



2019 Geneva Motorshow

CUPRA Ateca Special Edition: a unique vehicle with increased sophistication and enhanced performance

- > CUPRA adds increased levels of performance and sophistication to the definitive high-performance SUV
- > The model features exclusive Akrapovic exhaust pipes, for a more unique sound experience
- > Carbon fibre elements such as rear spoiler improves aerodynamics of the vehicle
- > World Premiere of CUPRA Ateca Special Edition at the Geneva International Motor Show
- > The brand will market a limited edition of the vehicle by the end of 2019

Martorell, 06-03-2019. – CUPRA unveiled at the 2019 Geneva International Motorshow the CUPRA Ateca Special Edition, a unique car that brings greater levels of performance, sophistication and appeal to the high-performance SUV.

The CUPRA Ateca signalled the start of a new era for performance vehicles, with a contemporary interpretation of what sportiness is.

It remains a unique model in its segment and perfectly aligned to customers' needs. Now its striking exterior look, stylish interior and high-performance have been enhanced with the presentation of the CUPRA Ateca Special Edition.

With the CUPRA Ateca Special Edition, the brand aims to delight SUV lovers with a limited edition. Antonino Labate, Director of Strategy, Business, Development and Operations of CUPRA expresses the intentions of the company with this new launch: **"Uniqueness is one of the core values of the CUPRA vision. As we did last**



year with the CUPRA R, we want to offer a limited edition of our most successful models and surprise those car enthusiasts who are passionate about exclusive design products. With the CUPRA Ateca Special Edition, we took the customisation to the next level with a handcrafted vehicle”.

The beating heart and soul of the CUPRA Ateca Special Edition remains the technologically advanced turbocharged, direct-injection, four-cylinder 2-litre TSI petrol engines, with its remarkable 300PS of power and 400Nm of torque. And the fusion of man and machine remains faultless thanks to its precise seven-speed DSG transmission, 4Drive all-wheel drive system, and progressive steering.

But the CUPRA Ateca Special Edition now exudes greater confidence, coolness and self-assurance thanks to a raft of new highlights that allow the vehicle to stand out from the competition even more.

A striking exterior design

The CUPRA Ateca’s stirring performance is matched by its striking exterior design which has now been emphasised and enhanced with the introduction of the Special Edition.

Newly designed and exclusive 20” copper alloy wheels, not only bring a new aesthetic to the exterior, but increase track width, and house the standard Brembo brakes. Copper Carbon Fibre elements brings a new sophisticated look to the door mirrors and rear spoiler – which provides an increased down force effect. Enhancements also extend to the introduction of the Akrapovic exhaust system, which, in addition to lowering the weight of the vehicle by around 7kg, adds a more exclusive sound experience to the high-performance SUV.

With the addition of Copper CUPRA lettering to the exterior decals and with an exclusive Graphene Grey colour, the CUPRA Ateca Special Edition exudes even greater levels of sophistication and dynamic ability.



An interior of exquisite details

Inside, the CUPRA Ateca Special Edition offers greater levels of sophistication, visual appeal and tactility.

The exclusive Petrol Blue Alcantara colour covers the front bucket sports seats, rear seats and door panels to add a visual allure not seen inside the CUPRA Ateca before. The new colour is complimented with the inclusion of black frames surrounding the air outlets and central console, while Copper Carbon Fibre interior mouldings frame the dashboard and climate controls. Inside the CUPRA Ateca Special Edition, every single detail counts and that's why the interior is completed with the inclusion of premium CUPRA floor mats.

The CUPRA Ateca Special Edition will be available to order by the end of 2019.

CUPRA is an exclusive brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. It has not taken long for CUPRA's results to prove highly successful since its creation, as sales in 2018 went up by 40% compared to last year, reaching 14,400 units sold. Along with the launch of new models, CUPRA will also keep the motorsport and racing spirit alive by participating in the TCR series. The CUPRA world is alive and ready to conquer a new group of enthusiasts in close to 280 specialised corners and stores around the world.

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