



The versatile sports car among SUVs

## The New SEAT ATECA – Style, Dynamics and Utility for the Urban Adventure

- / Unique design, premium look-and-feel
- / Dynamic, precision driving fun in every situation
- / Excellent use of space, versatile utility and relaxed comfort
- / Efficient, powerful drives up to 140 kW / 190 PS
- / Innovative high-tech assistance systems, first-class connectivity

**Barcelona, 10/02/2016** - SEAT presents its first SUV model. The new ATECA is a unique combination of distinctive design, dynamic driving fun, urban versatility and compelling utility. First-class connectivity, innovative assistance systems and highly efficient drives are among its technology highlights and make the ATECA one of the most innovative SUVs in the segment. Outstanding quality, precision production and very attractive value-for-money make the ATECA a true SEAT. Front and centre, however, is its agile, light-footed and precision driving fun – the ATECA makes every day and every kilometre that little bit more of an experience.

**“The SEAT ATECA is called to be our next brand pillar following the successful Leon and Ibiza. The SUV segment offers us enormous opportunities, as sales in Western Europe will grow by a 25%,”** says Luca de Meo, Chairman of the Executive Committee of SEAT, S.A. **“Moreover, the arrival of the SUV will be a key contributor to brand image improvement. That is our key challenge.”**

When the SEAT ATECA commences advance sales this spring, it will already come in a wide range of variants. The choice of powerful turbocharged TSI petrol and TDI diesel engines spans from 85 kW / 115 PS to 140 kW / 190 PS, with either front-wheel or all-wheel drive, not to mention manual or dual-clutch DSG transmissions. The extensive array of technology options extends from full-LED headlamps through a broad portfolio of assistance systems, like the innovative traffic jam assist and the new Emergency Assist, to a package of latest-generation infotainment systems with 8-inch touchscreens and Full Link connectivity. Three equipment lines offer colours and top-quality materials to suit every taste, with the top-of-the-range being the ATECA XCELLENCE.

**“The ATECA is a pure emotional vehicle with a clear SEAT Design DNA and exceptional interior quality. In our first SUV we have put together an amazing package of technologies and innovations– delivering more safety and utility but, above all, the most dynamic ride possible and outstanding driving experience,”** says Dr. Matthias Rabe, Vice President of SEAT, S.A. responsible for Research and Development. **“We will surely set a whole new standard within the segment with the**



**ATECA's light-footed, precision handling, demonstrating amazing capabilities both on- and off-road."**

In keeping with SEAT tradition, the ATECA derives its name from Spanish geography. The Ateca village lies in the west of Saragossa in the heart of the Iberian Peninsula.

**Design – 100 percent SEAT and yet 100 percent SUV**

The ATECA's design is utterly unmistakable. As an SUV, too, the typical SEAT design language is a striking combination of dynamism and functionality. Many elements, like the trapezoidal grille, the side blisters with their minimum radii and maximum sharpness and the triangular light signatures, are typical of brand icons, such as the Leon. Yet every single detail has been carefully developed to the next level for the ATECA.

The front end of the ATECA is therefore 100 percent SEAT and yet 100 percent SUV. The large, high grille brims with self confidence, while the sharply defined lights and substantial air intakes leave no doubt as to the ATECA's dynamic credentials. At the same time, the SUV maintains a muscular stance that exudes solidity and reliability.

**Full-LED headlamps with a clear signature**

Typical SEAT features include the optional full-LED headlamps with their extremely pleasant light colour and excellent luminance. Combined with the triangular signature of the daytime running lights, the overall impact is utterly unmistakable. In the ATECA, the indicator lamps are also an integral part of this signature.

State-of-the-art technology and an emotional experience go hand-in-hand in the SEAT ATECA. One example is the "welcome light". As soon as you unlock the doors, LEDs in the exterior mirrors illuminate the area close to the doors, projecting the ATECA's name and silhouette onto the ground.

The side profile clearly conveys the dynamics and performance of the new SEAT. The precise lines with razor-sharp radii interact with sensually flowing forms, such as those around the lower door section, demonstrating not only the designers' fine feel for form, but also the expertise of SEAT's toolmakers and production specialists.

**Interior conveys refined sporting character**

The interior harmonises perfectly with the exterior design. The interior, too, combines refined elegant but still dynamic character with that unique feeling of solidity and safety so highly prized by SUV drivers. Key factors are the raised seating position as well as the clearly visible vehicle front end and solid door strips.

The cockpit has a horizontal line with a clear driver focus. The controls are grouped closely together, while the read outs, such as the infotainment display measuring up to 8 inches, are just a brief glance away. The high centre console is a further example of how well the ATECA



combines the SUV sense of proximity and solidity with the sporty feeling of a shortened gearstick.

### **Excellent use of space with plenty of room**

At an exterior length of 4.36 metres, the ATECA offers the best use of space in the segment, with maximum interior length and a luggage compartment that holds 510 litres in its standard configuration or 485 litres in the versions with all-wheel drive. The bodyshell is outstanding not only for its wide-ranging versatility, but also for its intelligent lightweight design. Incredibly stiff, the ATECA is also among the lightest vehicles in its segment, which secures an agile driving experience not only for urban traffic conditions.

### **Technology – innovative highlights in the ATECA**

Once the driver has stepped inside, a ring of light around the illuminated start button pulsates like a **heartbeat** – indicating the ATECA is all set for its next road-going adventure. The **SEAT Drive Profile** is on-hand for adapting the ATECA to the current driving situation, road conditions and personal preference.

The range of innovative driver assistance systems is extensive. One example is the **Traffic Jam Assist**: This assistance function makes progress in heavy stop-and-go traffic far more bearable. At full-blown “traffic jam speeds”, the ATECA steers, accelerates and brakes automatically within the system boundaries. At higher speeds of up to around 60 km/h, the system provides support with speed control and lane keeping. A new safety function is **Emergency Assist**: If the driver remains inactive beyond a certain period, the vehicle issues first a visual then an acoustic warning, followed finally by a brief pulse of the brakes. If there is still no reaction, the ATECA slows down to a standstill, while staying in lane. More technical keywords are ACC with Front Assist, Traffic Sign Recognition, Blind Spot Detection, Rear Traffic Alert or Top View.

### **The highest level of connectivity**

Connectivity, the constant connection with the digital world, is a major part of a modern, urban lifestyle for many people. The SEAT ATECA offers the very highest level of connectivity – with the latest generation of Easy Connect infotainment systems, SEAT Full Link and the exclusive SEAT ConnectApp: **Media System plus**, with its 8-inch screen, is the highlight, the **Connectivity Box** in the centre console of the SEAT ATECA for the first time enables **Wireless Smartphone Charging**. **SEAT Full Link** is the connectivity world for users of virtually all smartphones. Alongside MirrorLink, Full Link also incorporates the functions of Apple CarPlay and Android Auto.

### **Dynamics – Unique driving fun**

Extraordinary driving fun is at the core of the SEAT brand. The Leon in particular is a unique combination of precision and agility, comfort and safety, as confirmed by enthusiastic customer reactions and numerous comparison tests carried out by journalists across Europe. The ATECA is no less impressive when it comes to fulfilling this promising combination. With its compact character, powerful engines and perfectly tuned suspension, it offers



performance and handling that sets a new benchmark among its SUV competitors. And it fits perfectly for an urban and versatile lifestyle.

The ATECA's dynamic drive comes courtesy of a palette of state-of-the-art power units – all of them turbocharged. Ranging from 85 kW / 115 PS to 140 kW / 190 PS with outstanding torque figures across the board, they meet every possible performance desire. The array of diesel engines starts with the 1.6 TDI and 115 PS. The 2.0 TDI is available with 150 and 190 PS. Consumption figures range from 4.3 to 5.0 litres / 100 km, the CO<sub>2</sub> figures from 112 to 131 grams / km. The entry level petrol engine is the 1.0 TSI with 115 PS. The 1.4 TSI comes with cylinder deactivation under partial load and produces 150 PS. The consumption and emissions figures for these engines are between 5.3 and 6.2 litres and between 123 to 141 grams.

**SEAT** is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in over 75 countries. In 2015 SEAT achieved worldwide sales of 400,000 units, the highest figure since 2007.

SEAT Group employs more than 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon. Additionally, the company produces the Alhambra in Portugal, the Mii in Slovakia and the Toledo in the Czech Republic.

The multinational has a Technical Centre, which operates as a knowledge hub that brings together 1,000 engineers who are the driving force behind innovation for Spain's largest industrial investor in R&D. In line with its declared commitment to environmental protection, SEAT undertakes and bases its activity on sustainability, namely the reduction of CO<sub>2</sub> emissions and energy efficiency.

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