

NEW 2021



CUPRA  
BORN



06



BEAUTY

EXTERIOR STYLING  
INTERIOR STYLING  
COLOURS  
WHEELS  
UPLHOLSTERIES



LEISURE

ACCESSORIES

44



POWER

BATTERY

26

46



CUPRA e-CARE

AFTERSALES

34



INNOVATION

CHARGING SOLUTIONS  
CUPRA CONNECT  
TECHNOLOGY  
SAFETY



TECHNICALS

ENVIRONMENTAL  
STANDARD & OPTIONAL  
EQUIPMENT  
ENGINE SPECS

52





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.



### ↑ 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 BLUE<sup>2</sup>



↓ RAYLEIGH RED<sup>2</sup>



→ QUASAR GREY<sup>2</sup>



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

→ GEYSER SILVER<sup>2</sup>



↓ GLACIAL WHITE<sup>2</sup>



→ VAPOR GREY<sup>1</sup>



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→ 20" BLIZZARD 

→ 19" COPPER TYPHOON 



→ 20" HURRICANE 



→ 19" TYPHOON 



↓ 20" FIRESTORM 



↑ 18" CYCLONE 

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Standard   
Optional 

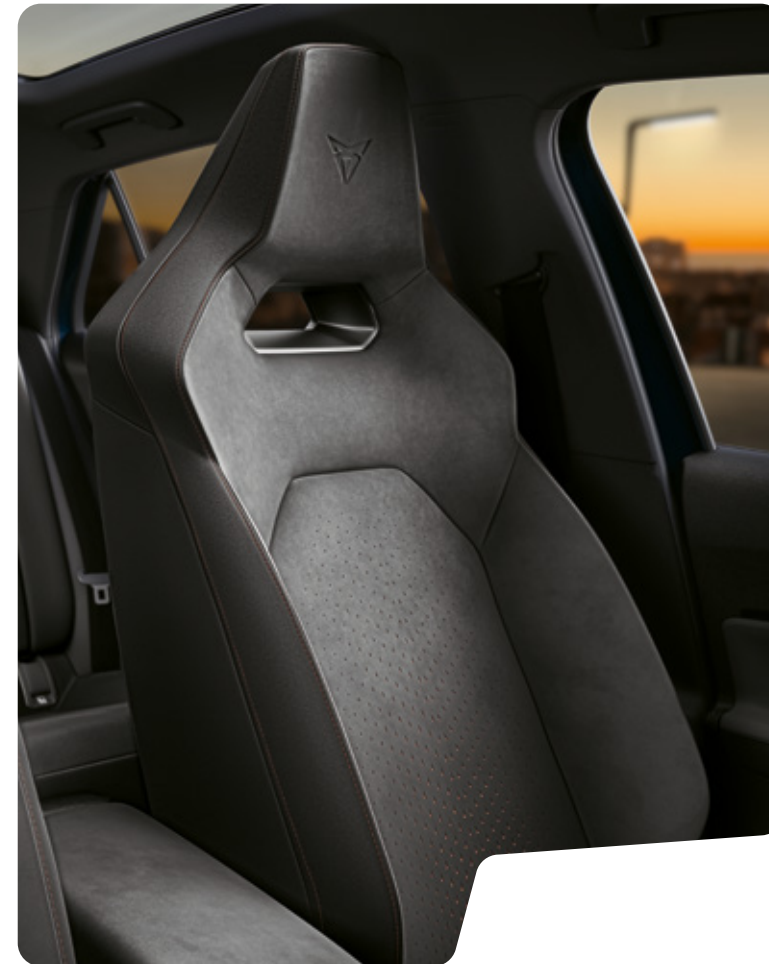


→ DINAMICA®  
AURORA BLUE  
BUCKET SEATS 



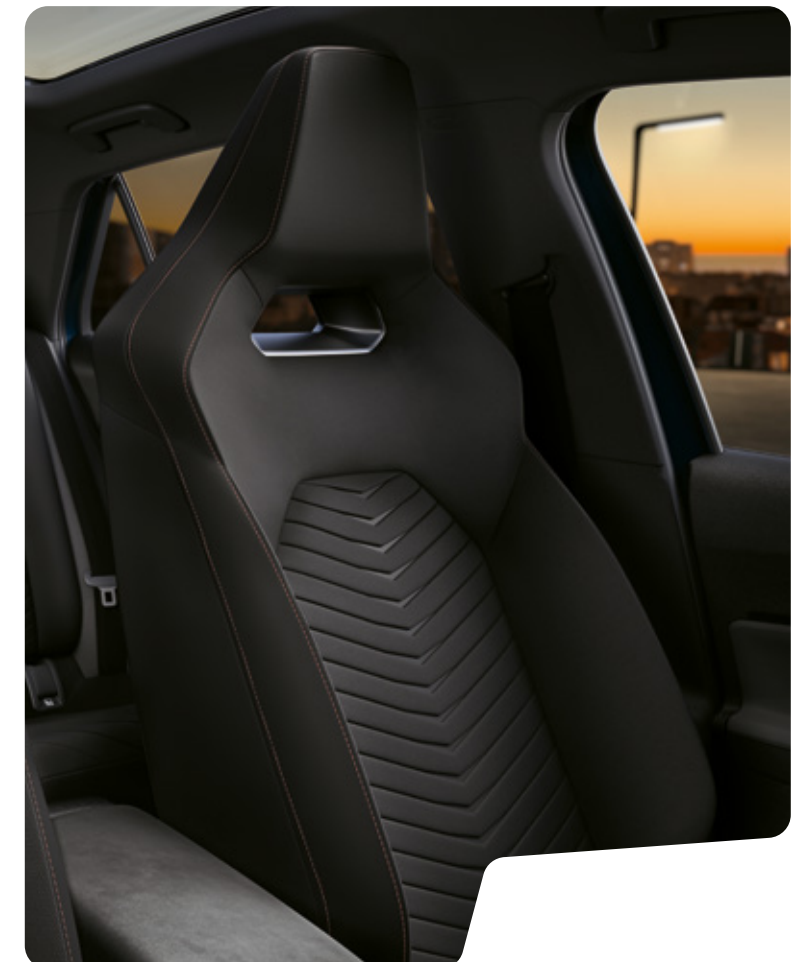
Standard   
Optional 

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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, 417 km.
- CUPRA Born 58 with e-Boost Pack: 231 HP (170 kW\*), 6.6 sec, 419 km.
- CUPRA Born 77 with e-Boost Pack: 231 HP (170 kW\*), 7.0 sec, 548 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.





## *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 wallbox charger installed at home or work and enjoy powering up at your convenience. Rest assured knowing our chargers 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*  
The best Plug & Play solution to charge safely, easily and quickly. Available in 1-phase and 3-phase versions for up to 11 kW AC\*.

- *CUPRA CHARGER CONNECT*  
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*  
All the benefits of the 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.

## EASY CHARGING APP

One streamlined app to make charging at home or in public hassle-free. The 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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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.



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  
enrolment process, [click here](#).

→ THERE FOR YOU,  
NIGHT AND DAY

Utmost safety and comfort.  
The eCall service is integrated to  
directly connect with emergency  
services in the case of an accident,  
using both a telephone and data link.



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 manages 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: Keep your CUPRA in your  
pocket. Secure doors and switch off lights  
while on the move. You can also receive alerts  
when a warning light appears.

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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.



→ *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 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.



← *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.





## ↑ 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

## 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.

## LIGHTS

Incorporating Eco LED headlamps with light guides allows for a low power consumption in low beam, high beam and fog lights, increasing the headlamps' useful life with respect to halogen headlamps.

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

## BATTERIES

The aluminium casing contributes to making the vehicle lighter.

## AERODYNAMICS

Improved and enhanced vehicle aerodynamics, thanks to optimised design throughout 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

Tyres with the lowest rolling resistance on the market.

## BRAKES

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

## BODYWORK

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 seats, armrests, and door panels. Recycled polyester produces up to 80% less energy use and CO<sub>2</sub> emissions in its manufacturing.



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

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# 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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# 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)	●	●
<b>Pilot M Pack<sup>1</sup>:</b> – 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	○	○
<b>Pilot M+ Pack<sup>2</sup>:</b> – 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 – Rear Traffic Alert, Lane Change System and Exit Warning System	○	○
<b>Protect Pack:</b> – Anti-theft alarm system, interior monitoring, backup horn and towing protection – Wheel bolts with anti-theft protection – Pre-Crash	○	○

<sup>1</sup> Not available with Pilot M+ Pack.

<sup>2</sup> Not available with Pilot M Pack.

<sup>3</sup> Requires tool kit.

<sup>4</sup> Requires tool kit. Not compatible with Dynamic Pack. Includes Dynamic Chassis Control (DCC).

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EXTERIOR

	CUPRA BORN	e-BOOST PACK
18" Cyclone	●	–
19" Typhoon Aero wheel	○	●
19" Copper Typhoon Aero wheel	○	○
20" Hurricane Aero wheel <sup>3</sup>	○	○
20" Blizzard Aero wheel <sup>3</sup>	○	○
20" Firestorm Aero wheel <sup>4</sup>	○	○
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



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 <sup>5</sup>	●	●
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) <sup>6</sup>	○	○
SEAQUAL® Bucket Seats	●	●
<b>DINAMICA® Granite Grey Bucket Seats<sup>7</sup>:</b> - Electrically adjustable front seats with 12 functions - Lumbar support in seat backrests and massage function - Separately controlled heated front seats - Heated washer nozzles in front	○	○
<b>DINAMICA® Aurora Blue Bucket Seats<sup>7</sup>:</b> - Electrically adjustable front seats with 12 functions - Lumbar support in seat backrests and massage function - Separately controlled heated front seats - Heated washer nozzles in front	○	○

<sup>5</sup> With armrest in the second row for the 77 battery.

<sup>6</sup> Not available for 77 battery.

<sup>7</sup> Not available with Below Zero Pack.

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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 Plus with Online Services	○	○
Digital Cockpit with 5.3" screen	●	●
Media System with 12" touchscreen (Radio)	●	●
Wireless Full Link	●	●
Bluetooth®	●	●
5 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	◦	◦
CUPRA Charger Connect	◦	◦
CUPRA Charger Pro	◦	◦
<b>Below Zero Pack<sup>8</sup>:</b> - Separately controlled heated front seats - Heated washer nozzles in front	◦	◦
<b>Cargo Pack:</b> - Double floor in boot - Mode 2 charging cable	◦	◦
CUPRA CONNECT managed through the Navi System and the My CUPRA app <sup>9</sup> :		
<b>Upgraded 12" Navi System:</b> - 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	●	●
<b>My CUPRA app:</b> - 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		

<sup>8</sup> Not available with DINAMICA® seats.  
<sup>9</sup> My CUPRA app is now available in Google Play Store and the Apple Store. More features/upgrades coming soon.  
<sup>10</sup> Not compatible with Tech L and Tech M with Safe function Packs.  
<sup>11</sup> Requires Protect Pack. Not compatible with Tech M and Tech L Packs.  
<sup>12</sup> Not compatible with Tech M and Tech L with Safe function Packs.

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TECHNOLOGY

	CUPRA BORN	e-BOOST PACK
<b>Dynamic Pack:</b> - Dynamic Chassis Control (DCC suspension)	◦	◦
<b>Tech M<sup>10</sup>:</b> - Kessy Keyless Advance - Illuminated exterior door handles - CAR2X Function - LTE connectivity - Wireless smartphone charger	◦	◦
<b>Tech M with Safe function<sup>11</sup>:</b> - Kessy Keyless Advance with Safelock - Illuminated exterior door handles - CAR2X Function - LTE connectivity - Wireless smartphone charger	◦	◦
<b>Tech L<sup>12</sup>:</b> - Kessy Keyless Advance - Illuminated exterior door handles - CAR2X Function - LTE connectivity - Wireless smartphone charger - Intelligent Park Assist	◦	◦
<b>Tech L with Safe function<sup>11</sup>:</b> - Kessy Keyless Advance with Safelock - Illuminated exterior door handles - CAR2X Function - LTE connectivity - Wireless smartphone charger - Intelligent Park Assist	◦	◦

● Standard ◦ Optional – Not available



PERFORMANCE		REFERENCE
	19" TYPHOON	10E601025L
	20" FIRESTORM	10E601025H
INTERIOR	Dark aluminium pedals (automatic)	5FA064205 9DG
MERCHANDISING	CUPRA Member box	575087013G
SAFETY	Utility kit CUPRA (1 triangle)	6H3093990
	Utility kit CUPRA (2 triangles)	6H3093990A
	Security kit CUPRA (1 triangle)	6H3093990B
	Security kit CUPRA (2 triangles)	6H3093990C
	Warning triangle (2 units)	000093601A
	Reflective jacket	000093900SA
	Reflective vest	000093056J
	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



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)	417 - 358
BATTERY	Battery type	Li-ion
	Battery capacity (kWh)	58 (62)
	Battery voltage	270 - 459V
	Charging time (AC 7 kW)	-
	Charging time (AC 11 kW)	6h 15min
	Charging time (DC 50 kW)	-
	Charging time (DC 110 kW)	-
	Charging time (DC 120 kW)	35min
	Charging time (DC 135 kW)	-
	Charging time 100 km range/100 kW	8min
	Charging time 100 km range/135 kW	-
DRIVETRAIN	Max torque (Nm)	310
ELECTRIC CONSUMPTION	Electric consumption combined WLTP (kWh/100 km)	15.5 - 18.0
	Combined range WLTP max-min (km)	417 - 358

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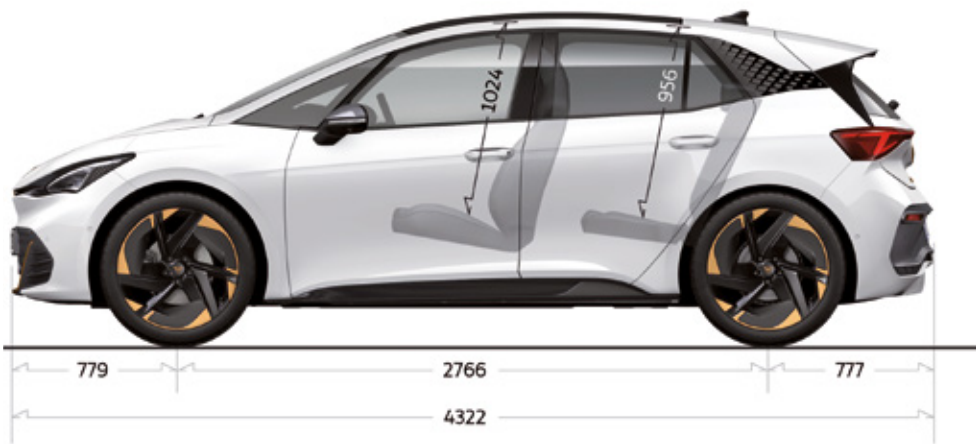
CHASSIS	CUPRA Born 58 kWh	
	Front suspension	McPherson Sport suspension (DCC Sport optional)
	Rear suspension	Multilink Sport suspension (DCC Sport optional)
STEERING	Steering system	Electromechanical power and progressive steering
	Turning Circle Diameter (m)	10.15
BRAKES	Brake system	ABS, ESC Sport, electromechanical brake booster and regenerative brake
	Standard front CUPRA brakes (mm)	330×23 disc brakes
WEIGHTS	Length (mm)	4,322
	Width (mm)	1,809
	Height (mm)	1,540
	Boot capacity (litres)	385
	Weight (Kg)	1,811
	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)	419 - 361	548 - 492
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 50kW)	53 - 55min	70 - 72min
	Charging time (DC 110kW)	-	-
	Charging time (DC 120kW)	35min	-
	Charging time (DC 135kW)	-	36min
	Charging time 100 km range/100 kW	8min	-
	Charging time 100 km range/135 kW	-	6min
DRIVETRAIN	Max torque (Nm)	310	310
ELECTRIC CONSUMPTION	Electric consumption combined WLTP (kWh/100 km)	15.7 - 18.0	15.8 - 17.6
	Combined range WLTP max-min (km)	419 - 361	548 - 492



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)	340×27 disc brakes	340×27 disc brakes
WEIGHTS	Length (mm)	4,322	4,322
	Width (mm)	1,809	1,809
	Height (mm)	1,540	1,540
	Boot capacity (litres)	385	385
	Weight (Kg)	1,824	1,946
	Seats	5	4

\*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 170kW 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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