



The new **SEAT**  
**Ateca**



The world doesn't stand still. And neither do you. Every challenge is an opportunity to try something new. Be curious. Keep pushing forward.

It's the way we live too. SEAT is a brand born in Barcelona. Inspired by colour and light. Fuelled by creative energy and optimism. We're here to make it easier for you to move the way you want to. So, where shall we go?

Where  
to next?





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A true embodiment of versatility and freedom with a modern sportive design as standard and advanced tech features to get you out into the world larger than ever. Give yourself the space you need. Exploration fulfilled, with a bigger, bolder outlook. Ready for endless possibilities, where will it take you?

Live large.







The new SEAT Ateca offers striking design and unbounded off-road character. With innovative connectivity features and advanced safety technology to make every journey a dream.

Adventurers,  
seekers,  
challengers.



# Bring a little sporting sophistication to the party.

Boasting a larger front grille and 19" alloy wheels for better handling and performance. Hidden exhaust pipes framed in silver give the new SEAT Ateca a subtly refined charm. All signed off with the hand-written name badge. The new SEAT Ateca is bold and ready for any adventure it might take you on.







# Life-easing interior design.

User-focused with a cabin geared towards driver and passenger satisfaction. Make it the way you want it with personal touches. For Nordic style and the comfort of home, choose the XPERIENCE trim with its door panels and central console in a Light wood finish. The new SEAT Ateca has more space so you can rest easy, sit back and enjoy every trip to the full.



Convenience all year round. The Climacoat heated windshield defrosts in under 3 minutes while reflecting the sun to maintain a comfortable interior temperature in summer, minimising air-conditioning consumption and reducing glare to improve safety and well-being. The heated steering wheel gives you increased comfort and control in the cold winter months and with the new SEAT Ateca's ambient lighting you can set the right hue for your journey at any time of year.

Fully comfortable,  
completely looked after.







# Totally connected.

Keep in touch and navigate through your world while you're on the road. The new SEAT Ateca is all kitted out so you can make the most of your technology: stay connected, stay in touch, stay on it with ease.

## **SEAT CONNECT.**

SEAT CONNECT lets you feel more relaxed, reassured, and safer behind the wheel. With a range of features so you can check your SEAT Ateca's status from any location at any time. Confirm your parking position. And pre-set the temperature within the cabin so that it's perfect for when you step in. Connect to your car easily, through the radio, your SEAT Navi System, Customer web portal or SEAT CONNECT App. Keep connected, stay on track.

## **Hola Hola Voice Assistant.**

Easy natural voice commands. It all starts with a simple "Hola Hola". Activate the assistant and take control of the functionalities on your Navi System, without lifting a finger. Perfect for when you've got your hands full of wheel.

## **Wireless Full Link.**

Seamless connectivity to your phone as soon as you step in. No wires. No messing. No fuss. All you need is your smartphone.



The more you see, the more you know. The larger 9.2" Navi System with SEAT CONNECT splits into 3 panels for easier access, and the 10.3" Digital Cockpit displays all your drive data within your line of vision, improving visibility while you focus on the drive ahead.

There's a whole new world to discover.







**Pre-crash Assist.**

Anticipating oncoming collisions, the Pre-Crash Assist feature prepares for impact by tightening safety belts and closing windows.

# Enjoy worry-free driving.

Today's driver has more things than ever to watch out for on the roads. That's why the new SEAT Ateca comes with the latest safety features to let you focus on what's important. The ride.



**Travel Assist.**

The Travel Assist features on the new SEAT Ateca monitor your journey and use cameras to scan for upcoming traffic, lane markings, traffic lights, road signs and curves letting you drive with peace of mind.



**Side Assist.**

Overtaking and changing lanes doesn't have to mean straining your neck. If anything enters your blind spot, Side Assist warns you with a visual cue.



The new SEAT Ateca comes available in 4 trims. The same robust design and bold spirit, but each with distinct cultivated subtleties, so you can find a style to suit whatever adventures you seek.

Have it  
your way.





# Time for passion?

The FR trim offers optimum performance: lustrous, sportive design with a character to match. Energetic, powerful and vibrant. With Cosmo Grey detailing and dynamic blinkers. A chrome-framed simulated double-exhaust pipe and embossed fabric upholstery in the cabin — propelled forward by high-performance alloy wheels for serious driving euphoria.



#### **Reinforced style.**

Every little detail. A full-bodied, moulded bumper in Cosmo Grey with a sports-inspired exhaust pipe.

#### **A hardy front grille.**

It's all about how you go forward. Confidently cutting through with a powerful front grille.

# FR trim.



\*This equipment is optional.  
\*\*Vegan leather only for MQ engines.  
Leather gearshift for DQ engines.



### Light the way.

Full LED headlights at both the front and rear with dynamic blinkers.



### Propelled by innovation.

Exclusive 19" Machined AERO wheels in Cosmo Grey\*.



### SEAT CONNECT.

Complete access to SEAT CONNECT functionalities through the Navi System+\*.



### A sportive finish.

With a robust front grille, a lowered front end, Sport Cosmo Grey re-enforced bumpers to the front and rear, side sills and a set of dynamic mirror cases.

# Standard equipment.

### Safety:

- 7 airbags: 2 front, 2 front side, 2 curtain and 1 knee airbag
- Seat belt reminder
- 3-point seat belts in front and rear
- Cruise Control System (CCS) with speed limiter
- Electronic Stabilization Programme (ESP)
- Front Assist
- City Emergency Braking
- Pedestrian Protection
- Hill Hold Control
- Tiredness Recognition
- Child seat anchor for child seat system ISOFIX

### Electronics:

- 2 USB type C illuminated ports in front and 2 in the rear
- SEAT Media System+ 8.25"
- 8 speakers
- Bluetooth®
- 2-zone Climatronic
- SEAT CONNECT for Media System+
- Keyless Advanced
- Power-adjustable and heated exterior mirrors with front passenger lowering function and Welcome Light
- Rear park distance control
- SEAT Drive Profile

### Exterior:

- Exterior mirrors in body colour
- Sport bumpers in Cosmo Grey
- Wheel arches and side mouldings painted in body colour
- Simulated exhaust pipe with chromed frame
- Black roof rails
- Performance 18" 36/3 Alloy wheels in Brilliant Silver
- Dark-tinted rear windows
- Full LED headlights and tail lights with dynamic blinker
- LED front fog lights with cornering function

### Interior:

- Pedals in aluminium
- Grey interior roof
- Multifunctional sport leather steering wheel with FR pin
- Vegan leather gearshift\*\*
- Nilo cloth with Dinamica® sport seats
- Illuminated door step with FR lettering
- LED interior ambient lighting
- Document holder under driver seat and pockets on backrest
- Centre armrest in front and rear



# Robust, reliable, quality.

The essence of off-road freedom and adventure blended with high-quality interior design features to give you complete comfort. Get out and explore with pure confidence, the XPERIENCE trim combines a robust front grille with dynamic side mouldings and a front spoiler in reflex silver for a bolder look. Inside the cabin? A select Nordic interior with finely crafted stitching and detailing — true home comfort no matter where you get to.



## Organic illumination.

Out into the wide. Let it shine on in. A full spectrum, roof spanning window that bathes the new SEAT Ateca's stylish interior in glorious natural light.



## Drive Profile.

Adventure demands versatility. Driving modes fit for every road: Eco, Normal, Off-road, Snow or Sport, each profile influences engine responsiveness, steering, ambient lighting and engine sound, so you can always get the best out of your new SEAT Ateca.



# XPERIENCE trim.



# Standard equipment.

## Safety:

- 7 airbags: 2 front, 2 front side, 2 curtain and 1 knee airbag
- Seat belt reminder
- 3-point seat belts in front and rear
- Cruise Control System (CCS) with speed limiter
- Electronic Stabilization Programme (ESP)
- Front Assist
- City Emergency Braking
- Pedestrian Protection
- Hill Hold Control
- Tiredness Recognition
- Child seat anchor for child seat system ISOFIX

## Electronics:

- 2 USB type C illuminated ports in front and 2 in the rear
- SEAT Media System+ 8.25"
- 8 speakers
- Bluetooth®
- 2-zone Climatronic
- SEAT CONNECT for Media System+
- Keyless Advanced
- Power-adjustable and heated exterior mirrors with front passenger lowering function and Welcome Light
- Rear park distance control
- SEAT Drive Profile
- **Convenience Pack:** Rain & light sensor, Electrochromic frameless interior mirror, Automatic Coming & Leaving Home function

## Exterior:

- Exterior mirrors in body colour
- Off-road chromed bumpers
- Chromed roof rails and window frames and black wheel arch mouldings
- Wheel arches and side mouldings painted in black
- Simulated exhaust pipe
- Performance 18" 36/2 Alloy wheels in Brilliant Silver
- Dark-tinted rear windows
- Full LED headlights and tail lights with dynamic blinker
- LED front fog lights with cornering function

## Interior:

- Grey interior roof
- Multifunctional sport steering wheel
- Vegan leather gearshift\*\*
- Nordic cloth with Dinamica® seats
- Illuminated door step with XP lettering
- LED interior ambient lighting
- Document holder under driver seat and pockets on backrest
- Centre armrest in front and rear



### Ready for adventure.

Full LED headlights to the front and rear with dynamic blinkers\*.



### Seamlessly connected.

Complete access to SEAT CONNECT functionalities through the Navi System+\*.



### Primed.

Exclusive 19" Machined AERO wheels in Cosmo Grey\*.



### Off-road and rugged.

Off-road chromed bumpers and side sills in a Reflex Silver finish\*.

\* This equipment is optional.  
\*\* Vegan leather only for MQ engines.  
Leather gearshift for DQ engines.



Right here  
in the moment.

Complete with urban optimism, the Style trim exemplifies the confidence that comes from elegance and autonomy. Full LEDs, alloy wheels and simulated exhaust pipes, gracefully topped off with the Ateca name in handwritten lettering at the rear of the car.



**Fully entertained.**

Satisfaction en route. The updated, larger 8.25" Media System gives you easy integrated access to a range of functionalities: maps, music and connection to your smartphone.



**Street style.**

Exclusive 18" Machined AERO wheels in Nuclear Grey.

Style trim.



\*This equipment is optional.  
\*\*Vegan leather only for MQ engines.  
Leather gearshift for DQ engines.



### Modern grace.

Full LED headlights at the front and rear with dynamic blinkers.



### At wheel warmth.

Harness complete control with the enhanced heated steering wheel\*.



### Contemporary touch.

Style on the out, style on the in. Plush fabric, Cloth Comfort upholstery: tactile and timeless. With adjustable front armrests for total comfort and sophistication.



### Reinforcement.

Urban bumpers.

# Standard equipment.

### Safety:

- 7 airbags: 2 front, 2 front side, 2 curtain and 1 knee airbag
- Seat belt reminder
- 3-point seat belts in front and rear
- Cruise Control System (CCS) with speed limiter
- Electronic Stabilization Programme (ESP)
- Front Assist
- City Emergency Braking
- Pedestrian Protection
- Hill Hold Control
- Tiredness Recognition
- Child seat anchor for child seat system ISOFIX

### Electronics:

- 2 USB type C illuminated ports in front and 2 in the rear
- SEAT Media System+ 8.25"
- 8 speakers
- Bluetooth®
- 2-zone Climatronic
- SEAT CONNECT for Media System+
- Keyless Go
- Power-adjustable and heated exterior mirrors with front passenger lowering function and Welcome Light
- Rear park distance control

### Exterior:

- Exterior mirrors in body colour
- Door handles in body colour
- Black bumpers with chromed inserts
- Black window frames
- Dynamic 17" 36/1 Alloy wheels in Brilliant Silver
- Full LED headlights and tail lights
- LED front fog lights with cornering function

### Interior:

- Grey interior roof
- Multifunctional sport leather steering wheel with XP pin
- Vegan leather gearshift\*\*
- Cloth Comfort seats
- Interior light in footwell
- Document holder under driver seat and pockets on backrest
- Centre armrest in front and rear



# Getting better every day.

Easy driving, robust and reliable all-round. Bold characteristics built to last, the Reference trim offers safety, space and access to a wide range of modern functionalities, an SUV for contemporary living.



## **Complete momentum.**

Get there in style with 16" Brilliant Silver Alloy wheels as standard.



## **Cosy, relaxed driving.**

It's all about the feel. With a leather steering wheel that augments driver comfort and makes every trip a dream.



# Reference trim.



# Wheels.

Reference **R**  
 Style **St**  
 XPERIENCE **XP**  
 FR **FR**  
 Serial **■**  
 Optional **■**

<sup>1</sup>With decorative inserts.

16"



**DESIGN 16"**  
**BRILLIANT SILVER**  
**R**

17"



**DYNAMIC 17"**  
**BRILLIANT SILVER**  
**St**



**DYNAMIC 17"**  
**36/1 NUCLEAR GREY MACHINED**  
**St**

18"



**PERFORMANCE 18"**  
**36/8 NUCLEAR GREY MACHINED**  
**St XP**

19"



**EXCLUSIVE 19"**  
**36/4 NUCLEAR GREY MACHINED**  
**XP**



**EXCLUSIVE 19"**  
**36/5 AERO NUCLEAR GREY MACHINED**  
**XP**

18"



**PERFORMANCE 18"**  
**36/2 NUCLEAR GREY MACHINED**  
**St XP**



**PERFORMANCE 18"**  
**BRILLIANT SILVER**  
**XP**



**PERFORMANCE 18"**  
**BRILLIANT SILVER**  
**FR**



**PERFORMANCE 18"**  
**36/3 COSMO GREY MACHINED**  
**FR**

19"



**EXCLUSIVE 19"**  
**36/9 COSMO GREY MACHINED**  
**FR**



**EXCLUSIVE 19"**  
**36/6 AERO COSMO GREY MACHINED**  
**FR**



**EXCLUSIVE 19"**  
**36/7 COSMO GREY MACHINED<sup>1</sup>**  
**FR**



**EXCLUSIVE 19"**  
**36/10 GLOSSY BLACK**  
**FR**



# Colours.



**BILA WHITE<sup>1</sup>**

R St XP



**NEVADA WHITE<sup>2</sup>**

R St XP FR



**BRILLIANT SILVER<sup>2</sup>**

R St XP



**RODIUM GREY<sup>2,3</sup>**

R St XP FR



**GRAPHITE GREY<sup>2,4</sup>**

St XP FR



**CRYSTAL BLACK<sup>2</sup>**

St XP FR



**MAGIC BLACK<sup>2</sup>**

R St XP FR



**DARK CAMOUFLAGE<sup>2</sup>**

St XP FR



**LAVA BLUE<sup>2</sup>**

R St XP



**ENERGY BLUE<sup>1</sup>**

R St XP FR



**VELVET RED<sup>2</sup>**

St XP FR

Reference **R**  
 Style **St**  
 XPERIENCE **XP**  
 FR **FR**  
 Serial **■**  
 Optional **■**

<sup>1</sup> Soft  
<sup>2</sup> Metallic  
<sup>3</sup> EOP wk47  
<sup>4</sup> SOP wk50

\* Exterior mirror in  
 Cosmo Grey for FR trim

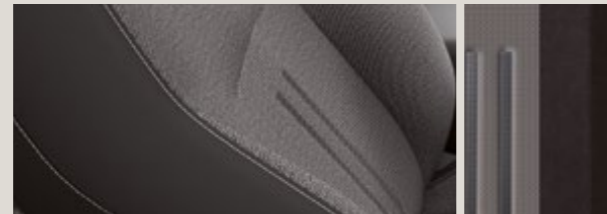




# Upholsteries.



**CLOTH BLACK / GREY (AS)** R



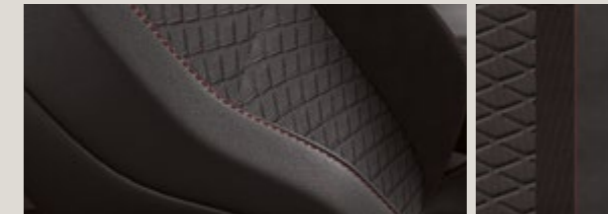
**CLOTH BLACK / DALLAS / OLOT (BK)** St



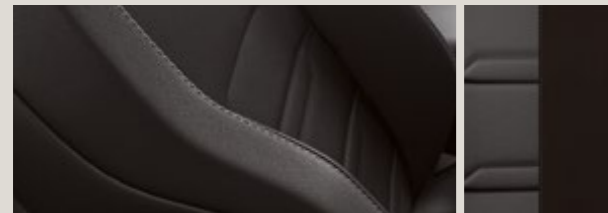
**DINAMICA® BLACK¹ (BK+PL7)** St



**LEATHER BLACK¹ (BL+WL1)** XP



**CLOTH NILO / DINAMICA® BLACK (BM)** FR



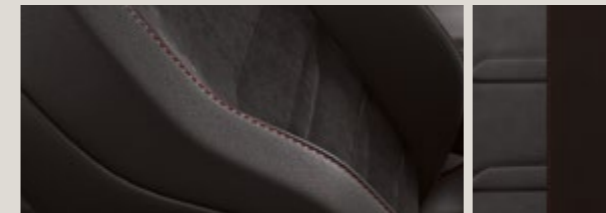
**LEATHER BLACK¹ (BK+WL1)** St



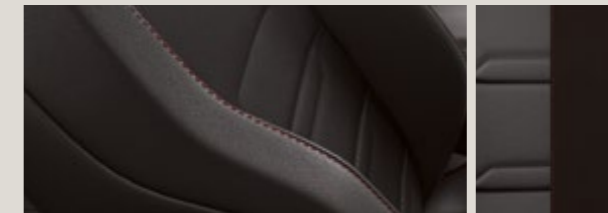
**CLOTH NORDIC / DINAMICA® BLACK (BL)** XP



**DINAMICA® BLACK¹ (BL+PL7)** XP



**DINAMICA® BLACK² (BM+PL7)** FR



**LEATHER BLACK² (BM+WL1)** FR

Reference **R**  
 Style **St**  
 XPERIENCE **XP**  
 FR **FR**  
 Serial **■**  
 Optional **■**

<sup>1</sup>Dark Silver stitching for Style and XP trims.  
<sup>2</sup>Lava Red stitching for FR trim.





Make it yours with the intricate details and accessories that you'll need for the road ahead. Your choice of customisation features on both the exterior and interior of your new SEAT Ateca.

Those tiny touches that matter.





# Customisation.

No compromises, have it your way. The SEAT Ateca can be modified to suit your style.

## **Spoiler in Carbon Fibre\*.**

Enhance your SEAT Ateca's sportive aesthetic with an elegant rear spoiler in stand-out Carbon Fibre.

## **Exterior mirrors in Black.**

Adding sophistication to the mix. Keep it bold with contrasting wing mirrors in a full black finish.

\* Spoiler in Carbon Fibre available from the fourth quarter of 2021.



# Decorative mouldings.

Perfectly framed. Add those final touches to your new SEAT Ateca's interior and exterior.

## **Hatch door moulding.**

From front to back, the new SEAT Ateca is designed to expand. Hatch door moulding brings another dimension to your journey.

## **Interior mouldings.**

Looking great, inside and out. The new SEAT Ateca's dashboard, central console, doors and Climatronic System. The pieces tie in seamlessly to the original parts for a natural look. Comes with everything needed for easy assembly.







# Transport.

Taking on the road on 2 wheels? Both of our bike racks are a perfect fit. Tailored especially to your new SEAT Ateca and compliant with strict quality tests.

## **Towing Bike Rack.**

Extra wheels don't need to mean more work. Aluminium rails on the tow bar support any type of bicycle.

## **Bike Rack.**

Going off the beaten path? Bring your bicycle with you in this easy-to-mount and configurable bike rack. Quick and easy fastening. With long-lasting care for your bike's frame tubes.



# Transport.

## Roof Bars.

Front and rear transport bars easily attach to the roof and come with a secure anti-theft system.

## Surf Rack.

Steady breaks rolling in? Load up your gear and jump right in. The rack adapts perfectly to the shape of your surfboard and allows you to carry two along.

## Roof Box.

Big plans? These weather-resistant roof boxes come in a range of 400l to 460l, support up to 50kg of weight and use a double-opening system so you can easily access your gear. Easily attach it to the roof bars, even with a sunroof. Transport solutions taken care of.







# Transport.

## **Ski Rack Xtender.**

No need to strain your back to load your skis. The Ski Rack Xtender slides out easily for convenient loading and safe transport to the snow.

## **Ski Rack.**

Trip to the slopes? This Ski Rack is specially designed and perfect for family use. Holding 4-6 skis or 2-4 snowboards.



# Boot solutions.

Keeping all your stuff stored safe, sound, in order and just where you want it to be. No one likes a messy boot. SEAT's Boot Accessories keep the balance just right.

## **Boot organising net.**

Like staying organised? Flexible black boot nets help you arrange and properly secure your luggage.

## **Boot organiser.**

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

## **Reversible boot tray.**

Protect your new SEAT Ateca with this easy to secure, reversible boot tray. Keep dirt and liquids away from whatever's in your boot.







# Protection.

## **Rear bumper protective moulding and multifunctional base & net.**

Keep it looking fresh and clean. The protective moulding stops you from scratching your bumper. And with the multifunctional base and net off to one side of the boot, all your small essentials can be kept within easy reach.

## **SEAT front and rear mudflaps.**

The SEAT Ateca is built for exploration. So, adding the specially adapted front and rear mudflaps to your set-up will guard and protect your car from mud and flying debris while you're out there.

## **Rubber floor mats.**

It's your look. Make it last. Waterproof rubber mats add extra grip and protection. Or try textile for even more elegance.



# Safety.

Bring your favorite passengers along for the ride while keeping them safe and secure en route.

## **Separation grille for pets.**

This removable grille separates the car compartment from the boot area, providing extra protection for pets along for the ride.

## **Kidfix<sup>2</sup> S 2-in-1 car seat.**

Keep your most precious passengers extra safe. The Kidfix<sup>2</sup> S has a V-shaped backrest with adjustable SICT system. It can be adapted to the right size to allow for more space as your child grows and provides exceptional protection against side impacts. For children from 3.5 to 12 years.





Life's too short to sweat the small stuff. The experts in our SEAT Service team use only SEAT Genuine Parts to keep your SEAT Ateca at its best – and you at your boldest.

Bolder living  
starts here.





# 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. No worries. For more fun.



## **Go the extra mile. We've got your back.**

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. Ready for bolder living.



## **Whatever you need. Just ask.**

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.



## **Play harder. We'll keep you on track.**

SEAT Insurance is tailor-made to your car. To make moving forward easy. 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.



## **Challenge ahead. Worries behind.**

Live life to the fullest. 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 put your positivity into what really matters.







# Environmental information.



## Aerodynamics

With improved vehicle aerodynamics, thanks to optimised design throughout the bodywork, wheels and cooling system.



## Air quality

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



## 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.



## SEAT Eco Drive Profile

ECO mode allows a driving style that modifies engine and transmissions parameters in order to reduce fuel consumption and emissions.



## Lights

Headlamps are 100% LED and all rear lamps versions include LED Technology (the version High Plus is 100% LED), reducing significantly power consumption and increasing life and effectiveness of the lights.



## Acoustics

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



## Tyres

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



## Bodywork

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

### Move to ZERO, SEAT's environmental mission

Climate Change.
 Resources.
 Air Quality.
 Environmental compliance.





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