

NEW 2023



CUPRA  
BORN



06



BEAUTY

EXTERIOR STYLING  
INTERIOR STYLING  
COLOURS  
WHEELS  
UPLHOLSTERIES



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INNOVATION

CHARGING SOLUTIONS  
CUPRA CONNECT  
TECHNOLOGY  
SAFETY





WE ARE ALL DRIVEN BY AN ELECTRICAL FORCE THAT BURSTS FROM WITHIN TO SEEK NEW EXPERIENCES. IT'S OFTEN UNEXPECTED, AND IT REQUIRES TRUE BOLDNESS TO DO SOMETHING DIFFERENT FROM THE NORM. THE TRUTH IS, IF WE CHOOSE TO AWAKEN THAT FORCE, WE FIND THAT NOTHING TAKES US FURTHER THAN THE IMPULSE OF A NEW GENERATION.

Our global range of cars and product specifications varies from country to country. Please, visit your local CUPRA website to know more about the product offer available for you.



# THE IMPULSE TO FEEL

TIME TO START THINKING DIFFERENTLY ABOUT WHAT FUELS US. THERE IS ANOTHER WAY, AND IT CAN ONLY BE FELT. GIVE IN TO A NEW GENERATION OF DRIVING AND A NEW WAY OF EMBRACING THE THRILL IN THE ERA OF ELECTRIFICATION. WITH SWEEPING LINES AND A DEFYING SPIRIT, A NEW FORCE WILL AWAKEN IN YOU.



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## EXTERIOR STYLING

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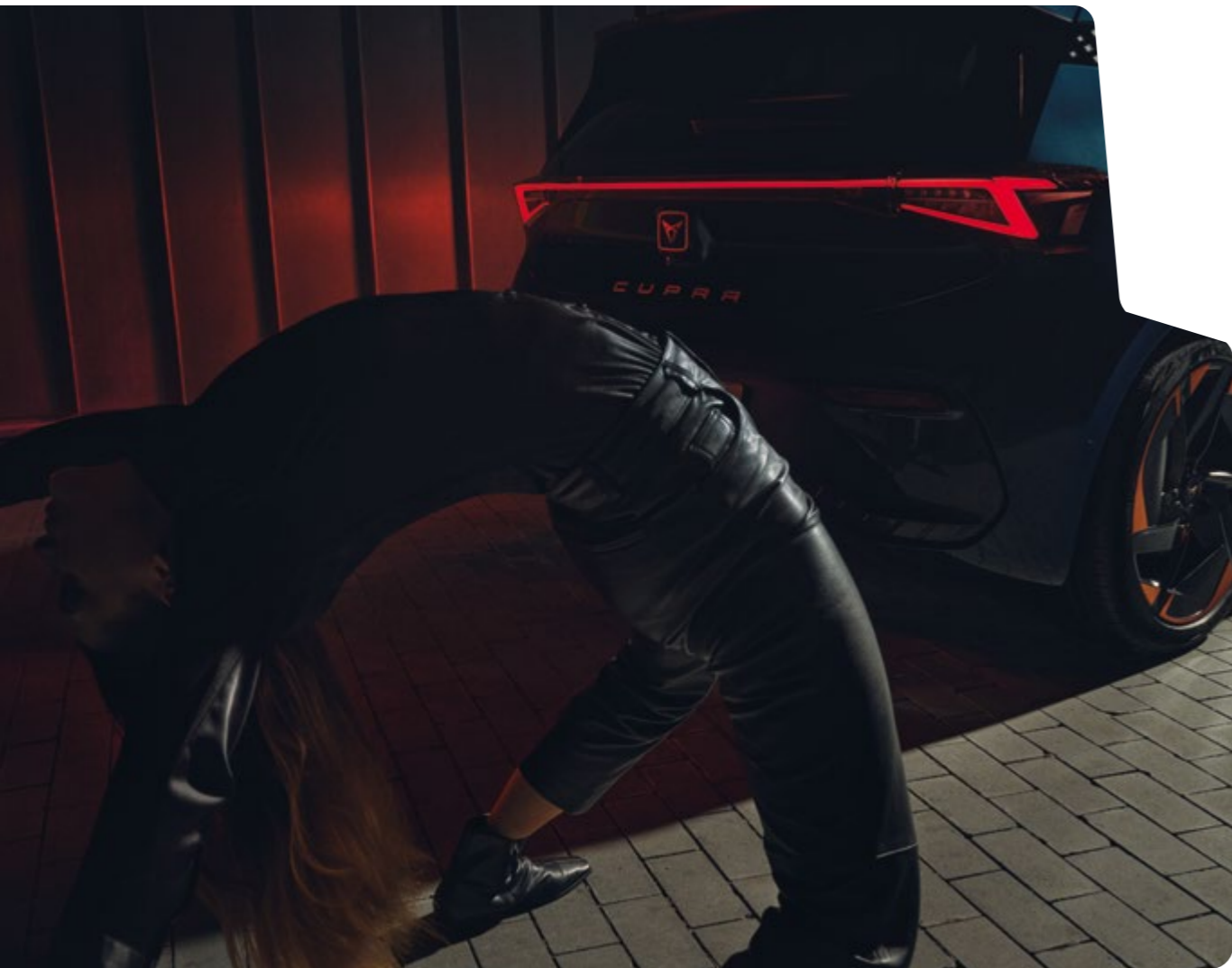
## A CHALLENGER SPIRIT

THE CUPRA BORN'S EXTERIOR EMBODIES ITS SPIRIT OF AGILITY AND PERFORMANCE. ITS URBAN DESIGN CONVEYS PURE SPORTINESS AND SOPHISTICATION, COMBINING DYNAMIC LINES AND A DARING SHAPE UNIQUE TO A FULLY ELECTRIC VEHICLE. THE IMPULSE FOR A NEW ERA OF ELECTRIC CARS.

### ↓ A BOLD LOOK

Eye-catching style from every angle. Echoing the sleek lines and character of the model, the rear bumper is shaped to bring out the strength of the CUPRA Born's challenger spirit.





↑ *ILLUMINATION  
THAT THRILLS*

The coast-to-coast rear light highlights the CUPRA Born's signature exterior with LED technology and impressive display when approaching the vehicle.

→ *DISTINGUISHED  
APPEAL*

The CUPRA logo illuminates the ground when unlocking the vehicle, marking your place in the CUPRA Tribe.

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↑ *A SHOW  
IN ITSELF*

A bright show upon unlocking, providing dynamic style, as well as a warm welcome.







## INTERIOR STYLING

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## SOPHISTICATED STYLE

STEP INTO THE CUPRA BORN AND EXPERIENCE SOMETHING TANGIBLE. THE CABIN FEATURES A DISTINCTIVE CHARACTER, INTELLIGENTLY MAXIMISING EVERY SPACE. THE INTERIOR ALSO HIGHLIGHTS OUR DEDICATION TO SUSTAINABILITY, MAKING USE OF RECYCLED MATERIALS IN A PROGRESSIVE DESIGN.



## ↑ LOOKING AHEAD

Intuitive digitalisation at its core. The CUPRA Born houses a 12" floating touchscreen. And the 5.3" Digital Cockpit displays only clear, relevant information along with the gearshift buttons and parking brake.

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# DETAILS



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→ AURORA BLUE<sup>2</sup>



→ GEYSER SILVER<sup>2</sup>



↓ RAYLEIGH RED<sup>2</sup>



↓ GLACIAL WHITE<sup>2</sup>



→ QUASAR GREY<sup>2</sup>



→ VAPOR GREY<sup>1</sup>



<sup>1</sup>Soft  
<sup>2</sup>Metallic

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→ SEAQUAL®  
BUCKET SEATS **S**



→ 19" COPPER TYPHOON





## THE IMPULSE TO INSPIRE

POWER IS THE DRIVING FORCE THAT AWAKENS US ALL. IT'S THAT SINGLE MOMENT WHERE WE FEEL LIMITLESS CONTROL. AN INSTANT THAT LIVES ON LONGER THAN THE RIDE ITSELF. AN EMOTION THAT INSPIRES A NEW GENERATION.



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## THE ULTIMATE IN URBAN ELECTRIC MOBILITY

Maximum torque meets instant acceleration with CUPRA's first 100% electric vehicle. Our fully electric engines are designed to make you feel a dynamic performance from the start.

- CUPRA Born 58: 204 HP (150 kW), 7.3 sec, 427 km.
- CUPRA Born 58 with e-Boost Pack: 231 HP (170 kW\*), 6.6 sec, 422 km.
- CUPRA Born 77 with e-Boost Pack: 231 HP (170 kW\*), 7.0 sec, 552 km.

### • UNLEASHED CONTROL

An exhilarating driving experience. The CUPRA Born adjusts suspension to smoothly adapt to every bump and curve.

### • AN ELECTRIFYING EXPERIENCE

The e-Sound system, specially customised by CUPRA, delivers signature character and emotion, emitting an exterior sound that lets pedestrians know you're around.

### • A CAR WITH A BIG SPIRIT

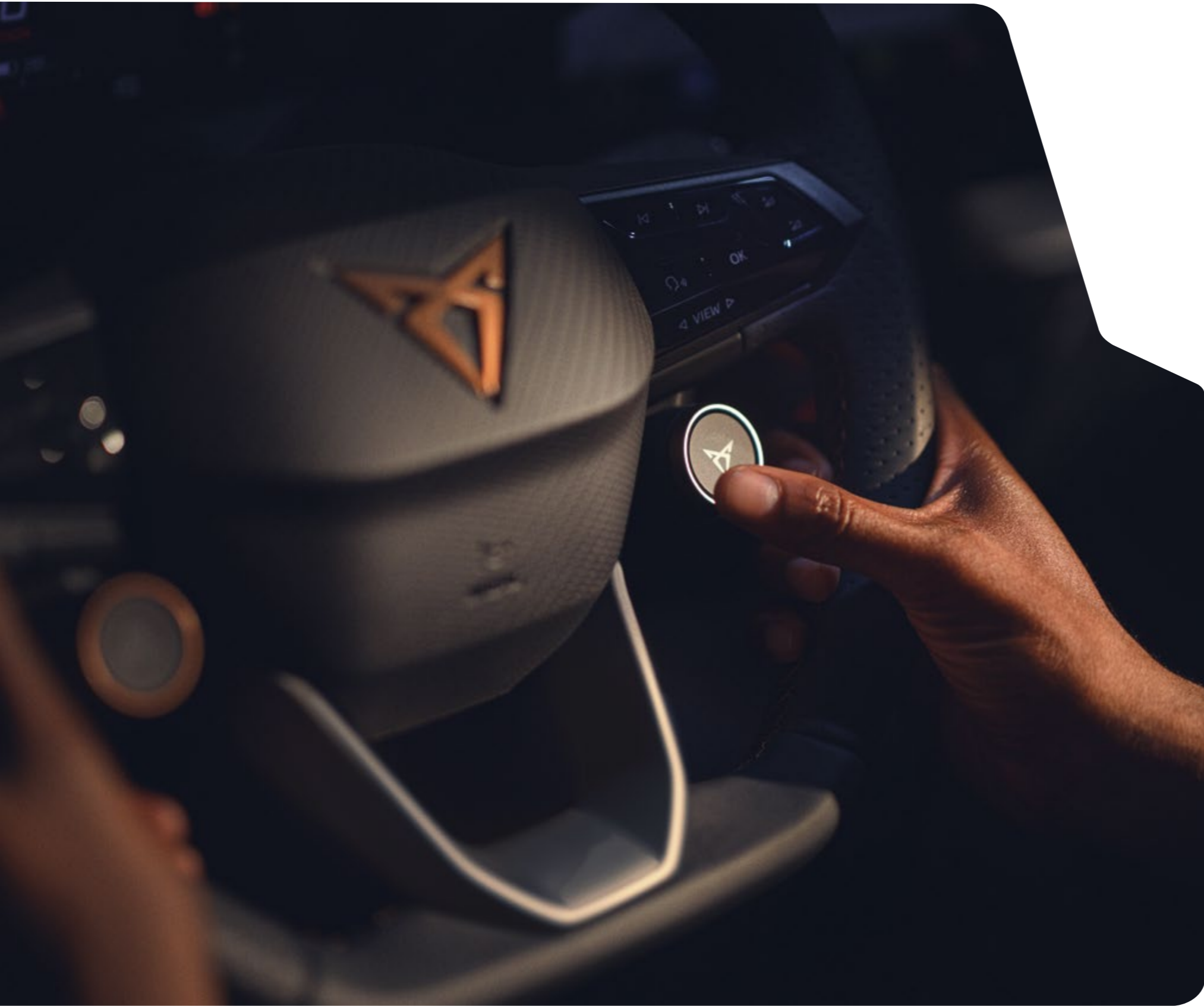
An exhilarating CUPRA driving experience. This performance pack incorporates wider tyres with 20" Alloy wheels and DCC for a broader design and a remarkable grip.

\* Maximum power determined according to UN GTR.21, available for max. 30 seconds. The power output available in individual driving situation depends on variable factors such as ambient temperature, temperature/charging/conditioning status or physical ageing of the high-voltage battery. Availability of maximum power requires a specific high voltage battery temperature of between 23-50°C and a battery charge level greater than 55% to deliver around 170 kW for 58 kWh (62 kWh Gross) battery, and temperature of between 23-50°C and a battery charge level greater than 85% to deliver around 170 kW for 77 kWh (82 kWh Gross) Battery. Any deviations from the aforementioned parameters can lead to reduced power output and even to the overboost not being available at all.

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## *WHAT IS e - B O O S T ?*

e-Boost is a functionality that delivers a surge of extra instantaneous power. At the push of a button, you can experience the sensation of electrifying impulse and performance, specially engineered to maximise the acceleration and range of your CUPRA Born.

## *HOW IS e - B O O S T ACTIVATED?*

By simply pushing the satellite button on the right of your steering wheel, you can tap into +20kW of additional power. You can also activate e-Boost with a 'kick-down' (stepping all the way down on the accelerator) or through the CUPRA Drive Profile menu. This feature translates to greater dynamism and immediate acceleration any time you want it.





## *OUR COMMITMENT TO CARBON NEUTRALITY*

Our ambitious decarbonisation program will use renewable energy to cut CO<sub>2</sub> emissions at every stage, from the supply chain and production process, right through to the point of handover to our customers.

And by offsetting all unavoidable emissions through certified environmental projects, we ensure net CO<sub>2</sub> neutral production and delivery of the CUPRA Born.

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## THE IMPULSE TO GO FURTHER

ONLY ONE IDEA IS NEEDED TO CHANGE THE STATUS QUO AND SPARK INNOVATION. EMBRACE THE CHALLENGE THAT MOVES US CLOSER TOWARDS ANOTHER WAY OF DRIVING ELECTRIC. TOWARDS THAT IMPULSE THAT LIVES IN EACH ONE OF US.



EURO NCAP HAS AWARDED THE CUPRA BORN A MAXIMUM SAFETY RATING OF 5 STARS.

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## CHARGING YOUR CUPRA BORN

AT HOME OR ON THE ROAD, YOU'LL FIND SIMPLE CHARGING SOLUTIONS TO GET YOU WHERE YOU'RE GOING EVERY TIME.

### HOME CHARGING

Have your wall charger installed at home or work and enjoy powering up at your convenience. Rest assured knowing our chargers powered by Elli adhere to strict safety regulations that prevent electrical overload even during a power cut. There are three compact charging solutions to choose from.

- Charging times vary in relation to the following factors: external temperature, battery temperature, maximum voltage of your charger system and condition of charger and battery.



### PUBLIC CHARGING

It is now easier than ever to switch to electric. Each year, the number of public charging points increases exponentially. As electric-car infrastructure develops, more and more charging points are being installed near hotels, restaurants, and shopping centres, giving you utmost convenience no matter where you're headed.







← **ALWAYS AWARE**

Before opening your door to get out, Exit Assist gives off a visual and acoustic warning when there is approaching traffic. This technology is especially helpful to alert you of upcoming cyclists or motorcyclists, whose approach is usually less noticeable.

→ **BEHIND YOU ALL THE WAY**

There when you need it. Rear Traffic Alert helps to detect approaching vehicles when backing out of driveways or parking spaces, engaging an auditory warning to begin with, or automatically braking if necessary.



→ **ALWAYS IN LINE**

Travel Assist makes every journey easier. This system combines Adaptive Cruise Control (ACC) and Lane Assist (featuring centre lane guidance) and collects data about the movement of other cars on unmarked roads, to automatically take the safest path\*.



← **ALWAYS BY YOUR SIDE**

Constantly monitoring driving conditions. Turning Assist and Evasive Steering Assist features provide alerts or correct your path to avoid potential collisions when turning or steering may be necessary.

→ **READY FOR ANYTHING**

In the event of a collision, Pre-Crash Assist uses advanced sensors to brace the vehicle by tightening seatbelts, closing windows and deploying airbags if necessary.



\* Feature available with Travel Assist 2.5.

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↑ *POWER AT YOUR FEET*

Maintain sturdy control. Sleek Dark Aluminium pedals are built to last, giving you endless performance along with all the grip you need.

↓ *NOT EVEN THE SMALLEST WORRY*

The practical semirigid boot tray makes sure to keep dirt and moisture off and comes in two versions for normal or deeper trunks. With the use of the boot tray, the double floor in the deeper trunk allows you to switch dimensions and store objects with double the height in your boot.



↗ *DOWN TO THE DETAIL*

Keep your interior looking newer for longer. Choose between premium floor mats in Black or Petrol Blue or durable rubber floor mats, and preserve your CUPRA Born's effortless style.

↓ *PROTECTION ALL THE WAY*

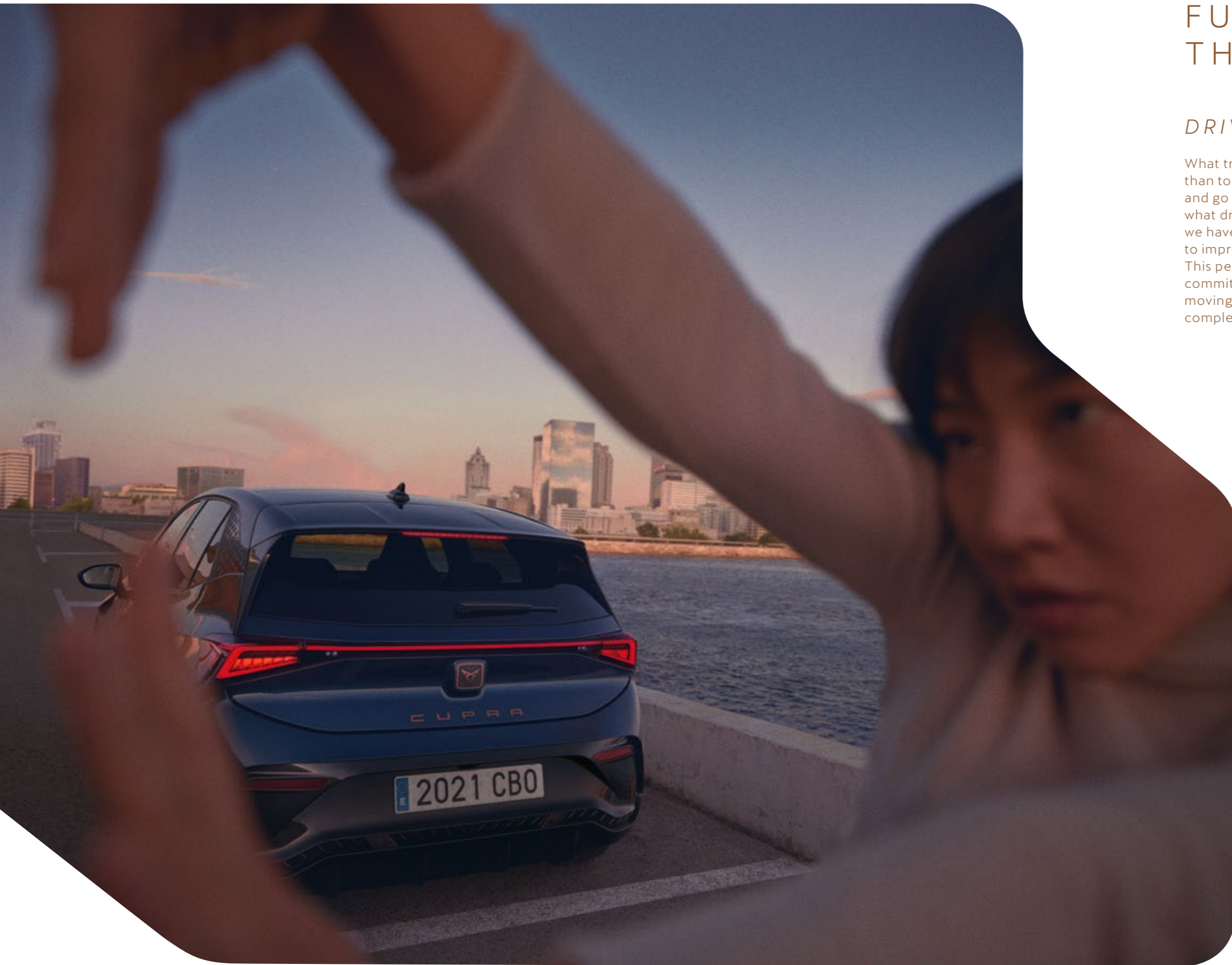
Safety wherever you go. These specially designed front and rear mudflaps catch dirt, debris, mud or stones that may fly up from the road onto the underside or body of your car.



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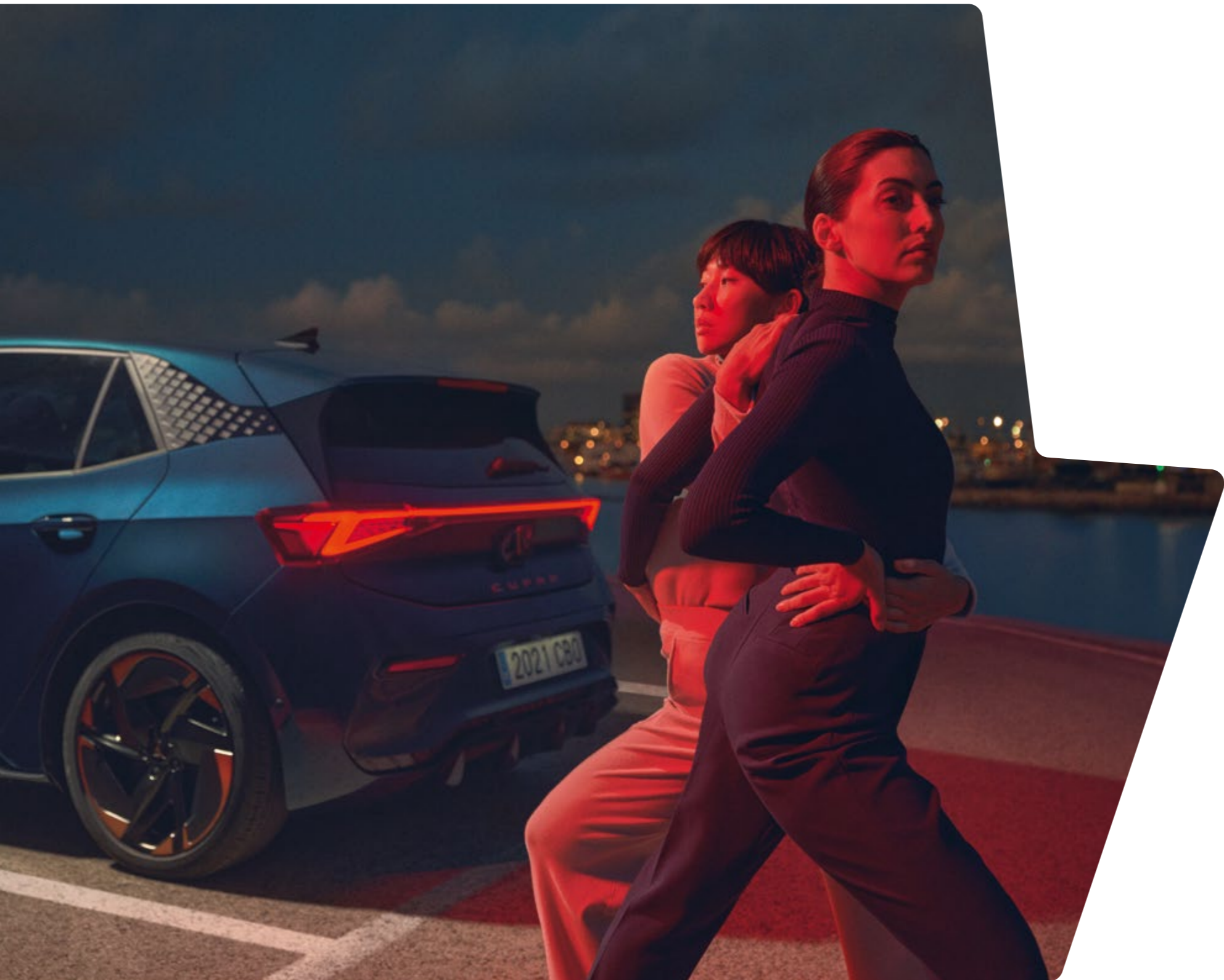
## FULLY COVERED, THE CUPRA WAY

### *DRIVE THE IMPULSE*

What truer or greater sensation is there than to fully follow your emotions? To power up and go ahead with what the heart wants. That's what driving the impulse is all about. At CUPRA we have a world of services all uniquely designed to improve your electric experience at every turn. This personalised care comes with our unique commitment, it's there to ensure you can continue moving through your world as you desire; with complete confidence and zero worries in sight.

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## OUR SERVICES

At CUPRA, we're right there with you. We always guarantee professional assistance; so, you're fully covered to go on following your emotions with complete freedom. Our range of unique services provide total peace of mind, letting you make the most of your CUPRA Born. This means no worries and calmer journeys, safe in the knowledge that you can drive the impulse while enjoying the following expert services:

- **WARRANTY EXTENSION**  
The CUPRA Warranty Extension lets you extend your 5-year / 100,000km manufacturer's warranty up to 150,000 km – it depends on which you arrive at first. And if your car is new, the warranty comes fully included.
- **CUPRA MOBILITY SERVICES**  
If you find yourself needing a tow, or you're completely out of power, we're here for you. Giving you top-class roadside assistance 24/7, for up to a 5-year period.
- **RELAX INTO THE IMPULSE**  
CUPRA Insurance is tailor made for your car, so you can drive with peace of mind, all year round. Our 24-hour customer service and official workshops, which use only genuine CUPRA parts, will get you back on the road immediately. And should you ever experience vandalism or theft, we'll always arrange a courtesy car for you.
- **FULLY COVERED**  
CUPRA Services and Maintenance contracts cover most services in the CUPRA Programme for the first 3, 4 or 5 years of ownership. Available in Basic or Premium, with options for financing. This way, you can continue to feel the impulse, care-free every time you get behind the wheel.

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# ENVIRONMENTAL INFORMATION

## CARBON NEUTRAL

The CUPRA Born is the first model to be delivered to customers net CO<sub>2</sub>-neutral. This concept involves offsetting the CO<sub>2</sub> emissions generated during the manufacturing process and the vehicle logistics until it is delivered to the customer.

## LIGHTING

Incorporating Eco LED headlamps with light guides allows for low power consumption when in low beam, high beam or when using fog lamps. This increases the headlamps' lifespan with respect to halogen headlamps.

The housing of the headlamps is made with at least 50% recycled material.

## BATTERIES

The aluminium casing contributes to making the vehicle lighter.

## AERODYNAMICS

Improved vehicle aerodynamics, thanks to optimised design of the bodywork, wheels and cooling system.

## ACOUSTICS

The acoustic package has been adapted to ensure compliance with the sound and comfort expected of a 100% electric vehicle.

## TYRES

Low rolling resistance tyres reduce the rolling resistance coefficient.

Move to ZERO, CUPRA's environmental mission  
Climate Change. Resources. Air Quality. Environmental compliance.

## BRAKES

Brake regeneration permits an increase in battery range because the electric motor acts as a generator when braking. It also reduces particle emissions.

## BODY WORK

By using aluminium in the body structure we reduce the weight of the vehicle.

## SEATS

The use of new PUR foam formulations reduces the emission of volatile organic compounds (VOCs) in the cabin interior by up to 50%.

## RECYCLED MATERIALS

SEAQUAL® recycled textile material is used in the seats, partially coming from plastic collected from the sea.

DINAMICA® recycled microfibres are used on armrests, and door panels. Recycled polyester produces up to 80% less energy use and CO<sub>2</sub> emissions in its manufacturing.

Use of 100% recycled polyester in ceiling lining.

## CIRCULAR ECONOMY

We are advancing several initiatives and actions regarding circular economy in our processes to be more efficient, minimise our waste and reduce the environmental impact of our supply chain.







CUPRA BORN

## ENVIRONMENTAL INFORMATION

### *ECOLOGICAL DRIVING*

**ECO-Assist:** The PEA (Predictive Efficiency Assist) function seeks out the most efficient way to reach your destination when there are no driving assistance systems activated (without adaptive cruise control, ACC, or speed control system, GRA). Based on the predictive data provided by the navigational system (slope of the road, information on intersections/roundabouts, etc.), the engine control unit calculates and lets the driver know when they can lift their foot from the accelerator, thus driving in the most efficient way possible.

**CUPRA Drive Profile:** This allows the customer to choose between different driving profiles that will change the vehicle's behaviour. One of these profiles is the RANGE, which, among other actions, adjusts the climate control and changes the propulsion parameters to reduce energy consumption.

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