



SEAT Ateca.



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?

Model shown: Ateca XCELLENCE Lux in Lava Blue Metallic Paint.



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.



Model shown: Ateca XCELLENCE Lux in Lava Blue Metallic Paint.

01

Your Ateca.

08 Ready to own it
12 Exterior design
16 Interior design
18 Technology
20 Safety

02

Your way.

28 SE
30 SE Technology
32 FR
34 FR Sport
36 XCELLENCE
38 XCELLENCE Lux
40 Colours

03

At your service.

42 Your accessories
48 SEAT Care



Ready to own it?

The SEAT Ateca takes on the everyday confidently with a distinctive and dynamic style that comes from the sharp exterior lines. Inside, everything has been crafted to make your routine more enjoyable. From the ergonomically designed centre console to the huge amount of space, this SUV makes the day-to-day exceed every expectation.

It offers all you need in terms of technology and design to transform the mundane into something marvelous.



Model shown: Ateca XCELLENCE in Nevada White Metallic Paint.

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.

Model shown: Ateca FR Sport in Velvet Red metallic paint.



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 headlights, chromed roof rails and an Ateca light silhouette to welcome you. Because every day deserves to be this special.



Model shown: Ateca XCELLENCE in Nevada White Metallic Paint.



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 18" 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.



Model shown: Ateca XCELLENCE.



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 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 do the hard work.

Your way.



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.

Your Ateca.

We've made it really simple to pick the SEAT Ateca that's right for you. There are 6 individual trims, each with their own unique equipment and appeal.



1 Pick the trim that sounds like your kind of car.

2 Choose the engine that suits you.

3 Personalise your Ateca with your favourite colour.

And that's it. It couldn't be easier to do your thing.

Trims.



01 SE.
The Essential One.

02 SEDynamic.
The Connected One.

03 FR.
The Stylish One.

04 FR Sport.
The Sporty One.

05 XCELLENCE.
The Indulgent One.

06 XCELLENCE Lux.
The Luxury One.

Ateca SE.



Model shown: Ateca SE in Energy Blue Metallic Paint.

The Essential One.

The Ateca SE has features to make every journey a great one, such as Cruise Control that makes long motorway drives a breeze, and Full Link technology which connects your smart phone calls, music and media to the car. Then there's front and rear parking sensors to make those tricky parking challenges a piece of cake.

Standard Equipment

Wheels and tyres

- 17" 'Dynamic' alloy wheels 36/1 with 215/55 R17 94V tyres

Exterior equipment

- Door mirrors (electrically adjustable, folding and heated)
- Front fog lights (halogen) with cornering function
- Halogen headlights with LED Daytime Running Lights (DRLs)
- Hidden exhaust pipe
- Metallic paint

Infotainment

- Full Link smartphone integration (Mirror Link™, Apple Car Play™, Google Android Auto™) with USB cable for Apple and Android compatibility
- Media system plus: 8.0" colour touchscreen with proximity sensor + Two USB sockets + AM/FM radio + Eight speakers + Bluetooth® audio streaming and handsfree system + Steering wheel-mounted audio and phone controls + Voice control

Interior equipment

- Interior lighting: Front courtesy light with front and rear reading lights + Ambient spot lighting with front footwell illumination + Illuminated glove box

Seats and trim

- Driver and passenger seats, height-adjustable, with lumbar adjustment and height-adjustable headrests
- Front centre armrest with storage compartment and rear air outlet
- Front comfort seats in cloth
- Interior detailing (chrome)

- Rear armrest and easy back seat release mechanism from boot
- Split folding rear seats (60/40)

Functional and mechanical

- Cruise control
- Dual-zone climate control
- Electric front and rear windows
- Electric parking brake including Autohold function
- Park assist: Self parking functionality (includes front and rear parking sensors)
- SEAT drive profile with driving experience button*: Four different modes (Normal-Sport-Eco-Individual) + 4Drive versions include off-road and snow modes + Steering response + Throttle response + Gear shifts mode (only DSG Models)

Safety and security

- ABS, Traction Control System (TCS), Electronic Stability Control (ESC), Electronic differential lock system (XDS)
- Driver and front passenger airbags with front passenger airbag deactivation, front side airbags, two curtain airbags, driver's knee airbag
- Front and rear seatbelt reminders
- Front Assist, City Emergency Braking and Pedestrian Protection
- Hill hold control
- ISOFIX points in outer rear seats with top tether anchorage points
- Tiredness recognition system

01 Nora Blue cloth.

02 17" 'Dynamic' alloy wheels.



Ateca SE Technology.



Model shown: Ateca SE Technology in Rhodium Grey Metallic Paint.

The Connected One.

If staying connected is important to you, the Ateca SE Technology is the model that's full of features to make your day. With an 8" Navigation System, DAB radio and Full Link technology to connect with your smartphone's features, you're always in touch with the world around you. Plus, the full LED headlights ensure you make a strong street statement.

In addition to the SE trim

Wheels and tyres

- 18" 'Performance' machined alloy wheels
- 36/2 with 215/50 R18 92W tyres (225/50 R18 95W on 4Drive)

Exterior equipment

- Door mirrors with welcome light silhouette
- Front fog lights (LED)
- Full LED headlights: LED headlights (dipped and mainbeam) with automatic headlight adjustment + LED Daytime Running Lights (DRLs) + LED rear taillights
- Roof rails (chrome)
- Window trim (chrome)

Infotainment

- Navigation system: 8.0" colour touchscreen with proximity sensor + Two USB sockets + AM/FM radio + 3D map display + High resolution colour driver's display + SD card slot + DAB (Digital Audio Broadcasting) + Voice control

01 Nora Blue
cloth.

02 18" 'Performance'
alloy wheels.



Ateca FR.



The Stylish One.

Make a style statement with Microsuede upholstery, FR-styled double chrome exhausts and dark tinted rear windows, while standing out from the crowd in 18" 'Performance' alloy wheels.

In addition to the SE trim

Wheels and tyres

- 18" 'Performance' alloy wheels 36/3 with 215/50 R18 92W tyres

Exterior equipment

- Dark tinted rear windows
- Door mirrors with welcome light silhouette
- Front fog lights (LED)
- Front grille in glossy black
- Full LED headlights: LED headlights (dipped and mainbeam) with automatic headlight adjustment + LED Daytime Running Lights (DRLs) + LED rear taillights
- Rear spoiler
- Roof rails (chrome)
- Visible twin exhaust pipes¹
- Wheel arch surrounds (body coloured)
- Window trim (chrome)

Infotainment

- Navigation system: 8.0" colour touchscreen with proximity sensor + Two USB sockets + AM/FM radio + 3D map display + High resolution colour driver's display + SD card slot + DAB (Digital Audio Broadcasting) + Voice control

Interior equipment

- Aluminium pedals
- Ambient lighting (multi-coloured) & LED interior illumination

Seats and trim

- Front sport seats in Microsuede
- Illuminated aluminium front door sill with trim logo

Functional and mechanical

- Convenience pack: Auto-dimming rear view mirror + Auto-headlights with automatic coming & leaving home function + Rain-sensing wipers



01 Black Microsuede.

02 18" 'Performance' alloy wheels.

Ateca FR Sport.



Model shown: Ateca FR Sport in Velvet Red Metallic Paint.

The Sporty One.

When performance and road presence are your top priority, the FR Sport is the Ateca for you. 19" 'Exclusive' alloy wheels provide a confident stance, and the dark tinted rear windows complete the look. Inside you'll be cocooned by sports leather seats and a driver-focused Digital Cockpit.

In addition to the FR trim

Wheels and tyres

- 19" 'Exclusive' machined alloy wheels with decorative inserts 36/2 with 235/40 R19 96Y tyres (245/40 R19 94W tyres on 4Drive)

Infotainment

- Digital cockpit

Seats and trim

- Electric driver seat
- Front sports seats in leather upholstery

Functional and mechanical

- Winter pack: Heated front seats + Headlight washer system + Wash water level indicator



01



02

01 Black leather.

02 19" 'Exclusive' machined alloy wheels.

Ateca XCELLENCE.



Model shown: Ateca XCELLENCE in Nevada White Metallic Paint.

The Indulgent One.

Indulge yourself with clever tech to turn a good day into a great one. Features like KESSY (Keyless entry & go), Comfort Seats upholstered in Microsuede, a heated windscreen and Adaptive Cruise Control help every journey run smoothly.

In addition to the SE trim

Wheels and tyres

- 18" 'Performance' alloy wheels 36/1 with 215/50 R18 92W tyres

Exterior equipment

- Dark tinted rear windows
- Door mirrors with welcome light silhouette
- Front fog lights (LED)
- Front grille in glossy black
- Full LED headlights: LED headlights (dipped and mainbeam) with automatic headlight adjustment + LED Daytime Running Lights (DRLs) + LED rear taillights
- Roof rails (chrome)
- Visible twin exhaust pipes¹
- Wheel arch surrounds (black)
- Window trim (chrome)

Infotainment

- Navigation system: 8.0" colour touchscreen with proximity sensor + Two USB sockets + AM/FM radio + 3D map display + High resolution colour driver's display + SD card slot + DAB (Digital Audio Broadcasting) + Voice control

Interior equipment

- Ambient lighting (multi-coloured) & LED interior illumination

Seats and trim

- Front comfort seats in Microsuede
- Illuminated aluminium front door sill with trim logo

Functional and mechanical

- Adaptive Cruise Control (ACC)
- Convenience pack: Auto-dimming rear view mirror + Auto-headlights with automatic coming & leaving home function + Rain-sensing wipers
- Heated windscreen
- KESSY (Keyless entry & go) and wireless phone charger
- Rear view camera

1. Not available on 1.6 TDI engines



01

02



01 Black
Microsuede.

02 18" 'Performance'
alloy wheels.

Ateca XCELLENCE Lux.



The Luxury One.

Every day is made even better with state-of-the-art tech and driving comforts you'll find in the XCELLENCE Lux model. Precision parking is made simple with our innovative Top View Camera and Advanced Driving Assistance Pack. The Digital Cockpit gives you clear speed, RPM and map information, while the heated leather seats mean you're even ready for the coldest months.

In addition to the XCELLENCE trim

Wheels and tyres

- 19" 'Exclusive' machined bi-colour alloy wheels 36/1 with 235/40 R19 96Y tyres (245/40 R19 94W tyres on 4Drive)

Infotainment

- Digital cockpit

Seats and trim

- Front sports seats in leather upholstery

Functional and mechanical

- Electric tailgate with virtual pedal
- Top view camera
- Winter pack: Heated front seats + Headlight washer system + Wash water level indicator

Safety and security

- Advanced driving assistance pack: Includes high beam assist, lane assist and blind spot detection



01

02



01 Black leather.

02 19" 'Exclusive'
machined
bi-colour
alloy wheels.

Colours.



Bila White¹ SE SE Tech XC XCL



Nevada White² SE SE Tech FR FRS XC XCL



Rodium Grey² SE SE Tech FR FRS XC XCL



Black Magic² SE SE Tech XC XCL



Crystal Black² FR FRS



Velvet Red² SE SE Tech FR FRS XC XCL



Lava Blue² SE SE Tech XC XCL



Energy Blue¹ SE SE Tech FR FRS XC XCL



Magnetic Brown² SE SE Tech XC XCL

SE SE
SE Technology SE Tech
FR FR
FR Sport FRS
XCELLENCE XC
XCELLENCE Lux XCL
Standard ■

¹Soft colour.
²Metallic colour.



Accessories

Your accessories.

These made-for-SEAT styling accessories have been designed to make driving a truly dynamic experience – unique design combines sportiness with elegance of movement.

2 Two-year warranty on all accessories*

3 Three-year warranty on all fitted accessories†
(before new car handover)

* Applies to SEAT Genuine Accessories only.
† Applies to SEAT Genuine Accessories only. Up to 2-year warranty on others.



Accessories

Protection pack.

Love your SEAT and it will love you back. Dirt or dog hairs? No problem. Mud and mess? Sorted. Choose this accessory pack, get on with the way you live, knowing your SEAT is protected for its lifetime.

01 Mud flaps.
Front and rear mud flaps. Protect the car body from materials projected by the wheels during driving.

02 Protective loadliner.
Flexible plastic protection that perfectly fits and protects the boot area.

03 Rubber mats.
These tough rubber mats are designed specifically for your SEAT model. Ideal for heavy duty use, with a wipe clean surface to protect the car's interior.



01

Accessories

Pet packs.

Keep your furry friends safe and relaxed on every journey with one of our dedicated accessory packs, which also provide protection for your SEAT from muddy paw prints and pet hair.

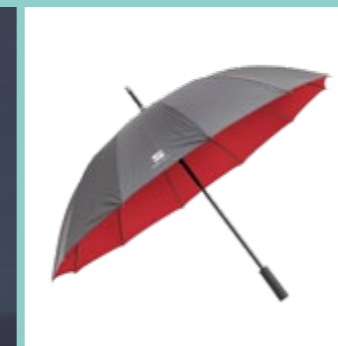
Luggage protection pack or Seat protection pack.

01 With cargo separation grille and protective seat cover.



02

02 With cargo separation grille and protective luggage compartment lining.



Travel pack.

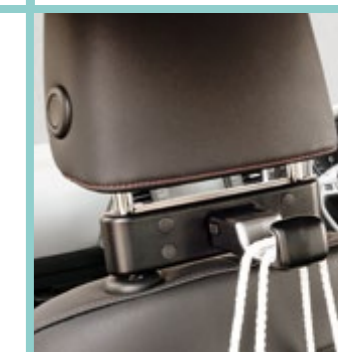
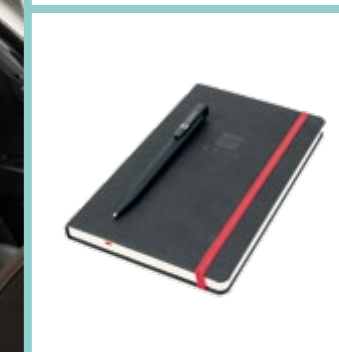
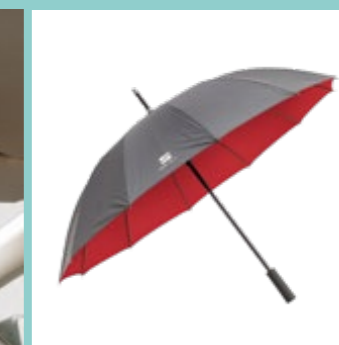
Wherever you are heading, when you're equipped with the right practical accessories, you can enjoy the journey even more.

**Vehicle safety kit.
LED flashlight.
Folding shovel.
Travel bag.
Emergency power bank.
Umbrella.**

Business pack.

Keep everything in its place with these handy accessories and arrive with your clothes crease-free with the headrest clothes hanger.

**Headrest clothes hanger.
Hooks for headrest.
Notepad.
Pen.
Emergency power bank.
Umbrella.
Headrest base carrier.**





Accessories

Styling pack.

These made-for-SEAT styling accessories have been designed to make driving a truly dynamic experience – unique design combines sportiness with elegance of movement.



Front styling colour insert and trim.

Decorative front trim to accessorise the front bumper adding off-road design. Front styling colour insert available in 4 colours; Samoa Orange, Connect Blue, Crossover Silver and Emocion Red.

Rear styling colour insert and trim.

Decorative rear trim to accessorise the rear bumper adding off-road design. Rear styling colour insert available in 4 colours; Samoa Orange, Connect Blue, Crossover Silver and Emocion Red.

Side door mouldings.

Side moulding consisting of two pieces that cover the lower area of the doors. Silver colour. Provides strength and design to the side of the vehicle.

Fog light moulding.

Front moulding consisting of one piece that covers the outer edge of the fog light. Provides strength and design to the front of the vehicle.

For maximum personalisation – adding a sporty and purchased stance – choose your alloy style to make your car your style.



18" Black Diamond Cut alloy wheel.



18" Shiny Silver alloy wheel.



19" Aneto Black Diamond Cut alloy wheel.



Also available in Connect Blue, Emocion Red, Samoa Orange and Matt Silver.



SEAT CARE
Carefree ownership.

SEAT Service Plans.

Our Service Plans cover so much for such a small monthly outlay, they really make a lot of sense.

Choice of payment options.

You can easily plan your car's service requirements and either pay for the Service Plan in full or spread the cost with monthly payments. It's worry-free and ensures that you're taking the best care possible of your car, today and tomorrow. You can buy a SEAT Service Plan online simply go to seat.co.uk/buyserviceplans to find out more.

Excellent value.

- Plan is protected from inflation
- Plan is transferable, when fully paid, to another owner
- Resale value enhanced with a SEAT proof of service
- Choose any SEAT Dealer from the nationwide network

Fixed Price Service Plans are subject to terms, conditions and exclusions.



At your service.

Servicing & maintenance.

Your SEAT is special to you, and deserves special treatment when it's time for a service or repair. So put it in the hands of people who know and care about your car as much as you do, your SEAT Dealer.

The benefits at a glance.

- Clarity on the cost with our service and maintenance fixed prices
- Easy drop-off and collection including loan cars or a courtesy lift
- SEAT recommended video service report
- Wash and vacuum with every service
- Option to book your service online 24/7
- FREE UK and European Roadside Assistance worth £245 for all cars 2-15 years, when a service is booked online – this includes cover from the moment you leave home to the moment you get back

Plus all the SEAT standards you would expect.

- SEAT technicians, using the latest diagnostic technology
- Check of SEAT software and product enhancements
- SEAT Approved Parts fitted complete with 2 year warranty*
- SEAT proof of service
- National network of Dealers

*Excludes wear and tear items.

Carefree ownership.

SEATCARE means you can benefit from our range of services. It's about not having to think about what your car needs, just having it all taken care of. SEATCARE is the flexibility and value for money you need, with the level of service you expect.



Peace of mind for longer.

Your SEAT is covered by a 3 year/60,000 mile manufacturers warranty. A SEAT Manufacturer Warranty Extension lets you extend your 3-year manufacturer's warranty for a 4th or 5th year under the same great conditions. So you can continue to benefit from expert care and enjoy the road for longer. The SEAT manufacturer warranty extension is available only for new cars (all models, engines and versions). It's fully transferable to the new owner and subsequent owners should you sell the car, this helps enhance the resale value of the car.

Extended manufacturer warranties are only available at the time of ordering a new SEAT.



We've got you covered.

Complimentary SEAT Drive Away Insurance.

Start enjoying your SEAT from day one with our complimentary 5 day Drive Away Insurance. Our comprehensive cover is designed specifically for SEAT drivers, and offers many features and benefits as standard. To activate, simply call **0345 246 3519**. If you are eligible, we will also provide you with an annual quotation giving you the option to purchase 12 months cover.

Subject to eligibility. Five day drive away insurance cannot be used in conjunction with any other insurance offer.

SEAT Car Insurance.

If you take out a new SEAT Car Insurance* policy, you will receive the following benefits as standard:

- SEAT Approved Repairs carried out by SEAT Approved Technicians using only SEAT Approved Parts and Paints
- Guaranteed courtesy car whilst yours is in for repair
- Windscreen cover
- Uninsured driver promise (providing we have the car registration, make, model, and driver details)
- Personal accident cover
- Personal belongings cover (excludes loss of money)
- Child seat replacement

For more information or to get a quote, please visit insurewithseat.co.uk or alternatively call us on **0345 877 6555**.

We're available Monday to Friday 8am-8pm and Saturday 9am-5pm.



Always on call.

Wherever you drive, you can feel reassured that SEAT Roadside Assistance is on hand in the event of a breakdown, accident, theft or even mis-fuelling.

You'll get free SEAT Roadside Assistance* (including European cover) for the first two years of owning your new SEAT. Get out and explore, safe in the knowledge that help is available 24 hours a day, every day of the year.

*Terms and conditions apply.

SEATCARE
Carefree ownership.





SEAT 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 SEAT makes every effort to ensure that specifications are accurate at the time of publication, you should always check with your authorised SEAT 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. This vehicle and all its parts, as well as the original spares, were designed according to the Legal Regulations governing the prevention and minimisation of Environmental Impact, through the use of recycled/recyclable materials, with measures taken to achieve suitable recycling for the conservation and improvement of environmental quality.

*SEAT Car Insurance is underwritten by UK Insurance Limited. SEAT Financial Services is a trading name of Volkswagen Financial Services (UK) Limited ("VWFS UK"), registered in England and Wales No.2835230 (registered office: Brunswick Court, Yeomans Drive, Blakelands, Milton Keynes MK14 5LR). Volkswagen Insurance Service (Great Britain) Ltd is an appointed representative of VWFS UK. VWFS UK is authorised and regulated by the Financial Conduct Authority, VWFS UK and UK Insurance Limited are not part of the same corporate group.