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CU21/25E

Impulse of a new era

Meet the CUPRA Born with Dr. Werner Tietz

- > **Vice-President of R&D Dr. Werner Tietz, explains the technical highlights of the brand's first all-electric vehicle; the CUPRA Born**
- > **CUPRA Born delivers an emotional driving experience thanks to the combination of an e-Boost¹ performance pack and DCC in combination with sport suspension and ESC Sport**
- > **With three battery options, the all-electric range is up to 540km***

As CUPRA prepares to change the perception of all-electric vehicles, proving that performance and electrification are the perfect match, the Vice-President of Research and Development introduces its latest vehicle.

Dr. Werner Tietz highlights how the first 100% electric vehicle from the brand delivers an emotional driving experience and instantaneous performance, while challenging the status quo.

The CUPRA Born will be available with two power outputs: 150PS (110kW) and 204PS (150kW); available with the higher power output version, an e-Boost¹ performance option increases power output up to 231PS (170kW).

The CUPRA Born's advanced powertrain delivers instantaneous performance; 0-50km/h is reached in only 2.6s* and 0 to 100km/h in as little as 6.6s**. The CUPRA Born's contemporary sportiness is achieved thanks to its DCC in combination with sport suspension and ESC Sport, as well as its progressive steering.



The high-performance CUPRA Born integrates advanced lithium-ion battery technology, with three capacity options, offering a range of up to 540km*. And compatibility with 125kW DC fast charger means it can regain 100km in as little as 7 minutes.

Designed and developed in Barcelona, at the brand's headquarters in Martorell, the CUPRA Born will go into production at the Zwickau plant in Germany starting in September.

Technical data

150PS (110kW)

Battery	45kWh (net capacity)
Max. Power	150PS (110kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 340km*
0 to 100 km/h	8.9 secs

204PS (150kW)

Battery	58kWh (net capacity)
Max. Power	204PS (150kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 420km*
0 to 100 km/h	7.3 secs



231PS (170kW) with e-Boost¹ pack

Battery	58kWh (net capacity)
Max. Power	Up to 231PS (170kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 420km*
0 to 100 km/h	6.6 secs**

231PS (170kW) with e-Boost¹ & Range pack

Battery	77kWh (net capacity)
Max. Power	231PS (170kW)
Max. Torque	310Nm
Electric range (WLTP)	Around 540km*
0 to 100 km/h	7.0 secs

* CUPRA Born is currently not available for sale and pending on homologation. The technical data displayed are merely indicative and may vary. The available power (kW) and acceleration of the vehicle depends on the battery charge level and its temperature at all times. The pictures are used for illustrative and informational purposes only and may not correspond to the series production.

The electric range of the vehicle varies depending on a series of factors such as the orography of the terrain, the weather conditions, the state of charge of the vehicle (occupants + luggage), the age and condition of the battery, the optional equipment chosen (rims, tires ...), the use of peripheral consumers such as heating, air conditioning or heated seats, and their driving style. The indicated autonomy is a provisional value and has been calculated in accordance with the WLTP regulation that establishes standard test conditions applicable to all manufacturers so that the values calculated following this regulation are comparable with each other for all vehicles.

** CUPRA Born equipped with a 58kWh battery and up to 170 kW of power. CUPRA Test Data. Final Results may vary.

¹: The e-Boost performance pack will be available from 2022.

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CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and sportiness are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric model, the CUPRA Born. The CUPRA Tavascan will be the brand's second all-electric model and will reach the market in 2024.

CUPRA will participate this year in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and four of the best padel players in the world, among others.