



CUPRA Snow Experience 2022

CUPRA heads to the edge of the arctic circle with the CUPRA Born and Formentor VZ5 to test their abilities in extreme conditions

- > The event will be held at the Rovaniemi Driving Centre, using its various tracks to highlight the advanced technology in the all-electric CUPRA Born and in the performance CUPRA Formentor VZ5
- > Drivers will put the rear-wheel drive CUPRA Born through its paces, learning how traction and low friction surfaces influences vehicle behaviour
- > The CUPRA Formentor VZ5 will take on a stage of the infamous WRC Arctic Rally, putting the performance SUV's attributes to the ultimate test

Martorell, 28-02-2022 – CUPRA journeys to the heart of Finland's Lapland to put the dynamic features of two key CUPRA models to the test on snow and ice. The all-electric CUPRA Born and the combustion performance CUPRA Formentor VZ5 head to the northern city of Rovaniemi, home of the aurora borealis, to demonstrate the abilities of both vehicles.

Deep in the north of Finland, Rovaniemi is the capital of Lapland sitting on the edge of the arctic circle. The city is home to the Rovaniemi Driving Centre, the base for the CUPRA Born and Formentor VZ5 for the two-week event.

Surrounded by forest and with 17 hectares of racing track, the facilities will help highlight the immense dynamic abilities of both vehicles, whether it's how to balance the vehicles in snow and ice conditions or demonstrating their agility on low friction surfaces.



CUPRA Born

The CUPRA Born is the brand's first 100% electric vehicle and the next stage of the unconventional challenger brand's development.

It integrates the most advanced powertrain technology: the pure electric system is available with a choice of either 150PS (110kW) or 204PS (150kW) electric engines that deliver energy to the rear wheels.

With the addition of an e-Boost package, maximum output can reach up to 170kW (231PS), with battery packs of 58kWh and 77kWh, to deliver a range of up to 420km (58kWh) or up to 548km (77kWh).

When equipped with the e-Boost package and with the 58kWh battery, the CUPRA Born goes from 0 to 50km/h in only 2.6s and the 0-100km/h in just 6.6 seconds.

While technologically advanced, the CUPRA Born is a driver's car at heart. Its DCC sport and ESC Sport/ESC Off (the ESC can be fully disconnected when equipped with e-Boost pack and wider tyres), make the all-electric high-performance car incredibly dynamic. The progressive steering as well as larger front brakes and wider tyres mounted on 20" alloy wheels provide incredible feedback, building confidence to push on.

The Rovaniemi Driving Centre will put the CUPRA Born's dynamic features to the ultimate test.

Whether it's testing traction through understeer and oversteer scenarios, agility, and the electronic system's ability to cope when on ice through a high-speed slalom or learning to balance the car to deliver sporty driving on snow-ice.



Drivers will be able to enjoy the CUPRA Born to the maximum thanks to its impressive dynamics – including in snow conditions. Its low center of gravity and perfect weight distribution (50% in the front, 50% in the rear), as well as its standard bucket seats (standard: SEAQUAL®; optional: Dinamica® made with recycled material) and its CUPRA steering wheel with satellites (which can also be heated), will offer the perfect experience at the wheel of the CUPRA Born in Rovaniemi.

The CUPRA Born will also be equipped with the optional heat pump to optimise the autonomy in cold conditions, a key feature in places such as Rovaniemi, where temperatures can plummet as low as -20°C. The heat pump uses less energy from the battery for the high-voltage heater, beneficially delivering greater range.

CUPRA Formentor VZ5

The Formentor VZ5 offers the ultimate expression of combustion performance. It mixes an advanced, tuneable chassis with driving modes and DCC Slider, progressive steering, a quick-shifting transmission, and the assurance of all-wheel drive.

The CUPRA Formentor's five-cylinder 2.5 litre TSI engine, that delivers 390PS (287kW) and 480Nm of torque, maximises excitement behind the wheel.

The high-performance crossover SUV integrates torque splitter technology to increase agility. Housed on the rear wheel, the system is electro-hydraulically controlled with two independent clutches and allow for independent torque control on each rear wheel. This means that it can shift power between rear left and rear right wheels during cornering giving the CUPRA Formentor VZ5 even greater dexterity when driving becomes more focused.

The CUPRA Formentor VZ5's chassis system allowed engineers to include a new Drift Mode. When you're off the public highway, the high-performance crossover SUV can show its character as a truly fun car. In this mode, the ESC is completely disconnected and using the Torque Splitter technology, full power can be directed to one rear wheel, helping push the car around a bend as if it was



pirouetting. Drift Mode is designed for pure enjoyment and fun, and that's guaranteed when the technology is used in the ice track.

And when maximum braking control is needed the CUPRA Formentor VZ5 delivers thanks to 18" brakes with six piston Akebono callipers (375mm x 36mm) housed in the crossover SUV's exclusive CUPRA 20" alloy wheels. Its reassurance amplified no matter what the requirements.

All of these functions will come to the fore when the VZ5 hits the snow and takes on an iconic section of the Arctic Rally – one of the newest additions to the WRC calendar.

The Rovaniemi Driving Centre will put both the CUPRA Born and Formentor VZ5 to the ultimate winter test, highlighting their abilities and showcasing the attention to detail as CUPRA engineered vehicles that can cope in any environment.

The CUPRA Finland Experience 2022 will take place between the 28th February and the 11th March.

CUPRA is the unconventional challenger brand that brings together emotion, electrification, and performance to inspire the world from Barcelona. Launched in 2018, CUPRA has its corporate headquarters and a racing car factory in Martorell (Barcelona), in addition to a global network of specialised points of sale.

In 2021, CUPRA maintained its upward trend, tripling sales with 80,000 vehicles delivered, driven by success of the CUPRA Formentor. CUPRA proves that electrification and sportiness are a perfect match, and in 2022 will expand the range of the CUPRA Born, the brand's first 100% electric vehicle, with models with different battery capacities, as well as a more powerful e-Boost version. An exclusive, limited edition version of the CUPRA Formentor VZ5 will also be introduced. The CUPRA Tavascan, the brand's second all-electric model will reach the market in 2024, followed by the brand's first urban electric car, inspired by the CUPRA UrbanRebel concept, in 2025.

CUPRA won the PURE ETCR electric touring car championship in 2021 and continues to participate in Extreme E, the off-road electric SUV's competition. The brand is FC Barcelona's official automotive and mobility partner, the World Padel Tour's premium sponsor and the official sponsor of the eSports Club Finetwork KOI. Collaborating with brands such as Primavera Sound and De Antonio Yachts, it has created the CUPRA lifestyle universe. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are the German goalkeeper Marc ter Stegen; Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas; and Olympic gold medallists Adam Peaty, Melvin Richardson and Saúl Craviotto,



CUPRA Communications
Arnaud Hacault
Head of Product Communications
T/ +34 659 13 48 04
arnaud.hacault@seat.es

Andrea Santos
Product Communications
T/ +34 689 56 00 95
andrea.santosmartorell@seat.es

www.seat-mediacyber.com

PRENSA PREMSA NEWS PRESSE STAMPA