



Unstoppable impulse

## CUPRA Born: The brand's first 100% electric model ready to be the impulse in the EV market

- > CUPRA Born perfectly matches electrification and performance, leading the brand's expansion into new markets and delivering new business models
- > Available with different power outputs, and with an e-Boost<sup>1</sup> performance pack to increase the power output up to 231PS (170kW)
- > All-electric range of up to 548km (with the 77kWh battery pack) and 0-100km/h in as little as 6.6 seconds
- > Electrifying performance and an emotional driving experience thanks to DCC Sport and ESC Sport, progressive steering as well as larger brakes and wider tires mounted on 20" alloy wheels as optional
- > Stimulating style and developed with sustainable and unconventional materials such as Dinamica<sup>®</sup>, and SEAQUAL<sup>®</sup> made from upcycled marine plastics
- > New technologies such as the head-up display with augmented reality highlights its great levels of connectivity and safety
- > CUPRA Born is the first model to be delivered to customers with a net CO<sub>2</sub> neutral concept

**Martorell, 04-10-2021** – The CUPRA Born is shifting the market, the impulse of a new era. The first 100% electric vehicle from the unconventional challenger brand delivers an emotional design and instantaneous performance, while challenging the status quo.



The CUPRA Born delivers an advanced powertrain to produce instantaneous performance matched to a chassis that delivers driving emotions in any driving scenario. And with stimulating design to help CUPRA's first all-electric vehicle stand out, the CUPRA Born is ready to shake things up in the market.

**"The CUPRA Born is the impulse in the electric era, delivering stimulating design from Barcelona, instantaneous performance with an all-electric range of more than 500km. It's a vehicle that contributes to reducing global CO<sub>2</sub> emissions and helps meet European targets,"** said Wayne Griffiths, CEO of CUPRA. **"But it also marks a shift in the industry. CUPRA will use unconventional sales models to reach new people and take the CUPRA brand and the Born beyond the traditional."**

The CUPRA Born marks a new era for the brand, joining the electrified CUPRA range together with the plug-in hybrid variants of the CUPRA Leon, CUPRA Leon Sportstourer and the CUPRA Formentor, all of which use electricity to maximise performance.

Moreover, it's the first model to be delivered to customers with a net CO<sub>2</sub> neutral concept, where energy from renewable sources is used in the supply chain. The remaining emissions are offset by environmental and project investments certified to the highest standards.

And CUPRA's first all-electric vehicle brings a reinvigorated ownership proposition. As well as traditional models, the CUPRA Born will also be offered under subscription contracts\*, with a monthly fee that will include the use of the vehicle and other related services. It's a move that will help CUPRA challenge the market.

Designed and developed in Barcelona, at CUPRA's headquarters in Martorell, the CUPRA Born is produced at the Zwickau plant in Germany.



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## Introduction

The CUPRA Born forms the next stage of the unconventional challenger brand's development, and as the industry shifts to a more environmentally conscious position, electrification is one of the keys.

CUPRA already offers 6 plug-in hybrid versions: CUPRA Leon, CUPRA Leon Sportstourer and CUPRA Formentor models, available with two different output (204 or 245PS). In addition to the plug-in hybrid CUPRA models and the CUPRA Born, the brand's first fully electric car, which will be launched at the end of the year, the company already announced the launch of the CUPRA Tavascan in 2024, as well as the urban electric car in 2025.

The CUPRA Born 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. Coupled to a high-performance lithium-ion battery pack with a capacity of up to 58kWh, enough for a range of up to 417km.

But the CUPRA Born goes beyond those numbers, adding more performance. With the addition of an e-Boost<sup>1</sup> package maximum output reaches up to 170kW and battery packs up to 77kWh delivers a range of up to 548km for an even longer and more engaging driving experience.

The CUPRA Born is a driver's car, delivering electrifying sportiness thanks to its DCC sport and ESC Sport, making the all-electric high-performance car dynamic and emotional to drive. The progressive steering as well as larger brakes and wider tyres mounted on 20" alloy wheels provide incredible feedback, building confidence to push on.

Performance is matched by the CUPRA Born's stimulating style. The front end, with its meaningful character and refined cues from the lighting style, the creases in the bonnet and the framing of the CUPRA badge deliver a face that expresses strength and determination.



Inside, the dynamic character continues. The focus is placed strongly towards the driver as any CUPRA should be, but the cabin is designed to accommodate all occupants in style and comfort but 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 optional bucket seats are made of Dinamica® – another recycled material. CUPRA’s approach to environmental consciousness encapsulates far more than simply the energy that power its vehicles.

From the CUPRA steering wheel to the copper accents throughout, the CUPRA Born is every bit part of the brand’s family.

The CUPRA Born is more than just a high-performance EV, it’s a vehicle ready for a digital existence, integrating the latest-generation infotainment system, access to online services, an eco-system full of downloadable apps, safety and service features as well as remote access. A vehicle ready to be an integrated part of our digital lives.

Functions are accessed simply and intuitively through the CUPRA Born’s standard floating high-definition 12” infotainment screen, or via the newly developed “My CUPRA” app when away from the vehicle.

“My CUPRA” app is the gateway to controlling the CUPRA Born and gives users access to a range of features including charging, both at home and on the road. When the CUPRA Born is taking on the asphalt it will never leave you stranded; 100km of additional range can be delivered in as little as 7 minutes – the time to take a coffee at the station - on a 135kW charging network (for the 77kWh battery version).

With a maximum range of up to 548 kilometres and a stimulating design, the CUPRA Born will broaden the brand’s customer base, bringing in people looking



for the most advanced technology, as some elements of the model will be made from recycled plastic materials. Not only that, but it will also challenge traditional sales approaches helping bring the CUPRA Born to a wider audience.

CUPRA's second strategic pillar is a new distribution strategy. The launch of the CUPRA Born will bring with it an agency model, a disruptive system that will reinforce its online presence.

As well as traditional sales, the CUPRA Born will be offered under subscription contracts\*, with a monthly fee that will include the use of the vehicle and other related services. The new strategy will open the door to new international markets and increase the brand's presence in the most electrified countries.

The CUPRA Born is a vehicle that will accelerate electric transformation while maintaining the love for cars and driving experiences focused on living emotions.



### **Powertrain: the beginning of a new era**

Underneath the CUPRA Born's incredible exterior design sits one of the most advanced electrified powertrains ever used by the brand.

The CUPRA Born delivers its power to the rear wheels, producing a sportier feeling and a more engaging experience. The pure EV's powertrain integrates a permanent magnet synchronous motor with a maximum torque revs over 16,000rpm above the rear axle that is placed in front of the centre of the wheels. Torque is transferred using a single-speed transmission with a differential, smoothing out delivery to provide effortless performance.

Two CUPRA Born variants are available; 150PS (110kW)/310Nm and 204PS (150kW)/310Nm. But the figures mask a further dynamic delight as CUPRA has pushed the boundaries even further with the development of the Born.

The high-performance pure EV also offers an e-Boost performance pack that takes the CUPRA Born to another level, increasing output to 231PS (170kW)/310Nm, providing a visceral experience like no other. The e-Boost is available with two battery options: a 77kWh battery delivering the 0-100km/h in 7 seconds and with a range of up to 548km, and another with a 58kWh battery reducing the 0 to 50km/h to only 2.6s and the 0-100km/h to just 6.6 seconds and a range of up to 419km. In addition, the e-Boost pack includes larger front brakes and 19" wheels as standard as well as the CUPRA steering wheel with satellites.

The CUPRA Born uses a water-cooled, multi-pouch lithium-ion battery system housed low and centrally in the car to offer the best centre of gravity and reduce the impact of the packs' weight. Instead, the battery pack delivers increased dynamics and a more balanced feel aiding weight distribution more evenly across the vehicle (50% in the front, 50% in the rear).



Add to this the aluminium structure bolted to the CUPRA Born's body, and the result is an increased overall rigidity, so when the driving becomes more dynamic, the high-performance pure electric car feels more agile and capable.

**"The CUPRA Born's advanced electric powertrain technology, combined with its chassis set-up, delivers an emotional drive from CUPRA's first all-electric vehicle proving electrification and performance are a perfect match,"** said Dr. Werner Tietz, Executive Vice-President for Research and Development at CUPRA. **"It's a game-changing vehicle – it's environmentally conscious but at the same time dynamic and exciting."**

Three battery options deliver 45kWh, 58kWh and 77kWh of net capacity respectively, and with a maximum range of up to 548km on a single charge according to the official WLTP test cycle, the CUPRA Born is ready to deliver in the real world.

Achieving the enormous range is aided by the onboard thermal management system – that incorporates water channels connected to the coolant circuit - optimising the battery's temperature reducing the points where it could either overheat or fall below the ideal temperature.

Recharge times are as crucial as range figures and a barometer of usability, and the CUPRA Born doesn't disappoint.

In as little as 7 minutes an additional 100km of range can be added using a 135kW charging point, making typical journeys as simple and easy as if using a combustion engine vehicle. And even if the battery pack SoC (State of Charge) is only 5% it can be replenished to 80% in as little as 36 minutes.

The CUPRA Born is adaptable and can be plugged in to both AC (up to 11kW) and DC (up to 135kW) charging networks, so whether you're on the road or at home, refilling the battery is quick, simple and hassle free.



And through the brand's charging options customers can have a CUPRA-specific wallbox installed – CUPRA Charger (which is plug & play), CUPRA Charger Connect (offering Wi-Fi connection) or CUPRA Charger Pro (featuring 4G and Wi-Fi) – giving them complete control of how and when they recharge the CUPRA Born's battery.

In addition, the CUPRA Easy Charging app controls everything related to charging: no matter what recharging infrastructure is available it's always at your fingertips. In addition, the app will allow to easily find and pay directly in thousands of public stations.

The CUPRA Born is equipped with a Drive Profile, meaning it can adapt to the driver's needs. It features five different driving modes: Range, Comfort, Performance, Individual and CUPRA mode (only available with the e-Boost). Each mode modifies the engine response, steering, suspension (up to 15 levels).

The Range mode sets the vehicle on a low state of consumption in order to spare energy. This mode provides smoother accelerations that makes it more suitable for low grip driving conditions.

Comfort mode provides a more relaxed and comfortable driving, for example for motorway drives. Its main characteristic is the smooth suspension setting.

Performance mode provides a complete dynamic performance in the vehicle, enabling a sporty driving style.

CUPRA sets the vehicle to offer the maximum performance as well as dynamic behaviour and the best emotional feeling possible.

Finally, the individual mode allows the driver to personalise the configuration to its needs, whether you prefer it smoother or stiffer, the CUPRA Born will allow the driver to have the specific setting of the DCC in this mode (up to 15 levels).



### **Chassis: Dynamics guaranteed**

Engineers have worked hard to make sure that the CUPRA Born mates electrification and performance perfectly, showing electric cars can be exhilarating to drive.

Delivering a vehicle that provides a polished dynamic experience no matter what the driving scenario required a solid foundation. The CUPRA Born uses Volkswagen Group's MEB architecture, with a specific CUPRA application when equipped with the DCC (15 mm lower in the front axle and 10 mm lower in the rear axle than the Volkswagen Group's MEB standard height).

The modular electric drive matrix platform allowed CUPRA's engineers to enhance the vehicle's dynamic ability, making it as agile, elegant and focused as possible. From the first acceleration to initial movement of the steering wheel as you take a corner, the CUPRA Born flawlessly delivers.

Its dimensions play a huge part in the CUPRA Born's dynamic ability; It's 4,322mm long, 1,809mm wide, 1,540mm high and has a wheelbase of 2,767mm. Add the well-known, robust chassis technologies of front MacPherson struts and an advanced five multi-link design at the rear and the CUPRA Born benefits from a secure platform to build the dynamics expected of the unconventional challenger brand.

Positioned between the axles, the battery's weight sits low and central, delivering an almost perfect 50:50 distribution and a low-slung centre of gravity. It makes the CUPRA Born quick to change direction, and agile on even the most technical roads. It has the undeniable CUPRA dynamics along with an emotional feel and sporty finish.

The engineering team has gone to extremes to make sure that the CUPRA Born justifies carrying the iconic copper badge.



The Dynamic Chassis Control (DCC) – including a CUPRA setting – has been tuned over 30,000km (more than two times around the earth) of testing covering thousands of different scenarios to make sure the damper and shock absorber settings are on point.

The DCC works in conjunction with the fine-tuned sport suspensions (15 mm lower in the front axle and 10 mm lower in the rear axle than the Volkswagen Group's MEB standard height) to meet the expectations of whoever gets behind the wheel. So, no matter if the vehicle is in Range, Comfort, Performance, Individual or CUPRA mode the ride exactly matches the driver's requirements.

Standard progressive steering gives confidence and complete control to the driver, while specific ESC Sport and improved brake actuation and feel means the CUPRA Born delivers on every level no matter what the conditions.

The CUPRA Born brings new qualities too. Because the high-performance EV benefits from brake recuperation – up to a staggering 0.3g when the accelerator is released and the motor acts a generator to feed energy back into the battery (this happens when the 'B' mode is selected rather than 'D')– wear and tear on the brakes is hugely reduced. It opens up a new way of driving, with fewer braking interventions needed, reducing stress, especially in urban environments.

Ensuring CUPRA's first pure electric vehicle meets the highest demands means focusing on every detail, and the CUPRA Born's engineering team looked to make improvements everywhere, including on the wheels and tyres to be optimised.

In addition to 215mm tyres available with a range of alloy wheels between 18" and 20", the CUPRA Born also uses a 235mm high performance wider tyre, to reach optimal performance and maximum grip while maintaining the CUPRA Born's overall efficiency. When equipped with these wider tyres the CUPRA Born offers the possibility to completely disconnect the ESC (ESC off), to create and even more thrilling sensation behind the wheel.



### **Exterior design: Expression of the future**

The CUPRA Born's design delivers on multiple levels. Not only does it draw you to the vehicle, but it also highlights that EVs don't need to be humdrum, and electric mobility is exciting. The CUPRA Born challenges the status quo of electric vehicles with impressive performance, dynamic, pleasurable driveability and the ability to thrill.

**"The CUPRA Born's design sharpens the CUPRA look while at the same time incorporating the modernity of its advanced electric powertrain and conveying a powerful character"** said Jorge Diez, Design Director at CUPRA. **"Every element has been carefully crafted to express agility and performance with its mix of flowing surfaces and technical details."**

The face of the CUPRA Born delivers the first visual impact and an instant emotion. It imbues personality, refinement and determination.

The front character and presence are achieved through the newly designed full LED headlights and the lower mouth designed to channel air towards the radiator – this concave upper section sits like a shark nose and a sign of strength.

Below sits the large air intake with a copper frame. Electric cars may need less air than a combustion engine, the powertrain still requires optimised airflow. The mix of engineering requirements and design approach help achieve the perfect balance between form and function.

The bonnet incorporates 3D shapes, refracting the light, bringing the front end of the CUPRA Born to life. While the volume sitting on top of the headlights and through the wings helps generate the vehicle's sporty stance.

The striking full LED lighting technology is incredibly important to the final look of the CUPRA Born. The signature is unique and instantly recognisable, enhanced by the small parametric triangles on the side of the lamp. The lighting includes an



animated ceremony as you approach and open the vehicle, enhancing the experience even further.

The finishing touch for the front design is the copper CUPRA badge. Framed at the very front of the bonnet between two crisp lines that direct the eye downwards towards the CUPRA lettering, the positioning and design adding to the overall quality.

Sweeping around to the CUPRA Born's side profile the eye is drawn to the rake of the A-pillar, not only does it help draw a sleeker, performance-driven look, it also improves airflow over the vehicle and allows for the integration of the augmented reality head-up display in the cabin.

Four additional elements help to make the car look sleeker, sportier and incredibly purposeful:

- The flowing aerodynamic side sill element at the very bottom of the vehicle sit in contrast to the body colour.
- The sharp lines that strike through the length of the body create a sleekness and presence to the high-performance all-electric CUPRA Born.
- The C-pillar treatment gives the impression the roof is floating. The pillar uses an alternatively coloured, three-dimensional textured surface to create lightness in the side aspect, but also a determination and dynamism.
- The wheel design, an iconic element of the vehicle's design, and one that will make it stand out even from distance thanks to six incredible designs in 18", 19" and 20" variants.



The alloy wheel designs include aerodynamic inserts and copper accents. The inserts improve aerodynamics helping the CUPRA Born to maximise its efficiency and overall performance. Machine finished with copper highlights makes them even more distinguishable.

At the rear, the spoiler seamlessly connects to the C-pillar drawing the eye from the side aspect to the rear. And with a body coloured, integrated diffuser that enriches the look in a natural way and provides a sporty and aerodynamic character and helps frame the rear design at both the top and bottom.

The rear full LED coast-to-coast light delivers not only impressive illumination but gives a more advanced look. The system also helps deliver greater perceived width, giving a more secure feeling when you approach the vehicle. “Born” naming is integrated in the rear light, a detail that highlights the uniqueness of the design and attention to detail.

The tailgate is flush to the bumper giving a smoothness to the design, while also reinforcing its strength. At the lowest point sit the number plate, reflectors, and the technical elements within an island surrounded by body colour, aiding the feeling of refinement.

And with a palette of six colour choices (Vapor Grey, Glacial White, Geyser Silver, Rayleigh Red, Quasar Grey and the exclusive Aurora Blue), the CUPRA Born’s personality can be finished to suit a variety of tastes, but all help to emphasise the personality and determination of the brand’s first all-electric high-performance car.



### **Interior design: Refined, focused and environmentally conscious**

The interior of the CUPRA Born was designed with a clear focus on the driver, making the experience behind the wheel unique and emotional.

Puddle lights set the scene to what the CUPRA Born's interior offers. Shining down from the wing mirror, splashing the CUPRA logo onto the floor in front of you. A teaser of the effortless style and personality the cabin holds.

Expressive lines, characterful surfacing and dramatic material cuts define the new, highly emotional design language.

As the driver takes their place in the standard bucket seats and takes hold of the CUPRA-specific steering wheel, the CUPRA Born's qualities as an unconventional challenger with style, electrifying performance come into greater focus.

The interior is honed to take on the digitalised world, the standard floating 12" touchscreen takes centre stage, angled slightly to provide the perfect view for the driver, offering easy access to a range of functions in a simple and intuitive style.

Sitting perfectly behind the steering wheel the smaller, more focused instrument cluster comes into view, the simplified layout delivering the most relevant information in complete clarity. The digital cockpit also houses the gearshift buttons and parking brake.

Thanks to the augmented reality head-up display system, which projects crucial information onto the windscreen, and appears as if layered over the real world, information such as the driver assistance indicators, speed and navigation system indications, is directly in the driver's line of sight, improving the overall driving experience and highlighting the clearly driver-centred cabin.

The new MEB platform brings new possibilities for interior design, maximising space with the clever use of storage and functionality areas such as the centre



console, which combines full connectivity with great storage capacity, all mixed with clever material choices. In addition to being functional and practical, the centre console gives the driver the ability to be very stable while driving on twisty roads and in consequence being fully connected to the road. This feature is designed in neoprene look, to maximise quality on the inside.

All the lines in the dashboard are orientated towards the driver, while a more pure, sculptural surface treatment is reserved for the passenger's area, creating two clearly divided spaces.

The interior highlights CUPRA's dedication to sustainability, reducing its impact on the environment - something that encompasses more than reducing CO<sub>2</sub> emissions. To this end the CUPRA Born's interior makes use of recycled material.

The central part of the standard bucket seats is manufactured from SEAQUAL® Yarn made from upcycled marine plastics. Marine litter from beaches, the ocean floor and surface, or entering oceans from rivers and estuaries is collected and sorted into different material types. The plastics are cleaned and transformed into upcycled marine plastic and transformed into the new, sustainable products that make up the CUPRA Born's bucket seats.

The eco-conscious approach is added to by one of the interior material choices. Dinamica® is recycled micro-fiber that is used as a standard on both the door panels and arm rests. Additionally, the optional upholstery can also be in Dinamica® in two different options in terms of colour finish, that the driver can choose either aurora blue or granite grey. Those optional seats are electric (driver seat) heated and with massage function.

Above that, the interior can be trimmed in a range of colours to help elevate the feeling of space and quality, while the use of 3D parametric effects and surfaces enrich the feeling of modernity, iridescence and vibrancy.



Interior space is maximised thanks to the CUPRA Born's dimensions; its wheelbase is 2,767mm giving it the proportions needed to house driver and passengers comfortably, while the boot has a capacity of 385 litres.



### **Connectivity: Ready to be part of the digital eco-system**

The CUPRA Born is set to become an integral part of the digital eco-system, integrating the most advanced infotainment and connectivity solutions to keep customers plugged in.

The ability to take our digital lives with us in the car is an increasingly important aspect of society. The CUPRA Born brings automotive into the modern world and makes it an integral part of our daily life, but in a way that never distracts from the pleasure of driving.

The CUPRA Born's digital cockpit symbolises the approach to the digitalisation of the interior. The screen provides greater functionality in complete clarity, allowing drivers to view the information that is most important to them and their journey.

In a vehicle with performance at its heart, the need to stay focused on the road ahead is even more acute. It's why the CUPRA Born integrates an augmented reality head-up display that projects information onto the windscreen. Information such as the driver assistance indicators, speed and navigation system indications, but to the driver's eyes sits in the real world, making it clearer, more intuitive and less distracting.

The systems are enhanced by a standard floating 12" infotainment system, that incorporates a 1,560 x 700-pixel display, mixing the benefits of touchscreen inputs, physical buttons and voice control.

The infotainment system can display a range of data and information including 3D navigation, music, contacts and a host of additional functions. It's the bridge that keeps customers instantly connected.

The Wireless Full Link system means the CUPRA Born's infotainment system can be connected to both Apple CarPlay and Android Auto. So, whether you want to bring your contact list, music - which thanks to a nine speaker Beats audio system, can be listened to in incredibly dynamic quality - or mapping systems into the car, they're all available, and can be accessed in a controlled, intuitive, safe manner.



Capacitive touch technology improves interaction, making the use of the system responsive and precise. Touch sliders add to the ease of use, allowing control of the Climatronic as well as volume control.

As voice assistants from the consumer electronics world become an ever-present, the CUPRA Born also integrates voice recognition, arguably one of the most natural ways to interact with devices, it reduces distraction because there is no need to look away from the road ahead.

The system can be used to find navigation information or search for music in a safer and easier way. Simply say the wake-up words “Hola, Hola” and the system is ready to interact with.

But it’s the connection with the outside world that is growing in importance. So, at the CUPRA Born’s core is CUPRA CONNECT, with the completely redeveloped My CUPRA app.

CUPRA CONNECT unlocks online services in the car. Customers can manage battery charging from the My CUPRA app, setting the exact percentage of battery charge ready for departure. Climate control can be activated remotely, setting the target temperature in advance or automatically after unlocking doors, together with front seat heating for driver and co-pilot.

Planning is also possible, by adapting both charging and climatisation to a certain schedule through customised profiles, or by sending your next destination from the My CUPRA app to the navigation system.

Also, the infotainment system is upgraded with access to online features, such as online navigation with up-to-date traffic information, talking with natural commands or checking charging stations.

The embedded SIM isn’t only about maintaining contact with our digital lives, it also brings improved safety into the vehicle as users benefit from the eCall service. If an accident occurs the vehicle can directly contact the emergency



services either manually or automatically. And should the worst happen, the vehicle can relay important data including car position, engine type, and number of passengers making it easier for them to assist.

And, to make sure connections are never lost, the CUPRA Born includes Qi standard protocol inductive charging for mobile devices.



### **Safety and convenience: Ready for every eventuality**

The CUPRA Born's suite of available safety and convenience systems means it's a high-performance vehicle that's easy to live with in daily life and one of the safest in the segment.

The range of systems is expansive; Predictive Adaptive Cruise Control, Travel Assist, Side and Exit Assist\*\*, Traffic Sign Recognition, Emergency Assist and Pre-Crash Assist. All necessary assistance systems' information is delivered directly to the driver thanks to the augmented reality head-up display system.

Onboard systems use data supplied both from an array of integrated sensors, whether that's radar, camera or ultrasonic, and information fed from outside sources to build a picture of the vehicle's surroundings and any possible hazards.

The Predictive ACC system positions the CUPRA Born based on route and GPS data delivered from the navigation system, allowing it to correct its speed depending on the road layout ahead, considering bends, roundabouts, junctions, speed limits and built-up areas. The intelligent system can adjust vehicle speed when limits change using input from the front mounted camera and traffic sign recognition.

Travel Assist uses information from the ACC and Lane Assist to actively keep the vehicle in the centre of the lane and adjust speed to the flow of the traffic – providing assisted driving across the whole range of speed.

Side and Exit Assist\*\* technology fills in the gaps created by blind spots, giving a visual and audible warning if you don't see something hidden out of your view. Exit Warning\* gives an acoustic caution if someone or something is approaching the CUPRA Born when you're parked and want to leave the vehicle.

The pure EV also takes advantage of Emergency Assist, making sure the driver remains focused on driving and doesn't become distracted with visual and acoustic warnings. If there is no reaction from the driver, the system can initiate



braking jolts, if there is no change the vehicle can come to a complete stop and activate the warning lights. Once parked, the vehicle can directly contact the emergency services using the eCall system.

All the systems have been designed to create an incredible level of safety without the feeling of control being taken away from the driver. An important consideration in a CUPRA, a brand that positions the driver's needs as the central priority.

And with additional systems such as Light Assist that can change between high- and low-beams depending on oncoming traffic when daylight begins to fade, a Top View Camera to make manoeuvring simpler and Intelligent Park Assist\*, the CUPRA Born meets not only the dynamic needs of the CUPRA brand, it also delivers a level of safety beyond what has come before.



## Technical data

### 150PS (110kW)

Battery	45kWh (net capacity)
Max. Power	150PS (110kW)
Max. Torque	310Nm
Electric range (WLTP)	Up to 347km
0 to 100 km/h	8.9 secs
Max charging power	DC 110kW

### 204PS (150kW)

Battery	58kWh (net capacity)
Max. Power	204PS (150kW)
Max. Torque	310Nm
Electric range (WLTP)	Up to 417km
0 to 100 km/h	7.3 secs
Max charging power	DC 120kW

### 231PS (170kW) with e-Boost pack

Battery	58kWh (net capacity)
Max. Power	Up to 231PS (170kW)
Max. Torque	310Nm
Electric range (WLTP)	Up to 419km
0 to 100 km/h	6.6 secs
Max charging power	DC 120kW



## 231PS (170kW) with e-Boost & Range pack

Battery	77kWh (net capacity)
Max. Power	231PS (170kW)
Max. Torque	310Nm
Electric range (WLTP)	Up to 548km
0 to 100 km/h	7.0 secs
Max charging power	DC 135kW

\*\* Exit Assist: available in 2022.

\*Only available in some markets (Germany and Spain as the first two countries)

**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,

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