

NEW 2021



CUPRA
ATECA



BEAUTY

PRODUCT HIGHLIGHTS
EXTERIOR STYLING
INTERIOR STYLING
COLOURS
WHEELS
UPHOLSTERIES
CUSTOMISATION OFFER

04

INNOVATION

TECHNOLOGY
SAFETY
CUPRA CONNECT

28

LEISURE

FUNCTIONAL ACCESSORIES
ENVIRONMENTAL

38

POWER

PERFORMANCE HIGHLIGHTS

26

TECHNICAL

STANDARD & OPTIONAL
EQUIPMENT
ACCESSORIES (DESIGN
RELEVANT & FUNCTIONALS)
ENGINE SPECS

44

EXTERIOR STYLING



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.

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.

→ *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.



↙ *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.





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.

INTERIOR STYLING



↑ 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.

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.

← SUPERIOR CONTROL

High performance at your fingertips. Start the engine at the touch of a button, shift through gears or select your ideal driving mode using the advanced steering wheel's satellite buttons.

↓ 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.





↓ *DESIGN FIT FOR THE TRACK*

For optimised performance and exclusive aesthetics, pedals with matching footrest combine Dark Aluminium and rubber resulting in sportive driving with a sophisticated twist.

↑ *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.



DETAILS



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.

↓ *RODIUM GREY*² 



↓ *MAGIC BLACK*² 



↓ *GRAPHITE GREY*² 




↓ *DARK CAMOUFLAGE*³ 



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.

Standard 

Optional 

¹Soft

²Metallic

³Special Metallic

¹End of production in November/2021.

²Start of production in December/2021.

↓ NEVADA WHITE² 



↓ VELVET RED³ 



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.

↓ BILA WHITE¹ 



Optional 

¹Soft

²Metallic

³Special Metallic

→ 19" EXCLUSIVE SPORT
BLACK AND COPPER¹ 



→ 19" EXCLUSIVE R SPORT
BLACK AND SILVER¹ 



↑ 19" EXCLUSIVE SPORT
BLACK AND SILVER¹ 

↓ 19" EXCLUSIVE R SPORT
BLACK AND COPPER¹ 




↑ 19" EXCLUSIVE AERO
SPORT BLACK AND COPPER² 

↓ 19" EXCLUSIVE AERO
SPORT BLACK AND SILVER² 



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.

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



↑ PETROL BLUE LEATHER O

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.



← BLACK DINAMICA S

Standard S
Optional O



A DISTINGUISHED TOUCH

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

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.

↓ *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 – 100 km/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.



INNOVATION

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.

CUPRA ATECA



↑ CONNECTIVITY BOX

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

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.



↗ 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.

↓ 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.



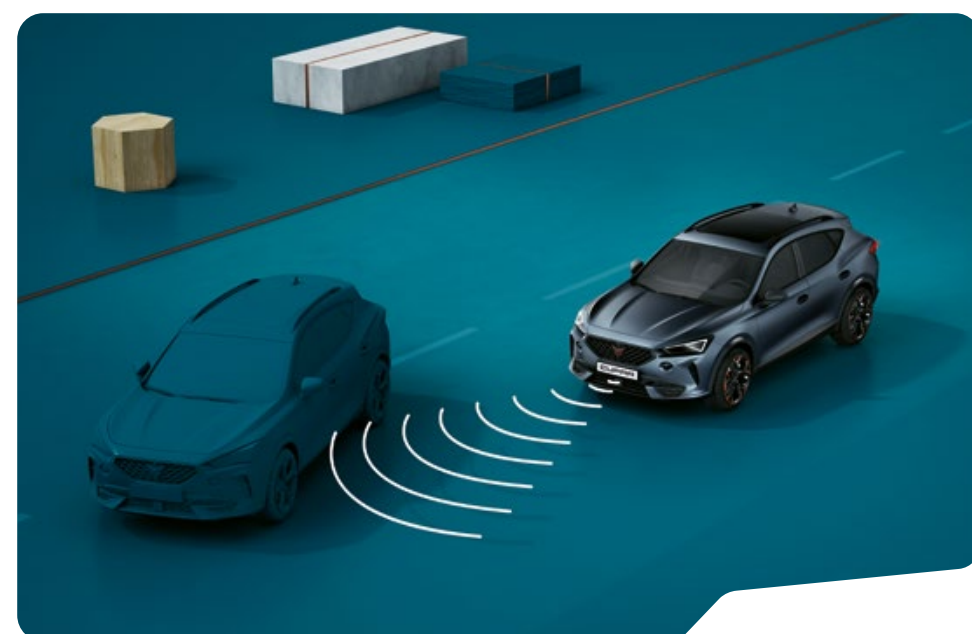
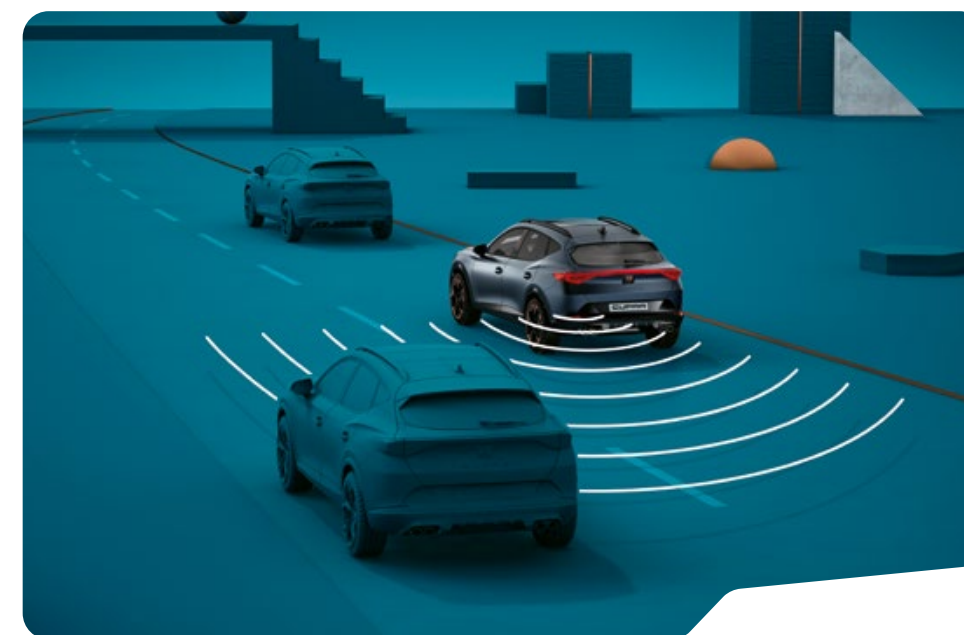
→ *ACC
PREDICTIVE*

Keep aware of surrounding cars, upcoming bends or speed limit changes and have your course corrected accordingly.



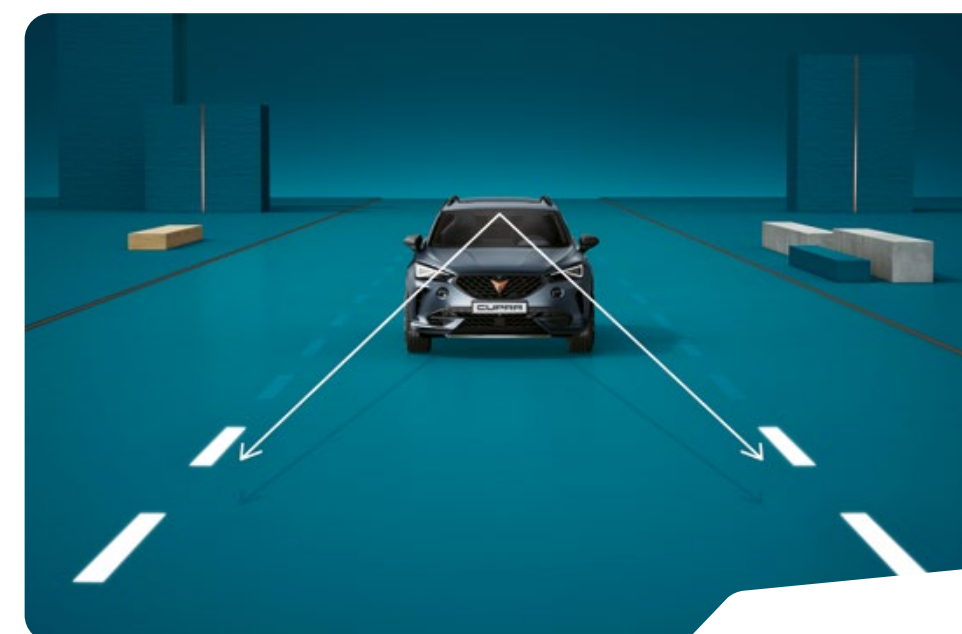
→ *EXIT
ASSIST*

This system warns you of upcoming traffic behind you, meaning you'll never have to worry about the blind spot.



← *FRONT
ASSIST*

Potential collisions are prevented when autonomously cruising with ACC Predictive. The CUPRA Ateca keeps your set limit and will even automatically stop should your reactions falter.



← *LANE
ASSIST*

With corrective steering technology, Lane Assist keeps you in your chosen lane, making an effective contribution towards the prevention of accidents.



← *LIGHT ASSIST*

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

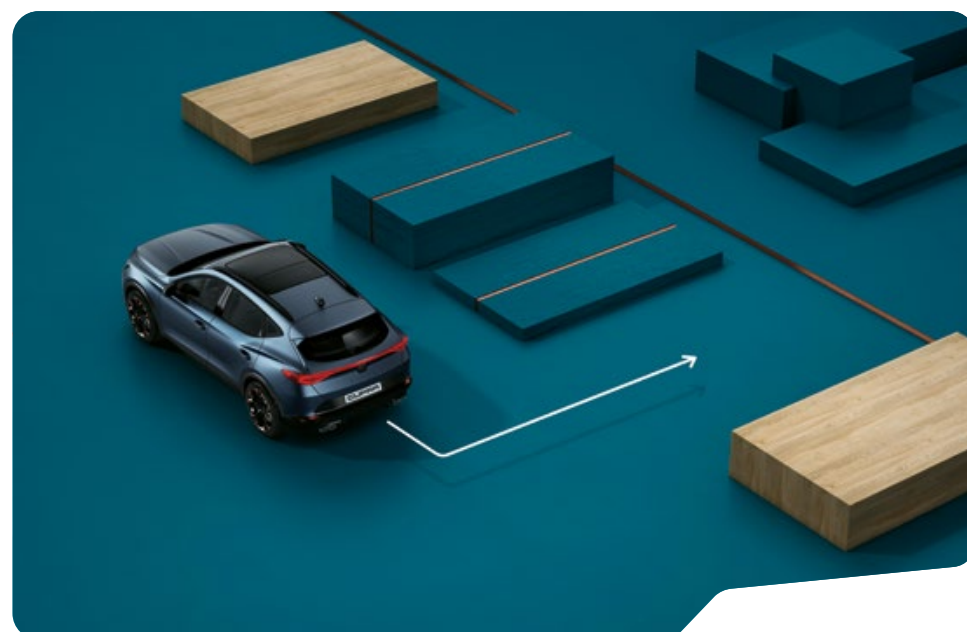


← *ROAD AWARENESS*

With built-in Traffic Sign Recognition technology, the integrated front camera lets you see upcoming speed limits and overtaking restrictions via your Digital Cockpit.

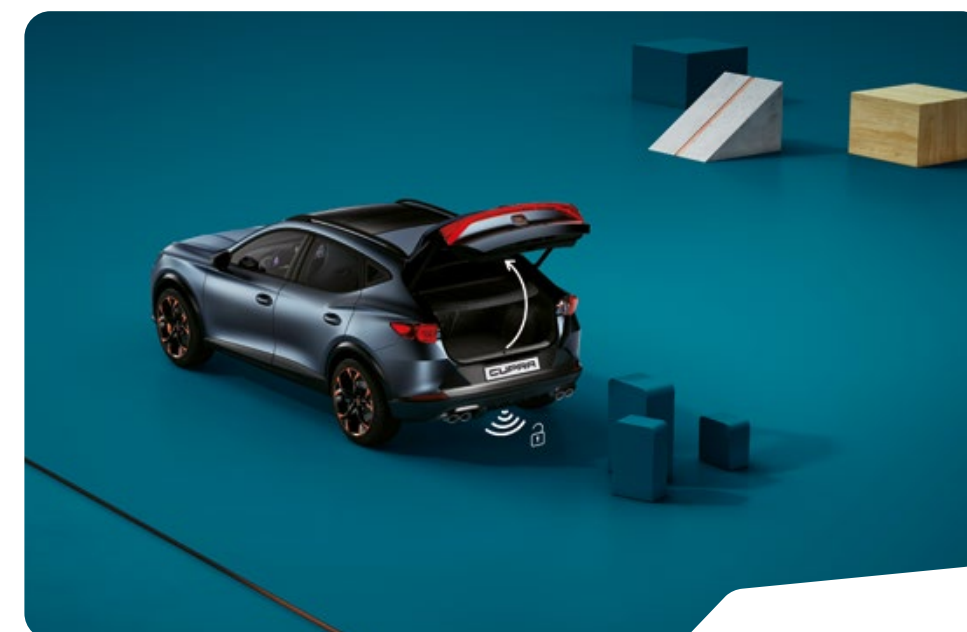
→ *PARK ASSIST*

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.



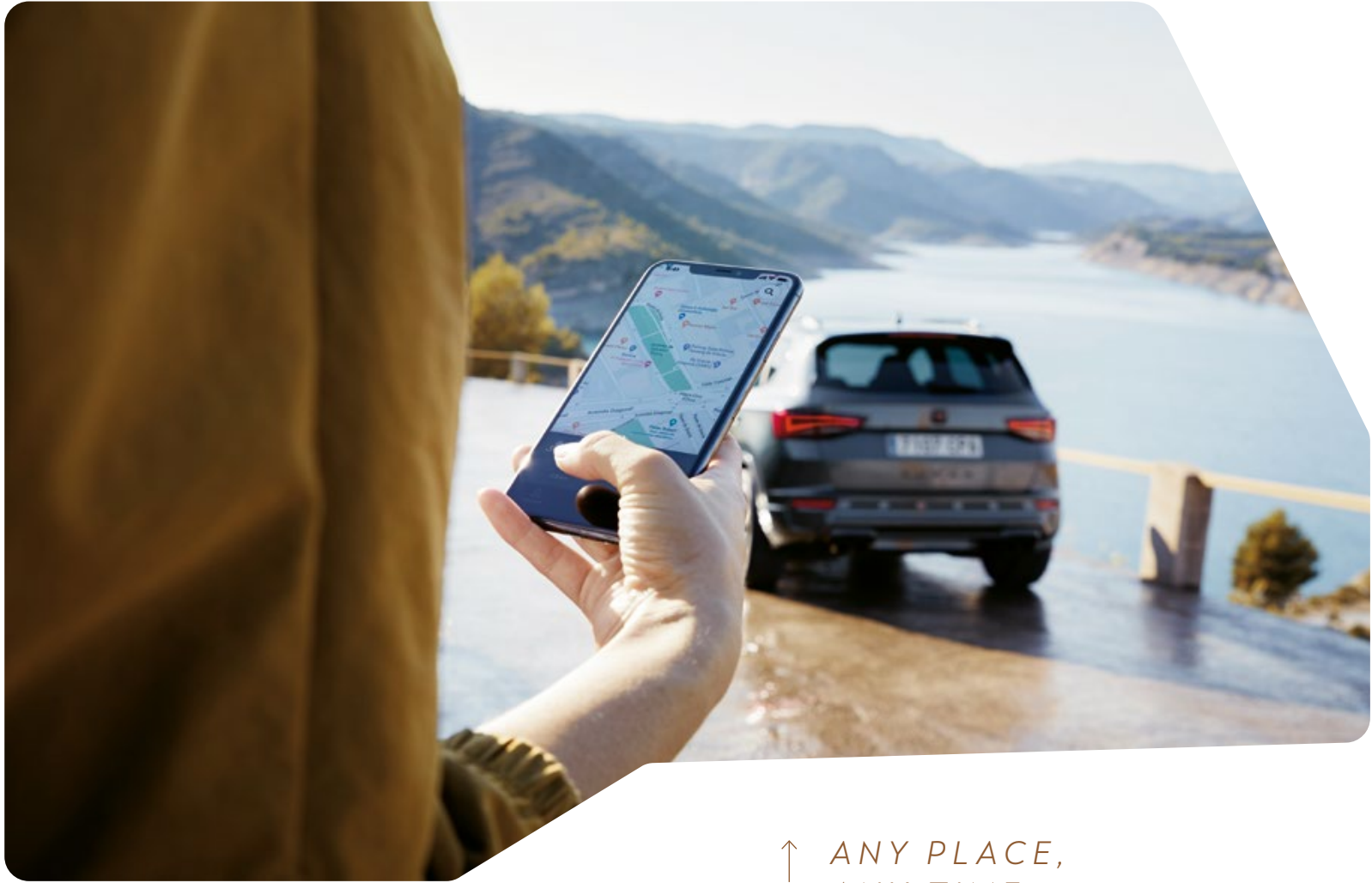
→ *SEAMLESS BOOT ACCESS*

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.



CUPRA CONNECT

A SEAMLESS LINK TO YOUR CAR AND TO THE WORLD FROM ANYWHERE. FROM REAL-TIME UPDATES AND ALERTS TO NAVIGATION AND MUSIC SERVICES, KEEP CONSTANTLY INFORMED 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.

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.



↑ 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.



LIVE IT YOUR WAY

GIVING YOU COMPLETE FREEDOM TO GO WHEN AND WHERE YOUR IMPULSE TAKES YOU. THERE EXISTS NO BETTER TIME THAN RIGHT NOW TO EXPLORE IN A WAY THAT PERFECTLY ECHOES WHO YOU ARE. ACCUMULATE ENDLESS EXPERIENCES AND DO IT WITH THE UTMOST EASE AND STYLE.



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.



↑ EFFORTLESS ESCAPADES

Ease and accessibility. The CUPRA Extendable Ski & Snowboard Rack lets you load and unload without having to lean over the car roof.

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.

↘ 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.



ENVIRONMENTAL INFORMATION

AIR QUALITY

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

LIGHTS

Headlamps and rear lamps are 100% LED, reducing significantly power consumption and increasing life and effectiveness of the lights.

RENEWABLE AND RECYCLED MATERIALS

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

TYRES

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

AERODYNAMICS

Improved and enhanced vehicle aerodynamics, thanks to optimised design throughout the bodywork, wheels and cooling system.

BRAKES

Incorporation of RBO technology (which reduces the residual brake torque between the brake and disc), permits an emissions reduction of up to 1g CO₂/100km.

BODYWORK

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

ACOUSTICS

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

SEATS

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

Move to ZERO, CUPRA's environmental mission
Climate Change. Resources. Air Quality. Environmental compliance.



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.



TECHNICAL SPECIFICATIONS

Discover all the technical specifications by engine type, from emissions and consumption data; to performance statistics and transmission types.

Here you'll find all the technical aspects covered so you can make an informed selection when it comes to your CUPRA Ateca.

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.

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: - Adaptive Cruise Control - Front Assist - Light Assist - Traffic Sign Recognition	○
Safe & Driving pack M2 ¹: - Side Assist and Exit Assist	○
Safe & Driving pack L in combination with Navi System+ ²: - 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: - Adaptive Cruise Control - Front Assist - Lane Assist Plus - Side Assist and Exit Assist - Light Assist - Traffic Sign Recognition	○
Pedestrian Protection	●

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.

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.

EXTERIOR

	CUPRA ATECA
19" Exclusive Sport Black and Silver	●
19" Exclusive Sport Black and Copper	○
19" Exclusive R Sport Black and Silver	○
19" Exclusive R Sport Black and Copper	○
19" Exclusive Aero Sport Black and Silver ⁴	○
19" Exclusive Aero Sport Black and Copper ⁴	○
Emergency 18" 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 Pack ⁷: - Rear spoiler in Copper Carbon Fibre - 19" Exclusive Sport Black and Copper - Brembo brakes - BeatsAudio™	○
Carbon Pack ⁷: - Rear spoiler in Carbon Fibre	○

● Standard ○ Optional – Not available

⁴ Not compatible with Brembo brakes.

⁵ Only available with 19" Exclusive Sport Black and Copper and 19" Exclusive R Sport Black and Copper.

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

⁷ Accessory.

EXTERIOR

	CUPRA ATECA
Carbon Pack Copper ⁸:	
- 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	◦

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.

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	•
Automatic Dark Aluminium pedals & footrest ⁸	◦
Leather Gearshift knob	•
Leather-wrapped multi-function heated sports steering wheel	•
CUPRA Steering wheel heated with satellite buttons ¹⁰	◦
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 suport for driver seat	
Document holder under left front seat	•
Storage pack ¹¹:	
- 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.

TECHNOLOGY

	CUPRA ATECA
Keyless unlocking and ignition system	●
10.25in Digital Cockpit	●
9.2in 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 system ¹²: - 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 rearparking sensors	●
Rear View Camera	●
Top View Camera	●
Park Assist	●

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.

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	○
Plug-in Pack: - 230-V socket in boot - 12-V socket in boot	○

● Standard ○ Optional – Not available

¹² Requires 18" Emergency spare wheel.
¹³ Requires Electric towing hook and Top View Camera.

PERFORMANCE

	REFERENCE
19" Exclusive Sport Black and Copper	575601025ASXEB
19" Exclusive Sport R Black and Silver	575601025APKT2
19" Exclusive R Sport Black and Copper	575601025ANXEB
19" Exclusive Aero Sport Black and Copper	575601025ARXUU
Roof spoiler - Copper carbon fibre	575071640C HPN

INTERIOR

Dark aluminium pedals (automatic)	5FA064205 9DG
Dark aluminium footrest	5FA071750 9DG
Multi-hanger	000061127D
Storage pocket	000061680B

MERCHANDISING

CUPRA Member box	575087013G
------------------	------------

TRANSPORT

Tow Bar	575092160C
Electric kit for vehicles wthout 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

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.

SAFETY

	REFERENCE
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 + charger 20,000 mAh	000051763H
Anti-theft screws for rims	000071510A
Kaza speed camera warning wristband	000054635E

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 tray	575061201A
Front mudflaps	575075111A

INFOTAINMENT

Universal holder for Smartphones	000061129F
Universal magnetic mount	000051991K
Inductive charger	000051763Q
CUPRA Cable 3 in 1	000051444AR

PETROL ENGINE

	2.0 TSI 300 HP (221 kW) 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
Oil capacity in initial fill (l)	4.5
Alternator (A)	110-180
Battery (Ah/A)	68 - 69 / 360 - 380

PERFORMANCE

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

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.

FUEL
CONSUMPTION

	2.0 TSI 300 HP (221 kW) DSG-7 Start/Stop 4DRIVE
	Efficiency Class C - E
Urban (l/100)	9.6 - 9.9
Extra Urban (l/100)	6.6
Combined WLTP (l/100)	8.9 - 9.5

MASS EMISSION

	Efficiency Class C - E
CO ₂ Urban (g/km)	219 - 225
CO ₂ Extra Urban (g/km)	150
CO ₂ Combined WLTP (g/km)	198 - 215

TECHNICAL
SPECIFICATIONS

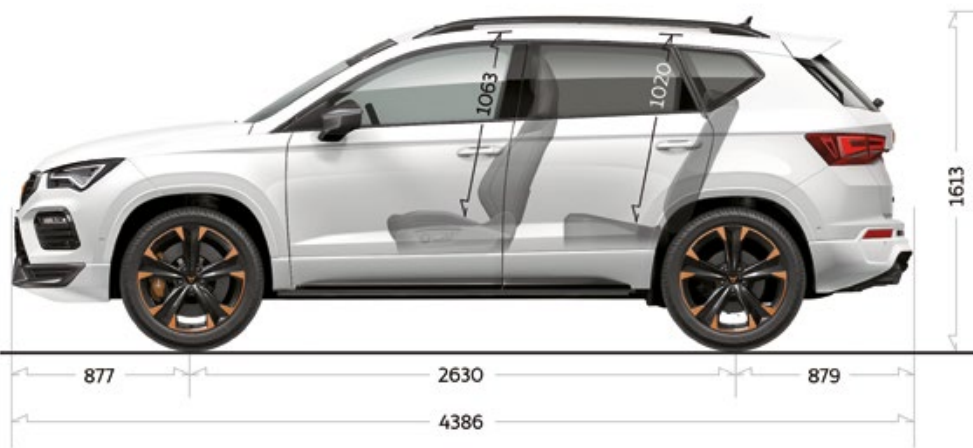


CHASSIS

	2.0 TSI 300 HP (221kW) DSG-7 Start/Stop 4DRIVE
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: 340×30 Brembo brakes: 370×32
Rear brakes (mm)	310×22

WHEELS

Rims	8J×19 ET45
Tyres	245/40 R19 94W



PACKAGE

	2.0 TSI 300 HP (221kW) DSG-7 Start/Stop 4DRIVE
Body Type	A-SUV
Length/width/height (mm)	4,386 / 1,841 / 1,599 (roof) - 1,613 (roof rails)
Wheelbase (mm)	2,631
Front/Rear track (mm)	1,575 / 1,549
Boot capacity (l)	485
Fuel tank capacity (l)	55

WEIGHTS

In running order with driver (kg)	1,626
In running order with driver (kg) Front/Rear	953 / 673
Maximum weight allowed (kg)	2,170

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.



CUPRA is committed to a policy of continuous product development and reserves the right to make changes to specifications, colours and prices without notice. The information in this brochure can therefore be given as guidance only. While CUPRA makes every effort to ensure that specifications are accurate at the time of publication, you should always check with your authorised CUPRA Partner for the latest information. Due to limitations of the printing process the colours reproduced in this brochure may vary slightly from the actual paint colour and material — 07/2021.

Printed in Spain.