



Charging, streamlined

CUPRA Born makes charging easier and more convenient

- > CUPRA streamlines charging with Plug & Charge technology, delivering a comfortable and seamless way to charge the CUPRA Born
- > CUPRA Born drivers can now access more than 310,000 public charging points throughout Europe, including 10,000 fast chargers (over 100kW charging speed) at over 3,000 locations

Martorell, 28-04-2022 – CUPRA continues to break new ground as it electrifies its vehicle line-up. With the CUPRA Born, the brand is redefining how the all-electric unconventional challenger car is charged.

The comfort of charging will be improved with **Plug & Charge**. It delivers a more comfortable and seamless way to charge the CUPRA Born, supported by companies including IONITY and Aral/bp, with others eager to join the platform.

The car simply identifies itself at the charging station using an encrypted standard and automatically begins the charging process. The user no longer needs to bring a mobile phone or the RFID card to charge. The function will be available from the middle of the year.

“CUPRA is making charging the CUPRA Born as simple and intuitive as driving the all-electric sporty car,” said Carlos Galindo, Global Head of Product Marketing at CUPRA. “Plug & Charge for instance, is a seamless approach to charging and one that is more in tune with nowadays’ world”.

At the same time, Volkswagen Group is constantly expanding its European **charging network**; CUPRA Born drivers can now use more than 310,000 public charging points. And for an added boost it also includes 10,000 fast chargers (over 100kW charging speed) at over 3,000 locations.



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 workshop 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 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 Olympic gold medallists Adam Peaty, Melvin Richardson and Saúl Craviotto, the German goalkeeper Marc ter Stegen, and Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.

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