



Car of the Year 2022

The CUPRA Born reaches the final 7 for Car of the Year 2022

- > CUPRA's first 100% electric vehicle has been shortlisted for the internationally renowned Car of the Year 2022 award
- > Second consecutive year a CUPRA model has been shortlisted since the brand's launch just three years ago, following the CUPRA Formentor in 2021
- > The Car of the Year 2022 judging panel consists of 61 renowned motoring journalists from across Europe, representing 23 countries
- > The overall winner will be revealed in February 2022

Martorell, 29-11-2021. – A shift to electrification and a more sustainable future is the backdrop to the CUPRA Born's launch. It is CUPRA's first 100% electric vehicle and the next stage of the unconventional challenger brand's development. One now fully recognised as the CUPRA Born is one of the seven finalists in the influential Car of the Year 2022 award.

The CUPRA Born is a strong contender in the competition, and shows the incredible work being done at CUPRA, following on from the CUPRA Formentor's nomination in the same award in 2021.

The CUPRA Born delivers a new take on the brand's already extensive electrified line-up that includes six plug-in hybrid versions: CUPRA Leon, CUPRA Leon Sportstourer and CUPRA Formentor models, available with two different output.

"CUPRA is an unconventional challenger brand, born only three years ago and that for a second year in a row reaches the final 7 for the Car of the Year



award. This recognition proves, that CUPRA is here to stay.” said Wayne Griffiths, CEO of CUPRA. “The CUPRA Born is a vehicle that adds emotion to electric cars with its sporty driving experience, proving that electrification and performance are a perfect match, and that electric cars can be fun and sexy. It will help double the brand’s sales by 2022 and increase the CUPRA mix to a third of the total sales of the company, while strengthening the global presence of the brand and inspiring the world from Barcelona.”

The CUPRA Born integrates the most advanced powertrain technology. Thanks to the e-Boost performance pack, the maximum output reaches up to 170kW (231PS) and battery packs up to 77kW delivers a range of around 540km for an even longer more engaging driving experience.

The CUPRA Born is a driver’s car, delivering electrifying sportiness thanks to its progressive steering, DCC sport and ESC Sport, making it dynamic and emotional to drive.

Performance is matched by the CUPRA Born’s stimulating style, in the exterior and the interior. Inside, the focus is placed strongly towards the driver as any CUPRA should be, integrating 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 prestigious Car of the Year 2022 award brings together a panel of the most respected motoring journalists from across Europe together with the objective of finding the most outstanding new car on sale.

Consisting of 61 members, the jury represents 23 European countries, who come together to pick the overall champion. The winner will be announced in February 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 is proving that electrification and performance are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and the CUPRA Leon as well as with 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 participates this year in the electric touring car competition PURE ETCR, and 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 eight of the best padel players in the world, among others.

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