



The brand's first all-electric vehicle

## CUPRA Born: The impulse of a new era

- > CUPRA Born is the perfect match between electrification and performance, leading the brand's expansion into new markets and delivering a new business model
- > It will be available with different power outputs, and with an e-Boost<sup>1</sup> performance pack to increase the power output up to 231PS (170kW)
- > All-electric range of around 540km\* (with the 77kWh battery pack)
- > Stimulating style in the exterior and the interior, developed with sustainable materials made from plastic waste such as the SEAQUAL® INITIATIVE for the standard bucket seats
- > CUPRA Born delivers contemporary sportiness thanks to its DCC in combination with sport suspension and ESC Sport, progressive steering as well as larger brakes and wider tires mounted in 20" alloy wheels
- > New technologies such as the head-up display with augmented reality highlights its highest levels of connectivity and safety
- > CUPRA Born is the first model of the brand with a net CO<sub>2</sub> neutral Concept

**Martorell, 25-05-2021** – CUPRA is shifting the market, mixing performance and electrification to take its journey into a new era with the launch of the CUPRA Born.

The first 100% electric vehicle from the unconventional challenger brand delivers an emotional design and instantaneous performance, while challenging the status quo.



“The CUPRA Born is a game-changer in the electric market and the impulse of the company’s transformation. Delivering stimulating design, instantaneous performance and offering an all-electric range of more than 500km, the CUPRA Born will contribute to reducing global CO<sub>2</sub> emissions and meeting European targets. But it’s more than that,” said Wayne Griffiths, President of CUPRA and SEAT. “Through its emotional sportiness, we want the next generation of young challengers to be part of this transformation. That’s why CUPRA will use unconventional sales models to reach new people and take the CUPRA brand beyond the traditional.”

As well as typical ownership models the CUPRA Born will also be offered under subscription contracts, with a monthly fee that will include the use of the vehicle and other related services. It’s a move that will help CUPRA challenge the market.

The CUPRA Born’s stimulating design, electrifying performance and unconventional challenger character set it apart.

It marks a new era for CUPRA and joins the CUPRA range that together with the plug-in hybrid variants of the CUPRA Leon, CUPRA Leon Sportstourer and the CUPRA Formentor, all use electricity to maximise performance.

The CUPRA Born is the next chapter for a new era. Bringing together advanced powertrain, battery management technologies to deliver instantaneous performance, with the design that helps CUPRA stand out. And it is the first model of the brand to be delivered to customers with a net CO<sub>2</sub> neutral concept, where energy from renewable sources is used in the supply chain. The remaining emissions are offset by environmental and project investments certified to the highest standards.

Designed and developed in Barcelona, at the headquarters in Martorell, the CUPRA Born will go into production at the Zwickau plant in Germany starting in September.



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## 10 Key characteristics of CUPRA Born

- 1- CUPRA Born is the brand's first all-electric vehicle and the perfect match between electrification and performance. It'll lead the brands expansion into new markets and deliver a more efficient and sustainable sales model.
- 2- Based on the Volkswagen Group's MEB platform, CUPRA Born is the very first model of the brand with a net CO2 neutral Concept.
- 3- The CUPRA Born's exterior design delivers a strong sporty character, expressing agility and performance with a mix of flowing surfaces and technical details.

The EV's interior is developed to harness digitalisation and offer a refined, stylish cabin but with an environmentally conscious twist, such as the standard bucket seats created in partnership with SEAQUAL® INITIATIVE, developed with sustainable materials made from plastic waste, extracted from the oceans. The interior concept is cocooning, sporty and driver oriented thanks to the CUPRA Steering wheel with satellite buttons and supporting central console, and the Bucket Seats.

- 4- CUPRA Born delivers contemporary sportiness thanks to its DCC in combination with sport suspension and ESC Sport, its progressive steering wheel as well as larger brakes and wider tires mounted in 20" alloy wheels.
- 5- The brand's first all-electric vehicle will be available with two power outputs: 150PS (110kW) and 204PS (150kW); available with the higher power output version, an e-Boost<sup>1</sup> performance option will increase the power output up to 231PS (170kW).



- 6- CUPRA Born offers instantaneous performance, with a 0 to 50km/h in only 2.6s\* and 0 to 100km/h in only 6.6s\*\*.
- 7- CUPRA Born counts on an advanced lithium-ion battery technology, offering a range of around 540km\* (with the 77kWh battery pack). It's compatible with 125kW DC fast charger (for the 77kWh battery pack), meaning it can regain 100km in only 7 minutes. The CUPRA Born can also be equipped with a heat pump to optimise the autonomy in cold conditions.
- 8- CUPRA Born is equipped with the latest technology available, including the head-up display with augmented reality.
- 9- Connectivity in the CUPRA Born goes beyond with the newly developed "My CUPRA" App delivering access to a plethora of functionalities and features.
- 10- Designed and developed in Barcelona, at the headquarters in Martorell, the CUPRA Born will go into production at the Zwickau plant in Germany starting in September.



## Introduction

The CUPRA Born is the unconventional challenger, delivering electrifying performance using the most advanced electric powertrain technology, seamlessly augmenting the spirit of the CUPRA brand with an electrified future.

The CUPRA Born forms the next stage of the brand's development, and as the industry shifts to a more environmentally conscious position, electrification is key. CUPRA has already invested heavily in the technology, bringing the plug-in hybrid versions of CUPRA Leon, CUPRA Leon Sportstourer and CUPRA Formentor models to the market. The new era is also fully electric.

The CUPRA Born integrates the most advanced pure electric powertrain technology: a choice of 150PS (110kW) or 204PS (150kW) electric engines deliver energy to the rear wheels, coupled to a high-performance lithium-ion battery pack with a capacity of up to 58kWh provides an enormous range of around 420km\*. It doesn't stop there, it goes beyond.

The CUPRA Born adds more performance, with the addition of an e-Boost<sup>1</sup> package maximum output reaches up to 170kW and battery packs up to 77kWh delivers a range of around 540km\* and even longer driving experience.

The CUPRA Born's performance is matched by its stimulating style. The vehicle is designed to make an impact, stirring emotions from the moment you see it. The front end, with its meaningful character and refined cues from the lighting style, the creases in the bonnet and the framing of the CUPRA badge deliver a determined face that expresses strength.

The dynamic character continues inside. The focus is placed strongly towards the driver as any CUPRA should be, but the cabin is designed to accommodate all occupants in style and comfort, all with an environmentally friendly twist.

A range of materials wrap the interior to create a feeling of sportiness, refinement and quality, including the standard bucket seats that use SEAQUAL®



Yarn made from upcycled marine plastics. The optional bucket seats are made of Dinamica and are also made from recycled materials. CUPRA's approach to environmental consciousness encapsulates far more than simply the energy that power its vehicles.

From the CUPRA steering wheel to the copper accents throughout, the CUPRA Born is every bit part of the brand's family.

The high-performance EV is ready for a digital existence, integrating the latest-generation infotainment system, access to online services, an eco-system full of downloadable apps, safety and service features as well as remote access.

Everything is accessed simply and intuitively from the CUPRA Born's standard floating high-definition 12" infotainment screen, or if you've stepped away from the vehicle, via the newly developed "My CUPRA" App.

"My CUPRA" App is the access to controlling the CUPRA Born and gives control over a range of features including charging, whether you're on the road or at home. And the CUPRA Born will never leave you stranded, with 100km of additional range delivered in as little as 7 minutes on a 125kW charging network.

But the CUPRA Born isn't just changing the way the world looks at EVs, it's also challenging traditional sales approaches.

To respond to the demands of a new generation of drivers and to ensure a more efficient and sustainable sales model for the brand, CUPRA's second strategic pillar will be to implement a new distribution strategy. The launch of the CUPRA Born will bring with it an agency model, a disruptive system that will reinforce its online presence.

As well as traditional sales, the CUPRA Born will be offered under subscription contracts, with a monthly fee that will include the use of the vehicle and other related services



The new strategy will open the door to new international markets and increase the brand's presence in the most electrified countries. With its 540\* kilometres of range and a stylish design, the brand hopes to broaden its customer base and conquer those looking for the most advanced technology with minimal environmental impact, as some elements of the model will be made from recycled plastic materials.

The CUPRA Born will accelerate electric transformation while maintaining the love for cars and driving experiences focused on living emotions.





## Powertrain

Underneath the CUPRA Born sits one of the most advanced electrified powertrains ever used by the high-performance brand. Delivering electrifying performance, it marks a new chapter in the brand's story.

The CUPRA Born places the driven wheels at the rear to produce a sportier feeling. The pure EV's powertrain with a permanent magnet synchronous motor has a maximum speed over 16,000rpm and is integrated above the rear axle in front of the centre of the wheels. Torque is transferred using a single-speed transmission with a differential, smoothing out delivery to provide natural performance.

Two CUPRA Born variants are available; the first delivers 150PS (110kW) of power and 310Nm of torque, while there is also a 204PS (150kW)/310Nm version too.

But the dynamic delight doesn't end there CUPRA has gone beyond. The CUPRA Born will also offer an e-Boost<sup>1</sup> performance pack that takes performance to another level, increasing output up to 231PS (170kW); the e-Boost<sup>1</sup> will be available with two battery options: with a 77kWh battery delivering the 0-100km/h in 7 seconds and with a range of around 540km\* , and another with a 58kWh battery reducing the 0 to 50km/h in only 2.6s\* and the 0-100km/h to just 6.6\*\* seconds and a range of around 420km\*.

The CUPRA Born uses a water-cooled, multi-pouch lithium-ion battery system housed low and centrally in the car to offer the best centre of gravity and reduce the impact of the packs weight – instead using it as an advantage to deliver increased dynamics.

The aluminium structure is bolted to the CUPRA Born's body, increasing overall rigidity.

“The CUPRA Born integrates a very advanced electric powertrain technology, helping to deliver an exhilarating drive from CUPRA's first all-electric vehicle,”



said Werner Tietz, Executive Vice-President for Research and Development at CUPRA and SEAT. “The CUPRA Born proves that electrification and performance are a perfect match, it’s a game-changer in the market, contributing to the reduction in CO<sub>2</sub> but without any compromises – it’s environmentally conscious but at the same time dynamic and exciting.”

Each Battery option delivers 45kWh, 58kWh and 77kWh of net capacity respectively. And with a range of around 540km\* on a single charge according to the official WLTP test cycle, the CUPRA Born is ready to deliver in the real world.

The system’s efficiency is aided by the onboard thermal management system that maintains the battery’s temperature, making sure it stays optimised. The battery includes a base plate with integrated water channels connected to the coolant circuit.

But electrification isn’t exclusively about vehicle range, recharge times are also an incredibly important barometer of usability, and here the CUPRA Born is ready.

The high-performance EV can add an additional 100km of range in as little as 7 minutes using a 125kW charging point, making typical journeys as simple and easy as if using a combustion engine vehicle. And even if the battery pack SOC is only 5% it can be replenished to 80% in as little as 35 minutes.

The CUPRA Born is adaptable and can be plugged in to both AC and DC charging networks, so whether you’re on the road or at home, refilling the battery is quick, simple and hassle free.

CUPRA will deliver the charging solution that best fits the customer, so the CUPRA Born can stay an integral part of their life. Through the brand’s charging options customers can have a CUPRA-specific wallbox installed – CUPRA Charger (which is plug & play), CUPRA Charger Connect (offering Wi-Fi connection) or CUPRA Charger Pro (featuring 4G and Wi-Fi) – giving them complete control of how and when they recharge the CUPRA Born’s battery.



Finally, the CUPRA Easy Charging App controls everything related to charging: no matter what recharging infrastructure is available it's always at your fingertips.



## Chassis

The CUPRA Born is the proof that electric cars, can be exciting to drive: electrification and performance are a perfect match with the CUPRA Born.

The CUPRA Born is based on Volkswagen Group's MEB architecture, the modular electric drive matrix provides a platform that CUPRA's engineers have maximised to deliver a vehicle like no other.

The underpinnings bring together the well-known, robust chassis technologies of front MacPherson struts and an advanced 5 multi-link design at the rear to provide a secure platform to build on and maximal space to optimize batterie output.

With the battery positioned centrally between the axles weight distribution is an almost perfect 50:50 and the centre of gravity is slung low, giving the CUPRA Born a good basis architecture to tune in order to give it its undeniable CUPRA emotional feel and sporty finish.

The engineering team has gone to extremes to make sure that the CUPRA Born justifies carrying the iconic copper badge.

Over 30,000km of day and night testing and thousands of different test scenarios have gone into tuning the damper and shock absorber settings, making sure that the various Dynamic Chassis Control (DCC) settings – including a CUPRA setting - that together with the fine-tuned sport suspensions meet the expectations of whoever gets behind the wheel. So, no matter if the vehicle is in Range, Comfort, Individual or CUPRA mode the ride never disappoints.

With the inclusion of progressive steering so the driver is in complete control, specific ESC Sport and improved brake actuation and feel the CUPRA Born delivers on every level no matter what the conditions.



Because the high-performance EV benefits from brake recuperation – up to a staggering 0.3g when the accelerator is released and the motor acts a generator to feed energy back into the battery (this happens when the ‘B’ mode is selected rather than ‘D’)– wear and tear on the brakes is hugely reduced.

Its dimensions play a huge part in the CUPRA Born’s dynamic ability; It’s just 4,322mm long, 1,809mm wide, 1,537mm high and has a wheelbase of 2,767mm.

Ensuring CUPRA’s first pure electric vehicle meets the highest demands isn’t only reliant on mechanical aptitude, it also requires the wheels and tyres to be optimised.

Engineers developed the wider tyre technology used in the CUPRA Born to guarantee they delivered the perfect balance between performance and efficiency. In addition to 215mm tyres available with a range of alloy wheels between 18” and 20”, the CUPRA Born will also be available with a 235mm wider tire, to reach optimal performance while maintain the CUPRA Born’s overall efficiency.



## Exterior design

The CUPRA Born's design serves more than one purpose, not only does it draw you to the vehicle, but it also highlights that EVs don't need to be humdrum, electric mobility is exciting. The CUPRA Born's design highlights the essential characteristics of electric vehicles; impressive performance, dynamic, pleasurable driveability and the ability to thrill.

For that reason, the CUPRA Born's exterior design unconventional, unique and emotional. Electrification isn't a contradiction for a high-performance brand, it's a way to project the brand into the future.

"The CUPRA Born's design is multifaceted, it sharpens the CUPRA look while at the same time incorporating the modernity of its advanced electric powertrain" said Jorge Díez, Design Director at CUPRA and SEAT. "It delivers a strong CUPRA character that expresses agility and performance with its mix of flowing surfaces and technical details."

The CUPRA Born's delivers strong CUPRA character that expresses agility and performance. It mixes flowing surfaces with extensive use of body-colour and technical details to provide design that exudes sportiness and elegance.

The face of the CUPRA Born delivers the first visual impact and an instant emotion. It imbues personality, refinement and determination.

The front character and presence are achieved through the newly designed full LED headlights and the lower mouth designed to channel air towards the radiator – this concave upper section sits like a shark nose, penetrating and a sure sign of strength.

Below sits the large air intake with a copper frame, because although electric cars need less air than a combustion engine, the powertrain still needs thermal



characteristics to be optimised. The mix of engineering requirements and design approach help achieve the perfect balance between form and function.

The bonnet incorporates 3D shapes to help bend the light and make the front end of the CUPRA Born come to life. While the volume sitting on top of the headlights and through the wings that helps generate the vehicle's sporty stance.

The striking full LED lighting technology is incredibly important to the final look of the CUPRA Born. The signature is unique and instantly recognisable, enhanced by the small triangles on the side of the lamp. The lighting includes an animated ceremony as you approach and start the vehicle, enhancing the experience even further.

The finishing touch for the front design is the copper CUPRA badge. Framed at the very front of the bonnet between two crisp lines that direct the eye downwards towards the CUPRA lettering, the positioning and design add to the level of overall quality.

As the eye sweeps around to the CUPRA Born's side profile the eye is drawn to the rake of the A-pillar, not only does it help draw a sleeker, performance-driven look, it also serves a functional aspect in improving airflow over the vehicle and allows for the integration of the head-up display in the cabin.

Four additional elements help to make the car look sleeker, sportier and incredibly purposeful. One is the flowing aerodynamic side sill element at the very bottom of the vehicle, an element that sits in contrast to the body colour. The second element is the sharp lines that strike through the length of the body creating a sleekness and presence to the high-performance all-electric CUPRA Born.

The third element is the C-pillar treatment that gives the impression the roof is floating. The pillar uses an alternatively coloured, three-dimensional textured



surface to create lightness in the side aspect, but also a determination and dynamism.

Finally, the wheel design, an iconic element of the vehicle's design, and one that will make it stand out even from distance and the CUPRA Born has six incredible designs in 18", 19" and 20" to help finish its look.

The alloy designs include aerodynamic inserts and copper accents. The inserts improve aerodynamics helping the CUPRA Born to maximise its efficiency and overall performance. Machine finished with copper highlights makes them even more distinguishable.

The CUPRA Born's lines flow through and around to the rear. The rear spoiler seamlessly connects to the C-pillar drawing the eye from the side aspect to the rear. And with a body coloured, integrated diffuser that enriches the rear in a natural way and gives it a sporty and aerodynamic character, the CUPRA Born's rear design is framed at both the top and bottom.

The rear coast-to-coast light delivers not only impressive illumination, but the full LED technology also gives a more advanced look. But the system also helps deliver greater perceived width, giving a more secure feeling when you approach the vehicle.

The tailgate is flush to the bumper giving a smoothness to the design, while also reinforcing its strength. At the lowest point sit the number plate, reflectors, and the technical elements within an island surrounded by body colour. This approach delivers an increased feeling of refinement.

And with a palette of six colour choices (Vapor Grey, Glacial White, Geyser Silver, Rayleigh Red, Quasar Grey and the exclusive Aurora Blue), the CUPRA Born's personality can be finished to suite a variety of tastes, but all help to emphasise the personality and determination of the brand's first all-electric high-performance car.





## Interior design

Before you even step inside the CUPRA Born, the scene is set with the puddle light shining down from the wing mirror, representing the CUPRA logo onto the floor in front of you. It's a teaser of the effortless stylishness and personality that the cabin holds.

Expressive lines, characterful surfacing and dramatic material cuts define the new, highly emotional design language.

As the driver takes their place in the sports bucket seats and takes hold of the CUPRA-specific steering wheel the CUPRA Born's qualities of style, electrifying performance and being an unconventional challenger gain even more clarity.

The interior is honed to take on the digitalised world, the standard floating 12" touchscreen takes centre stage, angled slightly to provide the perfect view for the driver, offering easy access to a range of functions in a simple and intuitive style.

But as you glance through the steering wheel the smaller, more focused instrument cluster comes into view, the simplified layout delivering the most relevant information in complete clarity. The smaller digital cockpit also houses the gearshift buttons and parking brake.

In a world where screen size has become king this may seem counterintuitive, but there is good reason to strip complexity from this area of the cabin.

Thanks to the augmented reality head-up display system, which projects crucial information onto the windscreen, and appears as if layered over the real world, information like the driver assistance indicators, speed and navigation system indications, all data is directly in the driver's line of sight, improving the overall driving experience and highlighting the clearly driver-centred cabin.



The new MEB platform brings new possibilities for interior design, maximizing space by the clever use of storage and functionality areas like the high center console, which combines full connectivity with maximum storage capacity and all mixed with elegant material codes. This feature is designed in the same neoprene look material as the Bucket seat, to maximise quality on the inside.

All the lines in the dashboard are orientated towards the driver, while a more pure, sculptural surface treatment is reserved for the passenger's area, creating two clearly divided spaces.

The interior highlights CUPRA's dedication to sustainability, reducing its impact on the environment - something that encompasses more than reducing carbon emissions. To this end the CUPRA Born's interior makes use of recycled material.

The central part of the bucket seats is manufactured from SEAQUAL® Yarn made from upcycled marine plastics.

Marine litter from beaches, the ocean floor and surface, or entering oceans from rivers and estuaries is collected by clean-up programme and sorted into different material types. The plastic portion is cleaned and transformed into upcycled marine plastic and transformed into the beautiful, new, sustainable products that make up the CUPRA Born's bucket seats.

The interior can be trimmed in a range of colours to help elevate the feeling of space and quality, while the use of 3D effects and surfaces enrich the feeling of modernity, iridescence and vibrancy.

One of the material choices is DINAMICA®, an eco-friendly micro-fiber that can be used on both the door panels and upholstery. There are two different options in terms of colour finish, that the driver can choose either dark blue or grey.



Interior space is maximised thanks to the CUPRA Born's dimensions; it's wheelbase is 2767mm giving it the proportions needed to house driver and passengers comfortably, while the boot has a capacity of 385 litres.

Moving into the rear, the feeling of spaciousness is brought alive using both dark and light colours. Lighter colours provide the feeling of freshness while darker shades deliver a greater feeling of solidity.



## Connectivity

The CUPRA Born is not only the pinnacle in electrification and performance but is ready to be part of the digital eco-system, integrating the most advanced infotainment and connectivity solutions to keep customers in touch.

It's an increasingly important aspect of society that we can take our digital lives with us into the vehicle, bringing automotive into the modern world and making it an integral part of our daily life, but in a way that never distracts from the pleasure of driving.

The CUPRA Born's digital cockpit epitomises the approach to the digitalisation of the interior. The screen provides greater functionality in complete clarity, allowing drivers to view the information that is most important to them and their journey. Completely customisable, individuals can show the information they need, and the display gives greater clarity and creates a more emotional, focused display that is in tune with the character of the vehicle and modernity that it exudes.

In a vehicle with performance at its heart, the need to stay focused on the road ahead is even more acute. It's why the CUPRA Born integrates an augmented reality head-up display that projects information onto the windscreen, information like the driver assistance indicators, speed and navigation system indications, but to the driver's eyes sits in the real world, making it clearer, more intuitive and less distracting.

The systems are enhanced by a standard floating 12" infotainment system, highlighting the high-performance brand's latest generation technology. Incorporating a 1,560 x 700-pixel display, the system mixes the benefits of touchscreen inputs, physical buttons and voice control.

The infotainment system can display a range of data and information including 3D navigation, music, contacts and a host of additional functions. It's the bridge that keeps customers constantly connected.

The Wireless Full Link system means the CUPRA Born's infotainment system can be connected to both Apple CarPlay and Android Auto. So, whether you want to bring



your contact list, music - which thanks to a nine speaker Beats audio system, can be listened to in incredibly dynamic quality -, or mapping systems into the car, they're all available, and can be accessed in a controlled, intuitive, safe manner.

Capacitive touch technology improves interaction, making the use of the system responsive and precise. Touch sliders add to the ease of use, allowing control of the Climatronic as well as volume control.

In a world that is becoming increasingly at ease with voice assistant technology, the CUPRA Born also integrates voice recognition. Arguably one of the most natural ways to interact with devices, it reduces distraction because there is no need to look away from the road ahead.

The system can be used to find navigation information or search for music in a safer and easier way. Simply say the wake-up words "Hola, Hola" and the system is ready to interact with.

But it's the connection with the outside world that is growing in importance. So, at the CUPRA Born's core is CUPRA CONNECT technology, with the completely newly developed My CUPRA App.

With the activation of CUPRA CONNECT, online services are unlocked, and connectivity is provided to the car. Customers will be able to manage battery charging from the My CUPRA App, setting the exact percentage of battery charge ready for departure. Climatization can also be activated remotely, setting the target temperature in advance or automatically after unlocking doors, together with front seat heating for driver and co-pilot.

Planning is also possible, by adapting both charging and climatization to a certain schedule through customized profiles, or by sending your next destination from the My CUPRA App to the Navigation system.



Also, the navigation system is upgraded with access to online features, such as online navigation with up-to-date traffic information, talking with natural commands or checking charging stations.

The embedded SIM isn't only about maintaining contact with our digital lives, it also brings improved safety into the vehicle as users benefit from the eCall service. If an accident occurs the vehicle can directly contact the emergency services either manually or automatically. And should the worst happen the vehicle can relay important data including car position, engine type, and number of passengers making it easier for them to assist.

And, to make sure connections are never lost, the CUPRA Born includes Qi standard protocol inductive charging for mobile devices.



## Safety and convenience

The CUPRA Born puts technology at the forefront, and its suite of available safety and convenience systems means it's a high-performance vehicle that's easy to live with in daily life and make it one of the safest vehicles in the segment.

The range of systems is expansive and all encompassing; Predictive Adaptive Cruise Control, Travel Assist, Side and Exit Assist, Traffic Sign Recognition, Emergency Assist and Pre-Crash Assist. All assistance systems and their indicators that give very valuable information to the driver, are present in the driver's line of sight, Thanks to the augmented reality head-up display system.

Onboard systems use data supplied both from an array of integrated sensors, whether that's radar, camera or ultrasonic, and information fed from outside sources to build a picture of the vehicle's surroundings and any possible hazards.

The Predictive ACC system positions the CUPRA Born based on route and GPS data delivered from the navigation system, allowing it to correct its speed depending on the road layout ahead, considering bends, roundabouts, junctions, speed limits and built-up areas. The intelligent system can adjust vehicle speed when limits change using input from the front mounted camera and traffic sign recognition.

Travel Assist uses information from the ACC and Lane Assist to actively keep the vehicle in the centre of the lane and adjust speed to the flow of the traffic – providing assisted driving across the whole range of speed.

Side and Exit Assist technology fills in the gaps created by blind spots, giving a visual and audible warning if you don't see something hidden out of your view. Exit Warning gives an acoustic caution if someone or something is approaching the CUPRA Born when you're parked and want to leave the vehicle.

The pure EV also takes advantage of Emergency Assist, making sure the driver remains focused on driving and doesn't become distracted with visual and



acoustic warnings. If there is no reaction from the driver, the system can initiate braking jolts, if there is no change the vehicle can come to a complete stop and activate the warning lights. Once parked, the vehicle can directly contact the emergency services using the eCall system.

All the systems have been designed to create an incredible level of safety without the feeling of control being taken away from the driver. An important consideration in a CUPRA, a brand that positions the driver's needs as the central priority.

And with additional systems such as Light Assist that can change between high- and low-beams depending on oncoming traffic when daylight begins to fade, a Top View Camera to make manoeuvring simpler and Intelligent Park Assist, the CUPRA Born meets not only the dynamic needs of the CUPRA brand, it also delivers a level of safety beyond what has come before.





## Technical data

### 150PS (110kW)

Battery	45kWh (net capacity)
Max. Power	150PS (110kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 340km*
0 to 100 km/h	8.9 secs

### 204PS (150kW)

Battery	58kWh (net capacity)
Max. Power	204PS (150kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 420km*
0 to 100 km/h	7.3 secs

### 231PS (170kW) with e-Boost<sup>1</sup> pack

Battery	58kWh (net capacity)
Max. Power	Up to 231PS (170kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 420km*
0 to 100 km/h	6.6 secs**



## 231PS (170kW) with e-Boost<sup>1</sup> & Range pack

Battery	77kWh (net capacity)
Max. Power	231PS (170kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 540km*
0 to 100 km/h	7.0 secs

\* CUPRA Born is currently not available for sale and pending on homologation. The technical data displayed are merely indicative and may vary. The available power (KW) and acceleration of the vehicle depends on the battery charge level and its temperature at all times. The pictures are used for illustrative and informational purposes only and may not correspond to the series production.

The electric range of the vehicle varies depending on a series of factors such as the orography of the terrain, the weather conditions, the state of charge of the vehicle (occupants + luggage), the age and condition of the battery, the optional equipment chosen (rims, tires ...), the use of peripheral consumers such as heating, air conditioning or heated seats, and their driving style. The indicated autonomy is a provisional value and has been calculated in accordance with the WLTP regulation that establishes standard test conditions applicable to all manufacturers so that the values calculated following this regulation are comparable with each other for all vehicles.

\*\* CUPRA Born equipped with a 58kWh battery and up to 170 kW of power. CUPRA Test Data. Final Results may vary.

<sup>1</sup>: The e-Boost performance pack will be available from 2022.

**CUPRA** is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and sportiness are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric model, the CUPRA Born. The CUPRA Tavascan will be the brand's second all-electric model and will reach the market in 2024.

CUPRA will participate this year in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and four of the best padel players in the world, among others.

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