

PLEASE NOTE THAT THE EQUIPMENT AVAILABLE DEPENDS ON YOUR COUNTRY SETTINGS, THEREFORE WE KINDLY ASK YOU TO APPLY THE MYCO24CW48 INFORMATION AND IMAGES, MAKING SURE IN ADVANCE THAT THEY COMPLY WITH YOUR LOCAL OFFER, NEEDS AND PLANNING, AS WELL AS WITH YOUR LOCAL LEGISLATION. WEEK 48 REFERS TO THE OFFICIAL START OF PRODUCTION DATE.



CUPRA
BORN



06



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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.

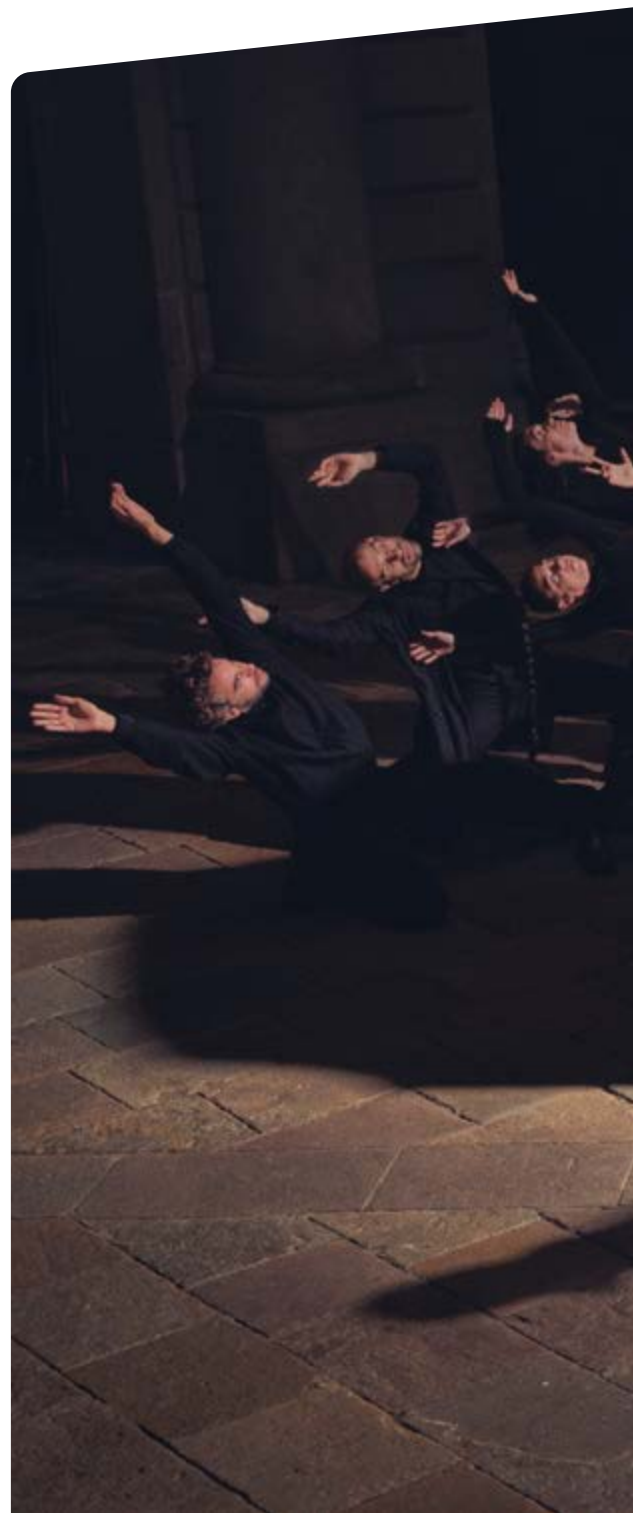


WE ARE ALL DRIVEN BY AN ELECTRICAL FORCE THAT BURSTS FROM WITHIN TO SEEK NEW EXPERIENCES. IT'S OFTEN UNEXPECTED, AND IT REQUIRES TRUE BOLDNESS TO DO SOMETHING DIFFERENT FROM THE NORM. THE TRUTH IS, IF WE CHOOSE TO AWAKEN THAT FORCE, WE FIND THAT NOTHING TAKES US FURTHER THAN THE IMPULSE OF A NEW GENERATION.

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

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.





↑ *BUILT FOR
FEELING*

All-round aerodynamic performance. Experience the road like never before with exclusive 20" Blizzard Aero wheels with Glossy Black and Copper finishes that evoke a sporty personality.

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↑ *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.

← *BASK IN THE SUN*

Stretch out in full comfort of contemporary, sustainable design. The Bucket Seats come upholstered in DINAMICA® fabric made using recycled materials, while the Panoramic Sunroof maximises the natural light of your interior.

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DETAILS





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→ AURORA BLUE²



↓ RAYLEIGH RED²



→ QUASAR GREY²



¹Soft
²Metallic

→ GEYSER SILVER²



↓ GLACIAL WHITE²



→ VAPOR GREY¹



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→ 20" BLIZZARD 

→ 20" HURRICANE 



↓ 20" FIRESTORM 



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→ 19" COPPER TYPHOON O



→ 19" TYPHOON O



↑ 18" CYCLONE S

Standard S
Optional O



DINAMICA®
AURORA BLUE
BUCKET SEATS 



Standard 
Optional 

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← DINAMICA® GRANITE GREY
BUCKET SEATS 



→ SEAQUAL®
BUCKET SEATS 





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, 426 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, 551 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-BOOST?

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-BOOST 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.

WHAT DOES THE e-BOOST PACKAGE INCLUDE?

This package has been put together to further emotionalise driving and enhance overall performance. The CUPRA steering wheel with satellite buttons is included in the e-Boost pack. The satellite buttons allow you to activate e-Boost or switch your drive profile. Along with the steering wheel, the pack also includes improved front disc brakes and 19" Aero wheels.

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.

- *CUPRA CHARGER BY ELLI*

The best Plug & Play solution to charge safely, easily and quickly. Available in 1-phase and 3-phase versions for up to 11kW AC*.

- *CUPRA CHARGER CONNECT BY ELLI*

Connects via wifi to your home and company network for remote manageability. Letting you check updates & data via your smartphone. Unlockable with an RFID authentication card.

- *CUPRA CHARGER PRO BY ELLI*

All the benefits of the Elli CUPRA Charger Connect adding LTE connectivity when a WIFI network is not available & a certified MID electric meter. Also allows you to monitor consumption for further control over car usage.

*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.

CUPRA EASY CHARGING APP BY ELLI

One streamlined app to make charging at home or in public hassle-free. Elli's CUPRA Easy Charging app allows you to remotely control your charge at home or at work. When you're on the road, the app gives you access to the nearest charging points from your phone, and helps you navigate there via the best route. You can even use the app to filter charging points by plug type, availability or charging performance, allowing a swift and flexible charging experience wherever you are.

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Download
My CUPRA app

To use CUPRA CONNECT GEN4 services, you need to register through My CUPRA app. Simply create your CUPRA ID, log in with your username and password, then sync your car with your mobile to start enjoying an array of services.

If you would like a step-by-step guide on the enrollment process, [**click here.**](#)

ENROLLING WITH CUPRA CONNECT GEN4

WELCOME ADVANCED NAVIGATION AND CONTENT AS YOU DRIVE, ALONG WITH ADDED SECURITY AND A REMOTE CONNECTION TO YOUR CUPRA BORN VIA MY CUPRA APP.

EVERYTHING WITHIN REACH

Upgrade your 12" Navi System with online features in order to:

- Access online navigation with route information and maps updated in real-time.
- Easily check power types and opening hours when searching for a charging point.
- Browse more than 10,000 radio stations and podcasts from around the world.
- Take advantage of the upgraded "Hola Hola" with natural voice command to dictate messages and access online content.

A SMARTER CONNECTION

WHAT IS MY CUPRA APP?

A new exclusive app for CUPRA CONNECT GEN4 that allows you to interact with your CUPRA Born. My CUPRA app gives you streamlined access to some of the services included with CUPRA CONNECT GEN4, with the rest of the online services managed directly from the infotainment display, as long as you are enrolled.

Some of the services included:

- E-manager and Routines: Set your desired battery percentage ready for departure. Start charging your CUPRA Born immediately or set a charging routine.
- Air conditioning: Use the app to warm up your cabin in winter, or cool it down in summer. So it's ready to go as soon as your step in.
- Parking Position: Forgot where you parked? Find your CUPRA by navigating to your last parking position.
- Doors & Lights: Review your CUPRA's status from anywhere. Check that your doors are closed, and the lights are switched off, with alerts sent directly to your smartphone.

Remote Access & Online infotainment service clusters include a free-trial period. After this period, in order to keep enjoying the service a renewal is required. For more information about the availability of the CONNECT packs, please consult the onboard manual.

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A PROGRESSIVE DRIVING EXPERIENCE

THE CUPRA BORN TAKES YOU FURTHER WITH INTUITIVE AND FUTURE-POWERED SOLUTIONS. EVERY FEATURE IS DESIGNED AND ENGINEERED TO ENSURE YOUR UTMOST COMFORT, SAFETY AND CONVENIENCE, EMBARKING YOU ON A NEW ROAD TOWARDS SEAMLESS DRIVEABILITY.



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• *A NEW ERA FOR PERFORMANCE*

Enjoy an immersive driving experience with state-of-the-art technology. The AR-HUD (Augmented Reality Head-up Display) overlays driving directions and warnings directly onto the windscreen.

• *SIT BACK AND PARK*

Intelligent Park Assist lets you comfortably relax in your seat as it parks your car for you by automatically carrying out optimum steering movements when entering and exiting a parking space.

• *NO MORE BLIND SPOTS*

Guiding you right into your parking spot. Enjoy 360° visibility around your car with the help of four cameras, the 12" Infotainment screen, as well as the front, rear and exterior mirrors that all work together to give you a clearer view of your surroundings.

• *ONE STEP AHEAD*

Innovative vehicle networking. Intelligent CAR2X technology has the capability to wirelessly connect with other cars to share information like road works or other traffic updates. By constantly analysing traffic solutions, this functionality finds the fastest and safest route for you each time.

• *AUTOMATED VALET SERVICE*

Why park when you don't have to? Trained Park Assist stores your favourite parking position and surrounding objects, and automatically takes over steering and braking, avoiding obstacles to carefully park your Born perfectly every time. No matter how tricky your space is to reach.



← *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.

→ *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*.



* Feature available with Travel Assist 2.5.

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→ *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 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 prepare the vehicle by tightening seatbelts and closing windows if necessary.





↑ *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.



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↗ *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.







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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A UNIQUE APPROACH

Following a distinctive path requires incomparable cover. CUPRA aftercare services offer the finest possible protection for your CUPRA Born. With unique packages to suit your needs, so you can embrace the freedom to focus on the drive ahead; safe in the knowledge that unforeseen expenses are truly a thing of the past. From our CUPRA Small Package to the CUPRA Medium and CUPRA Large Packages, we'll ensure your approach is fully covered under one monthly streamlined payment:

- *SMALL PACKAGE*

Our basic pack covers all essential servicing – ideal for those who travel locally but still want to keep their CUPRA in tip-top condition.

- *MEDIUM PACKAGE*

Made for frequent and long-distance drivers. In addition to the features included in the Small Pack, the Medium Package comes with additional Service & Limited Maintenance, a 3-year Warranty and Roadside Assistance.

- *LARGE PACKAGE*

Our most comprehensive care package includes everything from our Small and Medium packages, but with added Tyre Replacement, Full Maintenance and Insurance.



*e-CARE services may differ according to market.

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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 2-year manufacturer's warranty for 1, 2 or 3 years, or up to 100,000 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 10-year period. We'll help you no matter where you are in the E.U, including most neighbouring countries, and you'll even get 2 years free when you first purchase your CUPRA.

- *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.

ENVIRONMENTAL INFORMATION

LIGHTING

Headlamps and rear lamps are 100% LED, increasing life service by up to 10 times. For headlamps, the luminous flux effectiveness is increased at least 30% in comparison to a halogen lamp.

RECYCLED MATERIALS

Use of 100% recycled polyester in ceiling lining.

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



SEAT S.A.'s environmental mission.
Protect Climate. Conserve Resources. Preserve Ecosystems. Ensure Environmental Compliance.



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ENVIRONMENTAL INFORMATION

DRIVING

ECO-Assist: The Predictive Efficiency Assist (PEA) is a customer vehicle function to facilitate more efficient driving.

The PEA provides the driver with information about upcoming events (speed limits, curves, motorway exits, etc.), that require deceleration. While driving with PEA active, the driver is asked to take their foot off the accelerator and an efficient coasting strategy is calculated to reach the event ahead at the optimum speed. During the coasting process, the operation switches between freewheeling/thrust and recuperation. This saves fuel and increases range.

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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TECHNICAL SPECIFICATIONS

Discover all the technical specifications by engine type, from emissions and consumption data; to performance statistics and transmission types.

Here you'll find all the technical aspects covered so you can make an informed selection when it comes to your CUPRA Born.

The values mentioned are the result of the type approval of the selected model, in accordance with Regulation CE 2018/858. The available power (kW) and acceleration of the model depends on the state of charge of the battery and its temperature.

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 the WLTP regulation which sets out standard test conditions applicable to all car manufacturers. This ensures that the values calculated in accordance with this regulation are comparable for all vehicles.

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ASSISTANTS & SAFETY

	CUPRA BORN	e-BOOST PACK
3-point seat belts in front with pretensioner and visual and acoustic reminders	•	•
Side, curtain and interaction airbags in front	•	•
i-Size and Top Tether child seat anchors in front passenger side	•	•
330×23 mm front disc brakes	•	-
340×27 mm front disc brakes	-	•
280 mm rear drum brakes	•	•
Lane Assist	•	•
Speed limiter system	•	•
Tiredness Recognition System	•	•
Pedestrian and cyclist protection	•	•
Turning Assist	•	•
Emergency Call (eCall)	•	•
Pilot M Pack¹:		
- Adaptive Cruise Control and speed limiter		
- High Beam Assist		
- Navigation system with media and CUPRA CONNECT PLUS with Online Services	○	○
- Rear View Camera		
- Traffic Sign Recognition		
Pilot M+ Pack²:		
- Adaptive Cruise Control and speed limiter		
- High Beam Assist		
- Navigation system with media and CUPRA CONNECT PLUS with Online Services	○	○
- Top View Camera		
- Traffic Sign Recognition		
- Rear Traffic Alert, Lane Change System and Exit Warning System		
Pilot L Pack³:		
- Adaptive Cruise Control and speed limiter		
- High Beam Assist		
- Navigation system with media and CUPRA CONNECT PLUS with Online Services		
- Top View Camera	○	○
- Traffic Sign Recognition		
- Rear Traffic Alert, Lane Change System and Exit Warning System		
- Travel Assist		
- Intelligent Park Assist		
- Trained Park Assist		
Protect Pack:		
- Anti-theft alarm system, interior monitoring, backup horn and towing protection	○	○
- Wheel bolts with anti-theft protection		
- Pre-Crash		

EXTERIOR

	CUPRA BORN	e-BOOST PACK
18" Cyclone	●	-
19" Typhoon Aero wheel	○	●
19" Copper Typhoon Aero wheel	○	○
20" Hurricane Aero wheel ⁴	○	○
20" Blizzard Aero wheel ⁴	○	○
20" Firestorm Aero wheel ⁵	○	○
All season tyres for 19" Typhoon Aero wheel	○	○
All season tyres for 19" Copper Typhoon Aero wheel	○	○
Exterior mirrors cover in Liquid Grey	●	●
Adjustable and heated power-folding exterior mirrors with front passenger exterior mirror lowering function	●	●
Aspherical exterior mirrors on driver side and convex on front passenger side	●	●
Full LED headlamps with Welcome Ceremony	●	●
Front LED fog lamps integrated in headlamps	●	●
Coast-to-coast LED tail lights	●	●
Welcome Light in exterior mirrors	●	●
Heat-insulating glass and Acoustic windshield	●	●
Privacy Pack (Tinted windows)	○	○

● Standard ○ Optional – Not available

¹ Not available with Pilot L Pack.

² Not available with Pilot M and L Packs.

³ Not available with Pilot M Pack and not compatible with Tech L Packs.

⁴ Requires tool kit.

⁵ Requires tool kit. Not compatible with Dynamic Pack.

Includes Dynamic Chassis Control (DCC).

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INTERIOR

	CUPRA BORN	e-BOOST PACK
Leather-wrapped multi-function heated steering wheel	●	-
Leather-wrapped multi-function heated steering wheel with satellites buttons	-	●
Manual height adjustment for left front seat	●	●
Unsplit rear seat bench and split folding backrest ⁶	●	●
12V plug in the boot	●	●
Sun visors with mirror illuminated in LED light	●	●
Multicolour Ambient Lighting	●	●
Climatronic Bi-zone with Aircare	●	●
Electric auxiliary air heater	●	●
Heat Pump	○	○
Aluminium pedals	●	●
Skyline Pack (Panoramic sunroof)	○	○
5 seats ⁷	-	○
SEAQUAL® Bucket Seats	●	●
DINAMICA® Granite Grey Bucket Seats⁸: - Electrically adjustable front seats with 12 functions - Lumbar support in seat backrests and massage function - Separately controlled heated front seats	○	○
DINAMICA® Aurora Blue Bucket Seats⁸: - Electrically adjustable front seats with 12 functions - Lumbar support in seat backrests and massage function - Separately controlled heated front seats	○	○

⁶ With armrest in the second row for the 77 battery.

⁷ Only available for 77 battery. Not compatible with the Cargo Pack, Beats Audio™, DINAMICA® Bucket seats, 20" Blizzard and 20" Firestorm Aerowheels.

⁸ Not available with Below Zero Pack.

⁹ Full Link enables the use of Apple CarPlay™ and Android Auto™ technologies. Both technologies are the responsibility of Apple and Google, whereby SEAT S.A.U. has no influence on country-specific availability of Apple CarPlay™ and Android Auto™ and therefore the availability of the relevant technology may vary according to country. The functions may be subject to changes to content or may be ceased during the contract period. To avoid distraction, only certified apps can be started during the journey. In this context, please also be aware that some apps are not offered for each of the two technologies. Apple CarPlay™ is a trademark of Apple Inc. Android Auto™ is a trademark of Google LLC.

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TECHNOLOGY

	CUPRA BORN	e-BOOST PACK
Drive Profile	•	•
Augmented reality head-up display (AR-HUD)	◦	◦
Digital Audio Broadcasting (DAB)	•	•
Navi System and CUPRA CONNECT Online Services	◦	◦
Digital Cockpit with 5.3" screen	•	•
Media System with 12" touchscreen (Radio)	•	•
Wireless Full Link [®]	•	•
Bluetooth [®]	•	•
7 speakers	•	•
Beats Audio [™]	◦	◦
Voice Recognition System	•	•
2 charging USB-C sockets in the rear + 2 charging and connectivity sockets in front	•	•
Windshield wiper intermittent control with light and rain sensor	•	•
Front and rear Park distance control	•	•
Keyless Go	•	•
Mode 3 charging cable	•	•

• Standard ◦ Optional – Not available

TECHNOLOGY

	CUPRA BORN	e-BOOST PACK
CUPRA Charger by Elli	o	o
CUPRA Charger Connect by Elli	o	o
CUPRA Charger Pro by Elli	o	o
Below Zero Pack¹⁰: - Separately controlled heated front seats	o	o
Cargo Pack: - Double floor in boot - Mode 2 charging cable	o	o
Mode 2 charging cable	-	o
CUPRA CONNECT managed through the Navi System and the My CUPRA app ¹¹ :		
Upgraded 12" Navi System: - Access online navigation with data in real time, routes and maps - Check power types and opening hours of a charging station - Natural commands, dictate voice messages and access online content - More than 10,000 radio stations and podcasts available	•	•
My CUPRA app: - Set your desired battery percentage ready for departure or fix a charging routine - Use the app to warm up your cabin in winter or cool it down in summer - Find your CUPRA by navigating to your last parking position - Secure doors, switch off lights and receive alerts when a warning light appears		

¹⁰ Not available with DINAMICA® seats.

¹¹ My CUPRA app is now available in Google Play Store and the Apple Store. More features/upgrades coming soon. Remote Access & Online infotainment service clusters include a free-trial period. After this period, in order to keep enjoying the service a renewal is required.

¹² Not compatible with Tech L and Tech M with Safe function Packs.

¹³ Requires Protect Pack. Not compatible with Tech M and Tech L Packs.

¹⁴ Not compatible with Tech M, Tech L with Safe function and Pilot L Packs.

¹⁵ Requires Protect Pack. Not compatible with Tech M, Tech L and Pilot L Packs.

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TECHNOLOGY

	CUPRA BORN	e-BOOST PACK
Dynamic Pack:		
- Dynamic Chassis Control (DCC suspension)	◦	◦
Tech M²²:		
- Kessy Keyless Advance		
- Illuminated exterior door handles	◦	◦
- CAR2X Function		
- LTE connectivity		
- Wireless smartphone charger		
Tech M with Safe function¹³:		
- Kessy Keyless Advance with Safelock		
- Illuminated exterior door handles	◦	◦
- CAR2X Function		
- LTE connectivity		
- Wireless smartphone charger		
Tech L¹⁴:		
- Kessy Keyless Advance		
- Illuminated exterior door handles		
- CAR2X Function	◦	◦
- LTE connectivity		
- Wireless smartphone charger		
- Intelligent Park Assist		
- Trained Park Assist		
Tech L with Safe function¹⁵:		
- Kessy Keyless Advance with Safelock		
- Illuminated exterior door handles		
- CAR2X Function	◦	◦
- LTE connectivity		
- Wireless smartphone charger		
- Intelligent Park Assist		
- Trained Park Assist		

• Standard ◦ Optional – Not available

ACCESSORIES

<i>PERFORMANCE</i>		REFERENCE
	19" TYPHOON	10E601025L XEB
	20" FIRESTORM	10E601025H 10V

<i>INTERIOR</i>		
	Dark aluminium pedals (automatic)	5FA064205 9DG
	Multi-hanger	000061127D
	Storage pocket	000061680B

<i>MERCHANDISING</i>		
	CUPRA Member box	575087013G

<i>SAFETY</i>		
	Security kit CUPRA (2 triangles)	6H3093990L
	Warning triangle (2 units)	000093601A
	Reflective jacket	000093900SA
	LED flashlight	000069690K
	Cleaning kit for matte paint	000087700CH

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PROTECTION

	REFERENCE
CUPRA car cover	1EA061701
CUPRA premium floor mats - LHD	1EB863011A LOE
CUPRA premium floor mats - RHD	1EC863011A LOE
CUPRA premium floor mats Petrol Blue - LHD	1EB863011B LOE
CUPRA premium floor mats Petrol Blue - RHD	1EC863011B LOE
CUPRA TPE floor mats - LHD	1EB061500 041
CUPRA TPE floor mats - RHD	1EC061500 041
Semirigid boot tray	1EA061201
Semirigid boot tray double floor	1EA061201A
Front mudflaps	1EA075101A
Rear mudflaps	1EA075111A

INFOTAINMENT

CUPRA Cable 3 in 1	000051444AR
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TECHNICAL SPECIFICATIONS

GENERAL INFORMATION

CUPRA Born 58 kWh

Acceleration (0-50 km/h)	2.9
Acceleration (0-100 km/h)	7.3
Maximum power (HP/kW)	204 / 150
Electric range max-min (km)	426 - 376

BATTERY

Battery type	Li-ion
Battery capacity (kWh)	58 (62)
Battery voltage	270 - 459V
Charging time (AC 7kW)	-
Charging time (AC 11kW)	6h 15min
Charging time (DC 50kW)	-
Charging time (DC 110kW)	-
Charging time (DC 120kW)	35min
Charging time (DC 170kW)	-
Charging time 100 km range/100kW	8min
Charging time 100 km range/170kW	-

DRIVETRAIN

Max torque (Nm)	310
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ELECTRIC CONSUMPTION

Electric consumption combined WLTP (kWh/100 km)	15.4 - 17.3
Combined range WLTP max-min (km)	426 - 376

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CHASSIS

CUPRA Born 58 kWh

Front suspension	McPherson Sport suspension (DCC Sport optional)
Rear suspension	Multilink Sport suspension (DCC Sport optional)

STEERING

Steering system	Electromechanical power and progressive steering
Turning Circle Diameter (m)	10.15

BRAKES

Brake system	ABS, ESC Sport, electromechanical brake booster and regenerative brake
Standard front CUPRA brakes (mm)	330x23 disc brakes

WEIGHTS

Length (mm)	4,324
Width (mm)	1,809
Height (mm)	1,540
Boot capacity (litres)	385
Weight (Kg)	1,828
Seats	5

TECHNICAL SPECIFICATIONS



GENERAL INFORMATION

	CUPRA Born 58 with e-Boost Pack	CUPRA Born 77 with e-Boost Pack
Acceleration (0-50 km/h)	2.6	2.7
Acceleration (0-100 km/h)	6.6	7.0
Maximum power (HP/kW)	231 / 170*	231 / 170*
Electric range max-min (km)	422 - 373	551 - 495

BATTERY

Battery type	Li-ion	Li-ion
Battery capacity (kWh)	58 (62)	77 (82)
Battery voltage	270-459V	240-408V
Charging time (AC 7kW)	-	-
Charging time (AC 11kW)	6h 15min	7h 30min
Charging time (DC 50 kW)	-	-
Charging time (DC 110 kW)	-	-
Charging time (DC 120 kW)	35min	-
Charging time (DC 170 kW)	-	30min
Charging time 100 km range/100kW	8min	-
Charging time 100 km range/170kW	-	5min

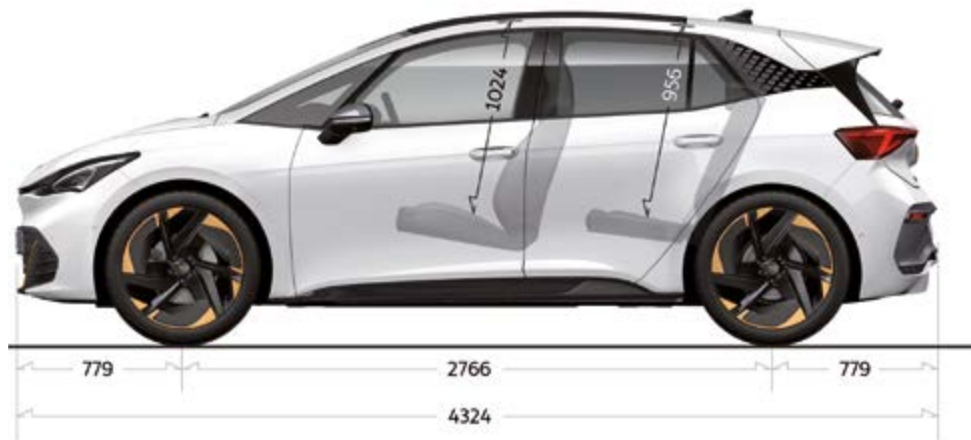
DRIVETRAIN

Max torque (Nm)	310	310
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ELECTRIC CONSUMPTION

Electric consumption combined WLTP (kWh/100 km)	15.6 - 17.6	15.7 - 17.5
Combined range WLTP max-min (km)	422 - 373	551 - 495

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CHASSIS

	CUPRA Born 58 with e-Boost Pack	CUPRA Born 77 with e-Boost Pack
Front suspension	McPherson Sport suspension (DCC Sport optional)	
Rear suspension	Multilink Sport suspension (DCC Sport optional)	

STEERING

Steering system	Electromechanical power and progressive steering	
Turning Circle Diameter (m)	10.15	

BRAKES

Brake system	ABS, ESC Sport, electromechanical brake booster and regenerative brake	
Standard front CUPRA brakes (mm)	340x27 disc brakes	340x27 disc brakes

WEIGHTS

Length (mm)	4,324	4,324
Width (mm)	1,809	1,809
Height (mm)	1,540	1,540
Boot capacity (litres)	385	385
Weight (Kg)	1,840	1,956
Seats	5	5

*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 greater than 55% 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.



CUPRA is committed to a policy of continuous product development and reserves the right to make changes to specifications, colours and prices without notice. The information in this brochure can therefore be given as guidance only. While CUPRA makes every effort to ensure that specifications are accurate at the time of publication, you should always check with your authorised CUPRA Partner for the latest information. Due to limitations of the printing process the colours reproduced in this brochure may vary slightly from the actual paint colour and material — 04/2024.

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