



Impulse of a new era

Meet the CUPRA Born with Dr. Werner Tietz

- > Vice-President of R&D Dr. Werner Tietz, explains the technical highlights of the brand's first all-electric vehicle; the CUPRA Born
- > CUPRA Born delivers an emotional driving experience thanks to the combination of an e-Boost¹ performance pack and DCC in combination with sport suspension and ESC Sport
- > With three battery options, the all-electric range is up to 540km*

Martorell, 21-06-2021 – As CUPRA prepares to change the perception of all-electric vehicles, proving that performance and electrification are the perfect match, the Vice-President of Research and Development introduces its latest vehicle.

Dr. Werner Tietz highlights how the first 100% electric vehicle from the brand delivers an emotional driving experience and instantaneous performance, while challenging the status quo.

The CUPRA Born will be available with two power outputs: 150PS (110kW) and 204PS (150kW); available with the higher power output version, an e-Boost¹ performance option increases power output up to 231PS (170kW).

The CUPRA Born's advanced powertrain delivers instantaneous performance; 0-50km/h is reached in only 2.6s* and 0 to 100km/h in as little as 6.6s**. The CUPRA Born's contemporary sportiness is achieved thanks to its DCC in combination with sport suspension and ESC Sport, as well as its progressive steering.



The high-performance CUPRA Born integrates advanced lithium-ion battery technology, with three capacity options, offering a range of up to 540km*. And compatibility with 125kW DC fast charger means it can regain 100km in as little as 7 minutes.

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

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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-Boost¹ 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-Boost¹ & 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.



¹: The e-Boost performance pack will be available from 2022.

CUPRA is a brand from the SEAT Group, based on the contemporary design and sporty performance of its electrified models. Since its launch as an independent brand in 2018, sales have shot up and CUPRA closed 2019 with a growth of 72% over the previous year with nearly 25,000 units sold. In 2020, the CUPRA Leon and the CUPRA Formentor, the first model designed specifically for the brand, will hit the market. CUPRA has nearly 250 specialized points of sale throughout the world.

Coinciding with its second anniversary, CUPRA has inaugurated its new headquarters in Martorell (Barcelona), the CUPRA Garage, a 2,400 square meter building located next to SEAT's corporate headquarters. CUPRA also has a racing car workshop, the CUPRA Racing Factory, where it developed the first 100% electric touring racing car, the CUPRA e-Racer.

In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen or the Swedish pilot Mattias Ekström, among others.

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