



SEAT Ateca.



The background of the image is a blurred photograph of a beach. In the foreground, there are gentle waves washing onto a sandy shore. The middle ground shows a line of trees and bushes, also blurred. The sky is bright and hazy, suggesting a sunny day. The overall effect is one of motion and a bright, pleasant atmosphere.

**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.



E 9417 ATC

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.



BCN1

BCN1

9417 ATC



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.

Your way.



A nighttime city street scene with tall buildings, streetlights, and a red traffic light. The street is illuminated by warm yellow streetlights, and a red traffic light is visible in the distance. The overall atmosphere is dark and urban.

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.





01

01 City streets, in style.

With sharp lines and a sleek exterior, the Ateca is class, comfort and control.



03

03 Smart rollers.

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



02

02 Light it up.

Setting the standard, see the road in high definition.



04

04 Eye in the sky.

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



05

05 Sports star.

The sporty steering wheel features an exclusive FR logo.



07

07 Double trouble.

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



06

06 See the light.

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



08

08 The real deal.

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

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.





01

01 Keep on rolling.

With big 17" alloy wheels, the Ateca Style boasts a powerful profile.



03

03 Make an impression.

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



02

02 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.



04

04 Keep cruising.

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



05



07



06



08

**05 Warm or cool?
You decide.**

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

06 Fun on the go.

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

07 Make it shine.

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

08 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.

Wheels.

17"



Dynamic 36/01 St



Dynamic Machined 36/02 St

18"



Performance 36/03 FR

19"



Exclusive Machined
36/02 FR

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.

18"



Puigmal Black St FR



Puigmal Silver St FR



Puigmal Glossy Black St

19"



Aneto Black St FR



Aneto Silver St FR

Style St
FR FR
Standard ■
Optional ■

Colours.



Bila White^{1,3} St FR



Nevada White² St FR



Brilliant Silver² St FR



Samoa Orange² St FR



Velvet Red² St FR



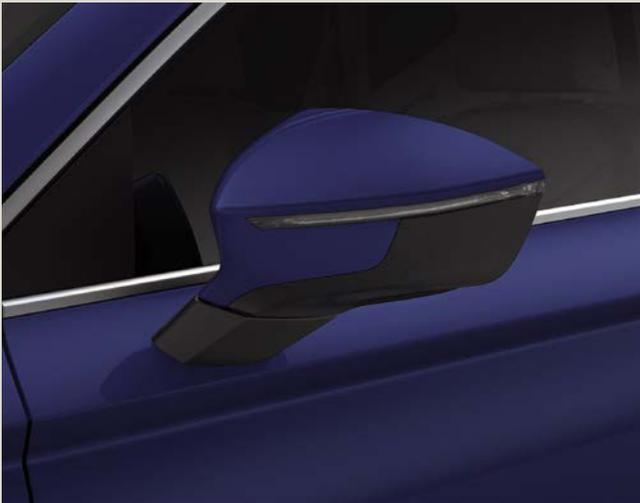
Lava Blue² St



Rodium Grey² St FR



Black Magic² St FR



Energy blue¹ St FR



Magnetic Brown² St FR

Style St
 FR FR
 Standard ■
 Optional ■

¹Soft colour.
²Metallic colour.
³End of production in week 19, 2019.
⁴End of production in week 47, 2018.

Upholsteries.



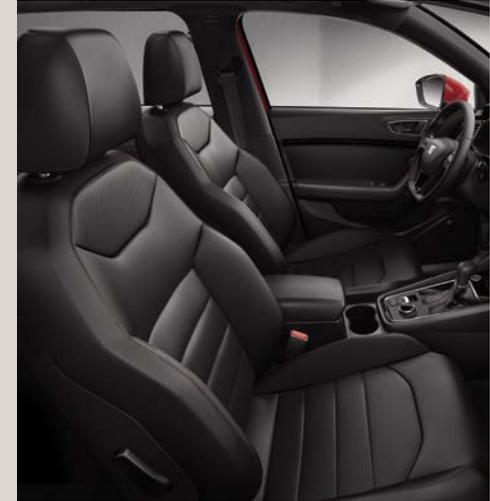
Cloth Comfort seats BB

St



Alcantara®/Textile/PVC Sport seats ME

FR



Leather Sport seats ME+WL1

FR



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.





CARRER DE FRANCESC PEREZ-CARRERO

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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



03



02



04

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.

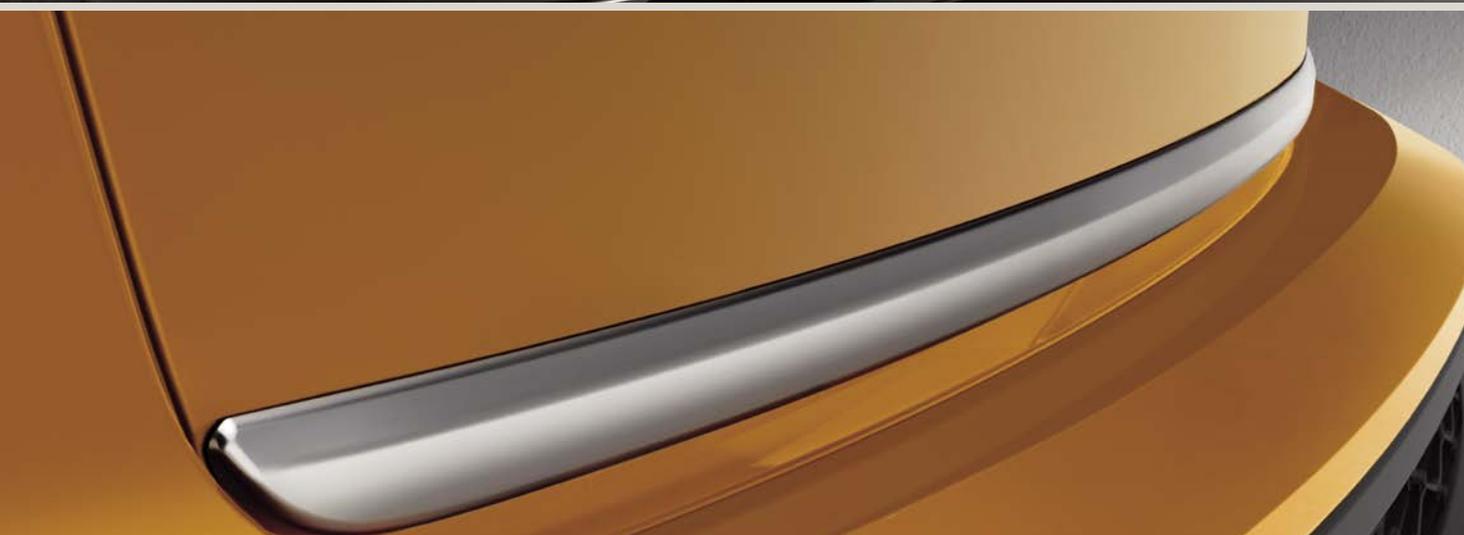
Side door mouldings.

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.

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



03



02



04

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



03



02



04

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.



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

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

Beanie.

Casual knitted beanie hat.

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

Belt.

Woven belt.

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

Women's Top Sleeveless.

Sleeveless shirt, slight A-shape, back pleat.

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



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.





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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 3-year manufacturer's warranty for 1 or 2 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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