



Euro NCAP

CUPRA Leon receives 5-star Euro NCAP

- > The top rating awarded to the CUPRA Leon applies to both combustion engine and plug-in hybrid variants
- > The CUPRA Leon's success in the safety tests follows on from the CUPRA Formentor, which already received a 5-star rating earlier in the year

Martorell, 07-07-2021 – The CUPRA Leon has reinforced the brand's dedication to delivering not only vehicles with performance in their DNA, but among the safest in the market. The brand's high-performance compact car is the latest to receive a five-star rating in Euro NCAP's stricter testing regime.

The CUPRA Leon joins the CUPRA Formentor, the first of the brand's vehicles to go through the safety organisation's new testing process, to be awarded top marks.

“CUPRA continues to deliver vehicles that mix not only contemporary performance but also maximum safety,” said Dr. Werner Tietz, Executive Vice-President for Research and Development at CUPRA and SEAT. **“Following on from the CUPRA Formentor's achievement earlier this year, the CUPRA Leon has now received the highest rating possible in Euro NCAP's stricter testing regime.”**

Safety first

The CUPRA Leon integrates a suite of safety and convenience technologies that use a range of sensor data to make it easier and safer to live with in daily life and help meet the demands of the latest Euro NCAP tests.



Systems include Autonomous Emergency Braking, Traffic Sign Recognition, Traffic Jam Assist, Light Assist and Pre-Crash Assist. Add to these the integration of seven airbags, including a standard front-central airbag, Front Assist with vehicle, pedestrian and cyclist detection, Emergency Steering Assist and Junction Assist, Lane Assist and Emergency e-Call and the CUPRA Leon delivers one of the safest vehicles available in the market.

The CUPRA Leon, both combustion engine and plug-in hybrid variants, scored highly in all areas: Adult Occupant 91%, Child Occupant 88%, Vulnerable Road User 71% and Safety Assist 80%.

The CUPRA Leon joins the CUPRA Formentor in achieving the highest rating possible, a huge accomplishment considering the organisation re-evaluates its testing practices every two years, and last year's refinements have made them the strictest and most thorough to date.

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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