substances, we've eliminated all the lead in the SEAT Ateca's shock absorbers, in the seals of all electric, electronic and glass components and inside the car's capacitors.

Engines

By using a modular configuration system to reduce components and assemblies, the Ateca's engines are up to 30% lighter, contributing to the efficiency and overall fuel consumption of your car. Acoustic improvements have also been made throughout all our engines to decrease noise pollution on the road.

Air conditioning

All your Ateca air conditioners use the latest coolants, which have a significantly lower impact on global warming.

Acoustics

The SEAT Ateca complies with strict new noise regulations thanks to improvements in its exhaust pipes and acoustic package.

Alloy wheels

The SEAT Ateca's all alloy wheels have been put through rigorous fatigue and stress tests to make sure they perform better and last longer. Alloys have been designed to be as light as possible.

Chassis

By building the chassis with high-resistance steel together with innovative moulding technology, we've reduced the thickness of the Ateca, without making any compromises in its performance.

Car seats

The SEAT Ateca's seats have been designed and engineered to weigh less. Its front seats weigh only 4.5 kg.

Tyres

Low rolling resistance reduces energy loss to improve fuel efficiency and a Tyre-pressure monitoring system (TPMS) detects loss of pressure, reducing both fuel consumption and the tyre's wear and tear.



SEAT's technical development environmental objectives

 Climate protection.  Preservation of resources.  Health protection.



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