



CUPRA Leon Boost

## CUPRA increases engine range and equipment levels, maximising what the King of Leon's has to offer

- > CUPRA is boosting the Leon's range of engines to deliver even more choice and value for customers
- > The new line-up of petrol engines will include units with outputs ranging between 110kW (150PS) and 140kW (190PS), matching most of the CUPRA Formentor range.
- > Complementing the new powertrain options will provide a new level of value and sophistication to the CUPRA Leon family
- > The new line-up of engines will be available beginning from the third quarter of 2022

**Martorell, 05-08-2022** – CUPRA is boosting its King of Leon's, broadening the range of engines available, delivering greater value and sophistication for customers.

Beginning in the third quarter of this year the CUPRA Leon will gain an even more accomplished line up of engines in both 5D and Sportstourer, with the introduction of a 1.5TSI 110kW petrol engine and a 2.0TSI 140kW unit both linked to a DSG transmission system.

“The CUPRA Leon is already a king on the road but we're always developing the vehicle to maximise the offering for our customers, making it more customisable and grow its sales targets,” said Kai Vogler, Vice-president for Sales and Marketing at CUPRA. “With the introduction of these engines, our



ambition is to achieve a big success with the CUPRA Leon, as we have done with the Formentor.

The newest additions to the CUPRA Leon family aren't solely focused on the scope of powertrains. The increase in engine options is matched by the enhancing of equipment levels, creating value and sophistication.

In terms of equipment with these engines, the CUPRA Leon will feature as standard, full-LED headlamps and CUPRA-specific bumpers and a rear body colour diffuser. As well as silver or copper 18" alloy wheels.

In the interior, it will come with textile CUPRA Sports seats and as an option leather CUPRA bucket seats supplemented by the stitched dashboard, all in a choice of Petrol Blue or black.

The new line-up of engines and equipment will be available starting in the third quarter of 2022.

**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 the brand expanded 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 was also introduced. The CUPRA Tavascan, the brand's second all-electric model, as well as the CUPRA Terramar, the electrified sport SUV that pays homage to the Terramar racetrack where everything started for CUPRA, 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 Street Artist TV Boy, 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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