

NEW 2023



CUPRA
LEON



BEAUTY

EXTERIOR STYLING
INTERIOR STYLING
COLOURS
WHEELS
UPHOLSTERIES
CUSTOMISATION OFFER

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INNOVATION

TECHNOLOGY
SAFETY
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CUPRA CHARGER
COMPLETE CUSTOMISATION

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POWER

E-HYBRID
PETROL ENGINE
CUPRA LEON VZ CUP
CUPRA LEON VZ
CUPRA LEON



THE CLOSER YOU ARE, THE MORE YOU FEEL. CUPRA LEON. OUR CLOSEST MODEL TO THE GROUND. TAP INTO YOUR EMOTIONS WITH A HEART-PUMPING ENGINE. AND GO SKIN ON SKIN WITH LEATHER CUP BUCKET SEATS. AGILE HANDLING. TIGHTER CORNERING. AND A DEEPER CONNECTION AT EVERY TURN. WILL YOU DARE TO COME THIS CLOSE?

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.

EXTERIOR STYLING



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↓ *HIGH-PERFORMANCE
STYLE*

Aerodynamic, lightweight and strong – not to mention stylishly sophisticated with a matching copper finish to give total performance.



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↑ *PROGRESSIVE,
DYNAMIC AND
UNIQUE*

A bolder, more daring front grille and enlarged air intakes with contrasting Dark Chrome details. And for functional aesthetics, full LED headlights and fog lamps are integrated into the front bumper.



→ *CUPRA INFINITE LIGHT*

Sportive on all sides with a rear diffuser and matching wing mirrors, to enhance performance. Plus, the CUPRA Infinite rear light to create boundless sophistication.

→ *SMALL DETAILS MAKE A BIG DIFFERENCE*

With dynamic rear indicators and the CUPRA welcome light, which projects the CUPRA Logo onto the floor when you unlock your car.

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INTERIOR STYLING



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↓ **UNIQUE DETAILS THAT COUNT**

Optimise your drive experience with enhanced lateral support. The CUP Bucket seats* with race-inspired curvature, reinforce comfort on all roads. And premium sportive design, with rear cover in Carbon Fibre, with stylish cooling vents and sophisticated Copper stitching for a timeless look. Available in a choice of Genuine Black Leather or Genuine Petrol Blue Leather.



↑ **INNER POWER. OPTIMUM CONTROL**

The CUPRA steering wheel comes in leather with part Dark Aluminium detailing and copper stitching. An ambient light stretching across the dash with adjustable colour intensity provides a stylish finish and also doubles as a safety alert.

*The new CUP Bucket seats are not available with a central airbag.

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DETAILS

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↓ PETROL BLUE MATTE⁴



→ NEVADA WHITE²



↓ MAGNETIC TECH MATTE⁴



↓ CANDY WHITE³



¹Soft
²Metallic
³Special Metallic
⁴Matte

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↓ MAGNETIC TECH²



→ DESIRE RED³



↓ MIDNIGHT BLACK²



↓ GRAPHENE GREY³



¹Soft
²Metallic
³Special Metallic
⁴Matte

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↑ 19" PERFORMANCE SPORT
BLACK AND COPPER **VZ CUP** **VZ**



↑ 19" PERFORMANCE SPORT
BLACK AND SILVER **VZ**

CUPRA Leon **L**
CUPRA Leon VZ **VZ**
CUPRA Leon VZ CUP **VZ CUP**
Standard **■**
Optional **■**

¹Not compatible with Brembo brake calipers.

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↓ 19" AERO SPORT
BLACK AND SILVER¹ **VZ**



↓ 19" AERO SPORT
BLACK AND COPPER¹ **VZ**



→ 19" ALLOY SPORT
BLACK AND SILVER **VZ**



↑ 18" ALLOY SPORT
BLACK AND COPPER **L**

↓ 18" ALLOY SPORT
BLACK AND SILVER **L**



*18" Alloy wheels in Sport Black and Copper also include:
Midnight Black roof spoiler, Dark Aluminium pedals and side skirt
(depending on engine). Black Interior roof recommended. These
wheels will be available with e-HYBRID 204HP engine from w.02/23.
Review Design pack configuration (page 74-75).



↑ GENUINE PETROL BLUE
LEATHER CUP BUCKET¹ **VZ CUP**



← GENUINE BLACK
LEATHER CUP BUCKET¹ **VZ CUP**

CUPRA Leon **L**
CUPRA Leon VZ **VZ**
CUPRA Leon VZ CUP **VZ CUP**

Standard **■**

Optional **■**

¹ Not available with a central airbag.

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→ GENUINE PETROL BLUE
LEATHER BUCKET **L VZ**



↑ TEXTILE SHARP
SPORT SEATS **L**



← GENUINE BLACK
LEATHER BUCKET **L VZ**



→ TEXTILE SHARP
BUCKET **VZ L**

CUPRA Leon **L**
 CUPRA Leon VZ **VZ**
 CUPRA Leon VZ CUP **VZ CUP**
 Standard **S**
 Optional **O**

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Standard **S**
 Optional **O**

↓ *COPPER CARBON
FIBRE SPOILER*

Drive in pure sportive style, and add a matching Copper Carbon fibre spoiler to your setup.



→ *COPPER CARBON
FIBRE WING
MIRRORS*

Top off your new CUPRA Leon with Copper Carbon fibre wing mirrors. A true reflection of the CUPRA spirit.



↘ *DARK ALUMINIUM
PEDALS AND
FOOTREST*

Exclusive to the CUPRA Leon 5D, Dark Aluminium pedals with matching footrest combine rubber to provide extra grip and enhance sportive driving with a sophisticated twist.



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POWER

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↓ *e-HYBRID
PERFORMANCE*

Empowered by freedom.
The CUPRA Leon e-HYBRID gives
you complete choice. Harness
boundless range and full power.
Or switch to e-Mode and enjoy
emission-free driving.



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↑ *THE FREEDOM
TO EXPLORE*

Cruise the city with a 60 km* electric range
and recharge at home in approximately
3h 40 min with the CUPRA Charger by Elli.
When you want to explore further afield,
automatically combine both engines for
a total range of 690 km.

↑ *DRIVE FOR OTHERS.
DRIVE FOR YOURSELF*

With the option to drive conscientiously
using the electric engine. Or at full, combined
power of up to 245 hp.

* The accurate range for your vehicle will vary according to a number of different factors which include the route, weather conditions, vehicle load (occupants + luggage), battery age and condition, optional equipment (alloys, tyres, etc.), the use of peripheral energy consumption systems such as heating, air conditioning and heated seats, as well as your driving style.

The indicated range has been calculated in compliance with WLTP standards, which set out test conditions applicable to all car manufacturers to ensure the comparability of these tests for all vehicles.

↓ *ROOM FOR IT ALL
WITH UP TO 1600L*

Ample space for all the family, with 1,600l in the petrol version and 1,450l in the e-HYBRID. Plus, a stylish rear cabin that allows all of your passengers to travel in pure comfort en route. Fix a baby seat securely in the back seats and enjoy the added comfort of arm rests.

↓ *FILLED WITH
INTERIOR LIGHT*

Bring the outside in and make the most of those glorious days with the expansive panoramic sunroof.



↑ *BOUNDLESS
POTENTIAL*

A bigger boot for bigger challenges. With hands-free access and a 425l capacity, perfect for family adventures.



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→ *PETROL
PERFORMANCE*

Go from 0-100 km/h in just 4.9 seconds in the CUPRA Leon Sportstourer, with 4WD Technology, twin exhaust pipes and a formidable 310 hp petrol engine.



↓ *EXCLUSIVE BREMBO
BRAKE CALIPERS*

A petrol exclusive, fitted with Brembo brake calipers* with sport uprights for enhanced stopping power.

↑ *PURE,
SPORTING
POWER*

The CUPRA Leon 5D petrol version has a powerful 300 hp engine, taking you from 0-100 km/h in 5.7 seconds.

* Not available for 18" wheels. Not compatible with 204 HP e-HYBRID engine.

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CUPRA LEON VZ CUP

THERE'S SOMETHING ABOUT THE RUSH OF PURE PERFORMANCE THAT MAKES IT FEEL LIKE TIME ITSELF HAS STOPPED AROUND YOU. THE CUPRA LEON VZ CUP IS A VERSION THAT FULLY EMBODIES THAT SENSATION. IN A SLEEK PETROL BLUE MATTE, COMPRISING THE MOST POWERFUL COLLECTION OF ENGINES ALONG WITH MAXIMUM PERFORMANCE EQUIPMENT, IT'S A NOD TO THE FIERCE SPORTINESS AND EVER-EVOLVING SPIRIT OF CUPRA.

THE NAME WAS CREATED BY MERGING THE SPANISH WORD "VELOZ" MEANING "SPEED", AND "CUP" REFERRING TO THE CUP BUCKET SEATS WHICH ARE EXCLUSIVELY AVAILABLE IN VERSIONS WITH ONLY THE HIGHEST PERFORMANCE ENGINES. THE VZ CUP HAS BEEN ENGINEERED TO PUSH THE THRESHOLD WITH A ROBUST DESIGN. GETTING BEHIND THE STEERING WHEEL COMPLETE WITH START ENGINE BUTTONS IS GUARANTEED TO EVOKE A WHOLE NEW IMPULSE OF POWER THAT CAN ONLY BE FELT TO BE BELIEVED.

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↓ *CUPRA LEON VZ CUP*

Advanced sportive power and style put the VZ CUP version in a league of its own. Designed for enhanced performance with an exclusive feel, every detail is meticulously considered down to the optional mirror covers in refined Copper Carbon Fibre. The rear spoiler comes in matching Copper Carbon Fibre, which is unique to the model. The interior is just as impressive, featuring CUP Bucket seats in Genuine Petrol Blue or Black leather and matching dashboard with Copper stitching. The power train consists of the most powerful engine, sure to awaken and amplify every driving experience.



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↑ *CUPRA LEON SPORTSTOURER VZ CUP*

When it comes to a superior expression of performance, the Sportstourer VZ CUP delivers just that. Like the CUPRA Leon VZ CUP model, it comes in Petrol Blue Matte, featuring optional Copper Carbon mirror covers, 19" Performance wheels with Brembo brake calipers, and the iconic CUP Bucket seats in Genuine Petrol Blue or Black leather. But what sets it apart is its exhilarating engine that makes it the most powerful version yet.



↑ THE FINISHING TOUCH

For a more sportive and streamlined drive, the CUPRA side skirts feature Dark Aluminium accents to optimise the version's aesthetic while at the same time matching with exterior details.

↙ NEXT-LEVEL AERODYNAMICS

These lightweight 19" Performance wheels come in Sport Black and Copper and feature the optional addition of award-winning Brembo brake calipers for striking stopping power.



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↑ REFINED AND PROGRESSIVE

The hero of this version. Specially crafted, racing-inspired CUP Bucket seats with Carbon fibre backing are made from 100% Genuine Petrol Blue or Black leather, giving the VZ CUP a superior and unrivalled character.

↘ BOLD DYNAMISM

Take hold of a distinct surge of power with the CUPRA steering wheel in leather, complete with integrated drive mode and start engine buttons.





CUPRA LEON VZ

FOR THOSE WHO TAKE THE ROAD LESS TRAVELLED. THE CUPRA LEON VZ GIVES YOU A RANGE OF HIGH-PERFORMANCE POWERTRAIN OPTIONS, STARTING FROM 245HP. COMPLETE WITH 19" AEROWHEELS FOR A SUPERIOR EXPERIENCE WHEREVER YOU'RE HEADING. PLUS, A 12" NAVIGATION SYSTEM AS STANDARD WITH ALL THE LATEST AUTONOMOUS ASSISTANTS FOR A SAFER, MORE ENJOYABLE EXPERIENCE WHILE DRIVING.

THE CUPRA LEON VZ EVEN GIVES YOU THE OPTION OF ADVANCED, PERFORMANCE SUPPORTING BUCKET SEATS SO YOU CAN ENJOY OPTIMUM RACING COMFORT.

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✓ *CUPRA LEON
SPORTSTOURER VZ*

The truest expression of raw power, enhanced by modern technology and maximum space. The CUPRA Leon Sportstourer VZ offers a range of high-performance powertrain options to give you a high-octane experience on any road. Autonomous driving technology and optional Matrix LED headlights enhance safety and visibility, so you can focus on absolute performance.



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↑ *CLOSER CONTROL*

With integrated drive mode and start engine buttons that allow you to modify and calibrate your setup, the CUPRA Steering wheel is leather finished for enhanced comfort and style: giving you maximum control right at the tip of your fingers.

↘ *HIGHER
PERFORMANCE*

Enjoy pure style, sophistication and a smoother ride overall with 19" Aerowheels with a matching copper finish to give total performance to give you increased efficiency on any road.





CUPRA LEON V

DARING AND DYNAMIC, THE NEW CUPRA LEON V OFFERS A RANGE OF POWERTRAINS, STARTING FROM 150HP SO YOU CAN ENJOY A BESPOKE DRIVING EXPERIENCE. WITH OPTIONAL 18" ALLOY WHEELS IN SPORT BLACK AND COPPER* TO PROPEL YOU POWERFULLY FORWARD.

ON THE INSIDE, THE CUPRA LEON HAS COMFORTABLE TEXTILE SPORTS SEATS. COMPLETE WITH A USER-ORIENTATED DASHBOARD AND 12" TOUCHSCREEN WITH NAVI SYSTEM TO OPTIMISE THE DRIVING EXPERIENCE. PLUS, THE ICONIC WRAPAROUND LED AMBIENT LIGHT.

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*18" Alloy wheels in Sport Black and Copper also include: Midnight Black roof spoiler, Dark Aluminium pedals and side skirt (depending on engine). Black Interior roof recommended. These wheels will be available with e-HYBRID 204HP engine from w.02/23. Review Design pack configuration (page 74-75).

✓ FOLLOW YOUR IMPULSE

Sporty, comfortable and more spacious. Increase your driving passion in the CUPRA Leon Sportstourer, with a panoramic sunroof and high-powered exhaust pipes in timeless Dark Aluminium, the perfect complement to the roof spoiler in Midnight Black. Add to this a range of powertrain options starting at 150hp and upwards, and the CUPRA Leon Sportstourer truly lets you feel the road in your own way.



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↑ A SUPERIOR EXPERIENCE

Ride in complete comfort. The CUPRA Leon comes with sport textile seats and a user-oriented dashboard with an optional Dark Aluminium pedals and matching footrest.

↘ MOVING IN STYLE

Embrace a next-level driving experience with your choice of exclusive 18" Alloy wheels in Sport Black & Copper* and side skirts in Dark Aluminium.





INNOVATION



THE CUPRA LEON HAS BEEN AWARDED A 5-STAR EURO NCAP SAFETY RATING.

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↑ OPTIMUM COMMAND

The CUPRA Steering wheel in leather with integrated drive mode buttons gives you total control at your fingertips. Start and stop the engine at the touch of a button. And shift up and down through the gears without taking your hands off the wheel.

* Available from w.40/22.

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↗ MATRIX LED TECHNOLOGY

Built to increase safety and visibility when driving at night. Matrix LED* let you drive with your high beams on even when others are around you. The light beam is divided into 8 segments and a central camera detects the position of other vehicles. The system turns off the segment of your headlight that would otherwise dazzle the other driver, while keeping the rest of the segments on.

The technology also prevents dazzling caused by light bouncing off reflective surfaces like traffic signs so that you can drive with absolute precision and ease.

↓ 12" TOUCHSCREEN

Staying in control is easier than ever. The voice controlled 12" Navi System touch screen allows you to customise the information you need into 3 accessible panels.

Choose from 4 distinct driving profiles. To make the most out of your CUPRA Leon, you can access CUPRA Mode instantly by holding down the drive mode button on the satellite steering wheel, this will give you a sportier driving experience.



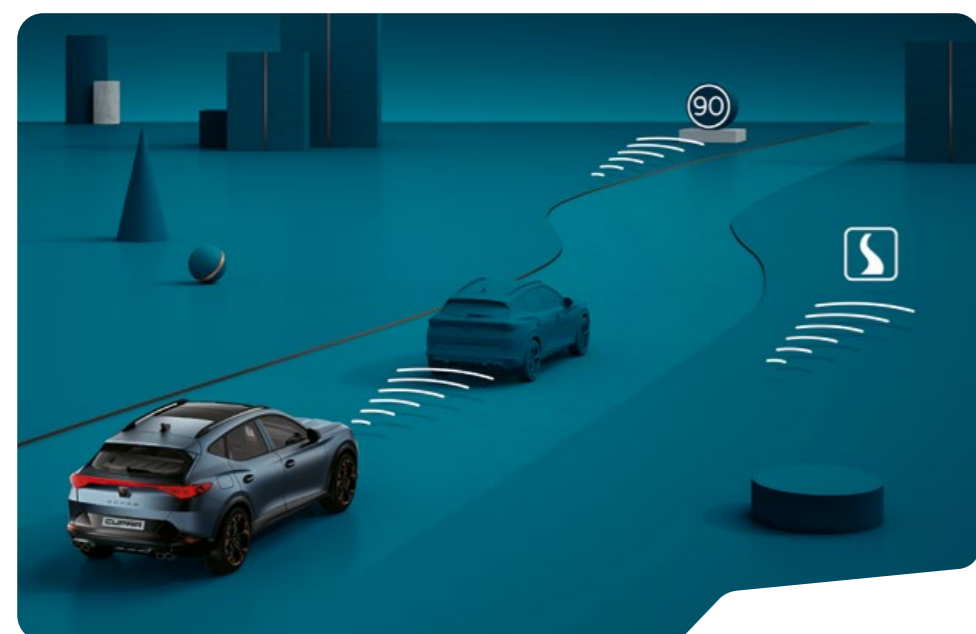
→ *TRAFFIC
JAM ASSIST*

Traffic Jam Assist automatically controls braking according to what's happening ahead, while keeping you in the centre of the lane. Very useful in stop-start traffic.



→ *SIDE &
EXIT ASSIST*

Exit Assist warns of approaching traffic from behind and activates a signal in your wing mirrors, helping you to change lanes safely.



← *ADAPTIVE
CRUISE
CONTROL
PREDICTIVE*

Sensors monitor traffic up ahead and adjust your speed accordingly. Keeping you moving forward, safely and accident free.



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COMPLETE CUSTOMISATION

SEIZE THE POWER TO CONVEY YOUR INDIVIDUAL STYLE, WHETHER FOR FUNCTION, PROTECTION OR SIMPLY JUST ENJOYMENT. CHOOSE TO MOVE IN A WAY THAT ECHOES WHO YOU ARE AND WHERE YOU ARE GOING. AFTER ALL, IT'S THE SMALLER THINGS IN LIFE THAT MAKE IT WORTH THE RIDE.



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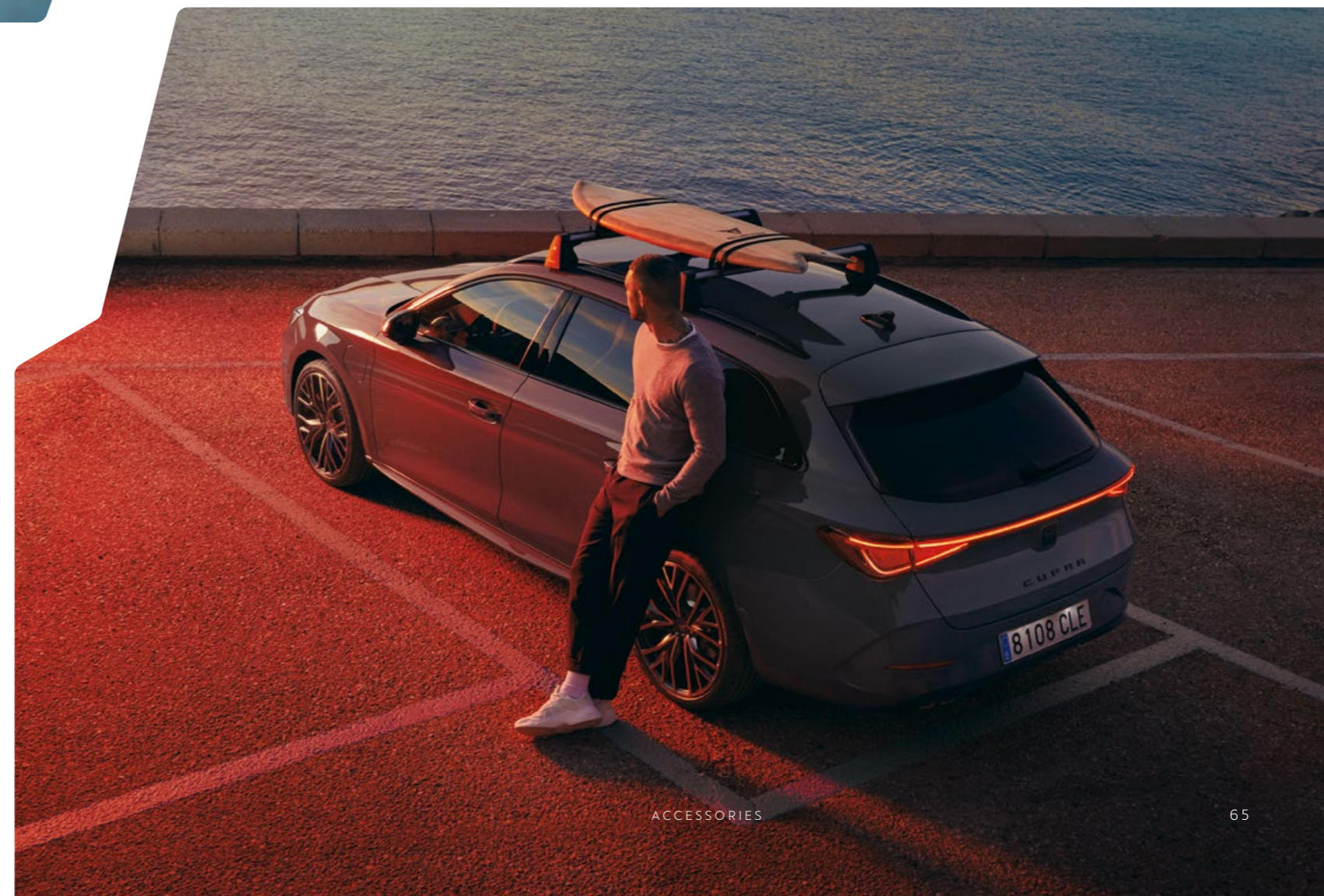
↑ *SKI RACK*

Heading to the snow? The rack carries up to 6 pairs of skis or 4 snowboards, with soft rubber to protect your gear. It requires no additional tools to install and fits most roof bars.

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↓ *SURF RACK*

Time to chase the waves. The surf rack adapts perfectly to the size and shape of your board for effortless loading or unloading and allows you to carry two boards along with their masts.



↓ *BIKE RACK*

Take to the trail by loading up your bike on the specially designed bike roof rack. Fastening is straightforward and allows you to swiftly fit your bike into position on your roof.



↑ *TOWING BRACKET
BICYCLE CARRIER*

Cycling reimaged. Share the adventure by attaching up to 3 bikes at a time. The carrier secures easily onto the steel tow ball, allowing you more time for exploration on 2 wheels.

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ENVIRONMENTAL INFORMATION

LIGHTING

Headlamps and rear lamps are 100% LED: reducing significantly power consumption and increasing life and effectiveness of the lamps.

RENEWABLE AND RECYCLED MATERIALS

Presence of 15 kg of plastic of recycled origin (6.5% vs. total vehicle plastic) and use of renewable materials (cotton, natural rubber and cellulose) in different parts 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%.

BRAKES

Incorporation of RBO technology (which reduces the residual brake torque between the brake pad and disc), permits an emissions reduction of up to 1g CO₂/100 km.

AERODYNAMICS

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

BODYWORK

Use of ultra-high strength steel, which together with hot stamping technology, permits a reduction in thicknesses and weight without loss of performance.

ACOUSTICS

All versions incorporate a double-seal system on the doors, which reduces noise levels and enhances comfort.

TYRES

Low rolling resistance tyres reduce the rolling resistance coefficient.



MANUFACTURING PROCESS

During the period from 2010 to 2021 we reduced the CO₂ emissions per manufactured car by 61%, whilst also cutting the energy demand per car by 17%. Additionally, we've achieved a 29% saving in water consumption and a 75% reduction in waste generated per car.

Sludge generated in our Paint Shop is recovered and reused as base material for the construction of paved roads, helping us to reduce the amount of waste generated in our productive processes and the use of raw material in their construction.



ENVIRONMENTAL INFORMATION

ENGINES

e-HYBRID: The all-electric motor in the e-HYBRID engine enables zero emission driving in electric mode.

INTELLIGENT HYBRID

This function make it easy for the driver to conserve and optimise electric power based on the planned route.

ZERO EMISSION

Indicator that displays the distance driven with zero emissions using e-Mode.

E-RANGE MONITOR

Informs the driver of the increase in range of electric-only engine when combustion -only is off.

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.

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