



CUPRA Ateca Limited Edition

Rising to new heights in the Alps

- > **The CUPRA Ateca Limited Edition takes to the Swiss Alps on one of its most iconic roads, the Flüela Pass**
- > **The limited edition model features carbon fibre details with Copper tone accents, 20-inch wheels and a 300 hp, 400 Nm torque engine to dominate all types of terrain**
- > **There will only be 1,999 units of this exclusive edition around the world**

Martorell, 01/04/2020. – At an elevation of over 2,300 metres winds one of the most spectacular roads in the Swiss Alps, Flüela Pass. Although it remains closed most of the year due to snowfall and the risk of avalanches, the CUPRA Ateca Limited Edition demonstrated its full potential by driving on it.

- **The highest city in Europe.** The adventure in the Swiss Alps begins in Davos, a small town with a population of 11,000 known for being the highest in Europe and for hosting the World Economic Forum. The limited edition CUPRA Ateca features elevated details, such as exclusive 20-inch alloy wheels with a larger contact surface and standard 18-inch Brembo brakes that make it easy to drive even in the most extreme conditions.

- **150 years of history.** Flüela Pass was built 150 years ago to connect the cities of Davos and Susch. The mountain pass is closed between November and May because of snow. To prevent the valley from becoming cut off, the Vereina tunnel was built and opened in 1999. Interestingly, that figure is the exact number of units available of the Ateca CUPRA Limited Edition around the world. This high performance model has a refined design, such as the dashboard, door mirrors and spoiler in carbon fibre with **Copper tone details**, Blue Petrol upholstery or the Graphene grey colour of the bodywork.

- **8 months of snow every year.** In the winter months there can be up to 90 centimetres of snow on the ground in this part of the Swiss Alps. The CUPRA Ateca Limited Edition is equipped with 4Drive all-wheel drive and Dynamic Chassis Control with variable firmness adaptive



dampers in three positions: Normal, Sport and CUPRA. **“You can play with the driving modes and assistants if you want to control the car yourself, but this must always be done in a closed location, as we have done in and around Davos with the CUPRA Ateca Limited Edition”**, explains expert CUPRA Racing team race driver Jordi Gené.

- **27 kilometres of curves on a steep slope.** To tackle any road complication, like this one with 37 bends and up to 10% gradient, you need maximum performance. The CUPRA Ateca Limited Edition features several assistants, such as descent control and hill start assist, as well as lane departure and braking assist.

PRENSA PREMSA NEWS PRESSE STAMPA

The magnitudes of this adventure

Flüelapass	CUPRA Ateca Limited Edition
Elevation 2,383 metres	1,999 units
150 years old	300 hp output
37 curves	7-speed DSG gearbox
27 km	4Drive
10% gradient	3 driving modes
8 months of snow a year	20 inch wheels

CUPRA is a special brand based on striking design and electrified performance, taking SEAT to the next level with a new interpretation of sportiness. In its second year of operations, CUPRA sales shot up by 71.8% in 2019, reaching close to 24,700 units thanks to the success of the CUPRA Ateca. Along with the inauguration of its new headquarters, in 2020 CUPRA will carry out a product offensive with the launch of



the CUPRA Leon and the CUPRA Formentor. Besides entering into a global alliance with FC Barcelona and becoming its exclusive Official Automotive and Mobility Partner, CUPRA has lined up an elite team of champions, such as the German goalkeeper Marc ter Stegen or the Swedish driver Mattias Ekström, who will participate at the **PURE ETCR** with the CUPRA e-Racer. The CUPRA World is alive and ready to win the hearts of car enthusiasts in close to 250 CUPRA Specialists around the world.

CUPRA HQ Communications

Gemma Solà

Content & Platform Management

M/ +34 639 944 087

gemma.sola@seat.es

Vanessa Petit

Content Generation

T/+34 680 153 938

vanessa.petit@seat.es

PRENSA PREMSA NEWS PRESSE STAMPA

CUPRA