

# ATECA, **SEAT'S** THIRD PILLAR





Gaudí, Miró and Tàpies. Three great names that mark a before and after in the history of the city of Barcelona. Three geniuses of the art world that have contributed to projecting the image of Barcelona and turning it into an artistic and cultural icon around the world. Just like the city, a source of inspiration for the company, since 2016 SEAT also has three key names. First came the SEAT Ibiza, the model that marked a before and after in the brand's history; then the Leon, the turning point that has strengthened sales in the last few years; and now comes the Ateca, SEAT's first SUV, to complete a range that shows the consolidation of the brand's innovative nature and value around the world.

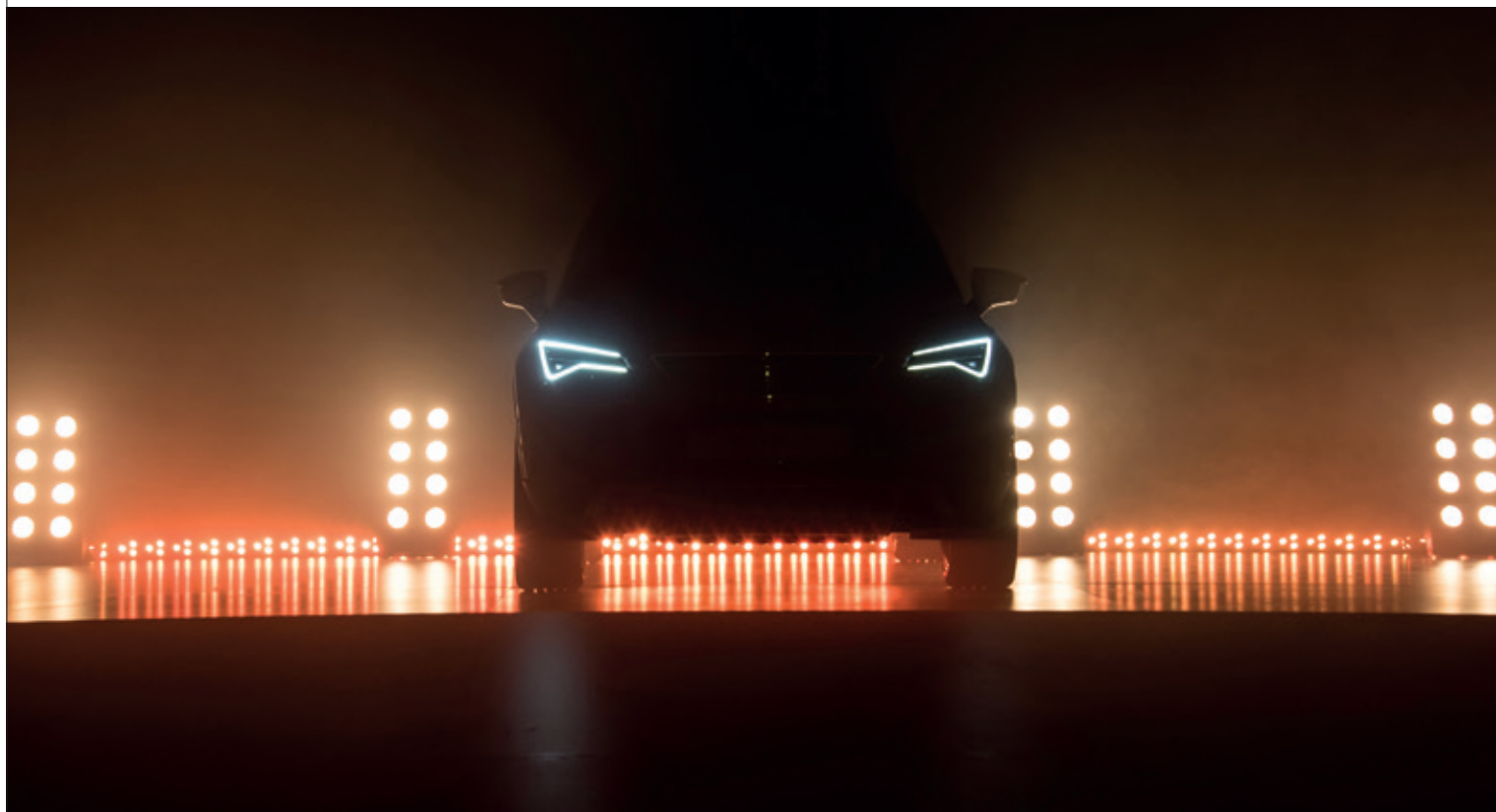
The commitment is clear. SEAT's three pillars want to become the brand's winning card in the coming years. The third pillar, the Ateca, has entered the scene and has become an integral part of the brand. The spotlights pursue it, the suitors take notice of it. A star has been born.

### THE SUV THAT IS COMING TO TRIUMPH

In a globalised world, the origin of a product, gaining a local foothold and being praised from the outside is becoming more and more important in order to succeed.

This is the case of the SEAT Ateca, the SUV that incorporates the values of design, dynamism, innovation and technology that characterise the city of Barcelona and which form the brand's DNA. It is a car that has revolutionised the international panorama, due to its exquisite and refined features, as well as its ground-breaking image and the attention paid to every detail of a successful product.





The international vocation of the Ibiza, the young spirit of the Leon and the technological innovation of the Ateca shape SEAT's consolidation as a company positioned to seize the revolution of the automotive sector – a revolution that the market demands and which SEAT is responding to today with its trident.

### TECHNOLOGICAL HEART

The challenge is to put technology at the service of passion for driving. SEAT has achieved this by allowing technology to be the beating heart of the Ateca for anyone that drives it.

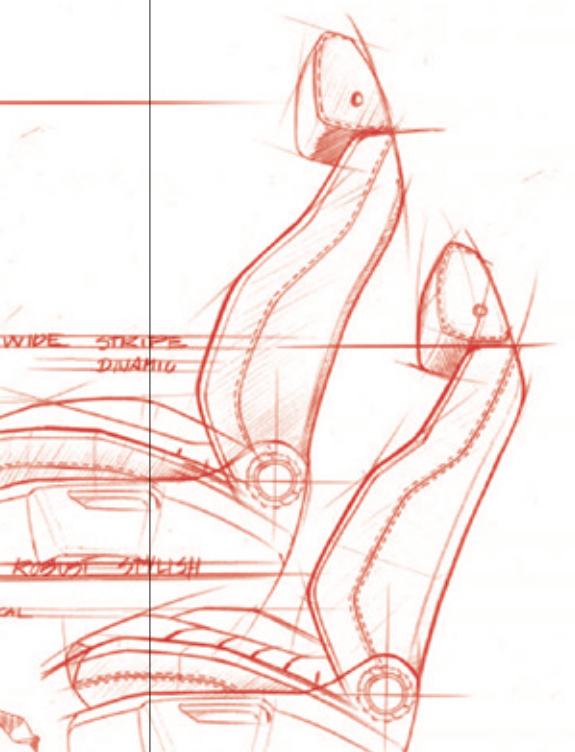
The ignition and start up button lights up and starts to pulse to indicate that the vehicle is ready to take you to another level. The SEAT Drive Profile system allows the car to adapt to the driving situation, the conditions of the terrain and the driver's personal preferences at all times.

But the surprises do not end here. It also includes Traffic Jam Assist, a semi-autonomous driving function which accelerates, brakes and maintains the distance from the vehicle in front in traffic jams and at speeds below 60 km/h, turning for us and even coming to a full stop. In the Ateca, passion is also safety.

Another new feature in this area is the Emergency Assist: if the driver is inactive for a certain period of time, it emits a visual signal and then an acoustic one, finally followed by a brief pressing of the brakes.

It also comes equipped with 360-degree view cameras, Park Assist, road sign recognition systems and monitoring of vehicles in the blind spot.

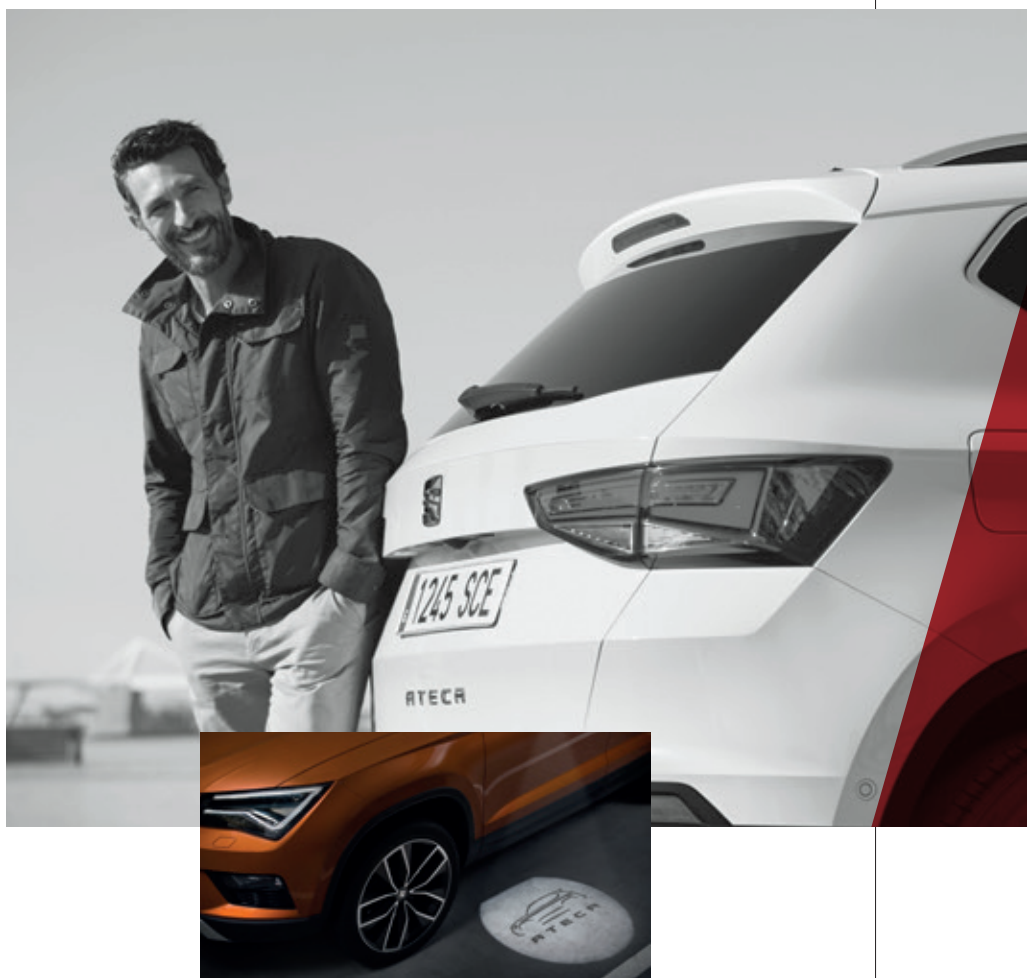
The Ateca is a digital native, like the new generations of young people who are entering the world of the car. SEAT responds to them with tangible solutions. Its connectivity is not a promise, it is already there, and it is already driving in the connected world.



For example, the SEAT Full Link connection allows the 8-inch screen of the SEAT Media System Plus infotainment system to be the extension of our mobile phone. We can use it with MirrorLink connection or using Android Auto/Apple CarPlay, depending on our operating system.

### A SUCCESS FROM DAY ONE

Laying down foundations and exploring a ground-breaking formula, the Ateca has been a resounding success. The first SUV in the history of SEAT has entered the market in a big way, and it has been one of the sensations of the European automotive sector in 2016, exceeding all expectations. Thousands of customers bought the Ateca even before it reached dealerships and at the end of the year, almost 25,000 were already able to drive it.







The good work and the impact that SEAT's third pillar has had has been reflected in the different prizes that it has received. SEAT's first SUV has been crowned with the Autobest 2017 Prize as "Best Buy Car of Europe in 2017", one of the most prestigious awards in the continent with a panel of judges represented by 31 countries and which confirms the Ateca

as the most complete and innovative option for European drivers. The Ateca has also been designated "Car of the Year in Spain", awarded by a panel of 33 specialist journalists selected by the newspaper ABC, and it has also been awarded with the Euro NCAP Five Stars, among many other recognitions.





## FROM THE SKY TO THE ATECA, WITH A PARAGLIDER

Jean-Baptiste Chandelier, paraglider and SEAT ambassador in France, touched the roof of the Ateca while flying. In one of the most exciting challenges of his career, Chandelier took his paraglider and challenged the laws of gravity to touch the top of the vehicle. Maximum precision.

The ease with which he controls the paraglider is, in effect, the closest thing to a bird that we can see in the sky. Or rather, as he says himself, it is like having “the superpowers of Superman or Peter Pan”.

Although he has wondered the skies of countries such as New Zealand, Brazil, Peru, Chile, Morocco and Namibia, Chandelier described the experience of the Ateca as one of the most satisfying in his life: “Being able to descend so many metres at once and coming into contact with the speed of the vehicle is a unique sensation”.

The conjunction between man and machine. The precision of the Ateca and the courage of Chandelier achieved a unique symbiosis. An action that demonstrates the Ateca’s capacity to give a unique response to any challenge put before it.



*“The sense of freedom  
is incredible”.*

**JEAN-BAPTISTE CHANDELIER**

