



WHY FOLLOW THE
OBVIOUS PATH?

CUPRA EXPERIENCE
FOR BUSINESS & FLEET



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CHOOSE ANOTHER WAY

AT CUPRA, WE EMBRACE UNCONVENTIONAL PATHS. AND AS WE WELCOME IN THE AGE OF ELECTRIFICATION, THERE'S NEVER BEEN A BETTER TIME TO BREAK THE MOULD.

THE CUPRA EXPERIENCE FOR BUSINESS & FLEET RANGE GIVES YOUR FORECOURT AN EDGE. CARS CRAFTED WITH DISTINCTIVE LOOKS THAT MAKE A DIFFERENT KIND OF STATEMENT. FOR THOSE WHO ARE FUTURE-FACING, INSPIRING AND PERFORMANCE-DRIVEN, THOSE WHO DISRUPT THE STATUS QUO AND CHOOSE AN ENTIRELY DIFFERENT PATH TO SUCCESS.

YOUR BUSINESS. YOUR CAR. YOUR WAY.



IT'S TIME FOR DIFFERENT

The business playing field is constantly changing. And so is mobility. With CUPRA you're at the forefront of a new era.

Look different. With unique and sophisticated styling that stands out on the road.

Drive different. With advanced technology, connectivity and comfort.

Act different. With emission-free e-HYBRID options that make another kind of statement.

Choose CUPRA and choose another path to take your business. Ready for change?



WHY CUPRA
EXPERIENCE?





SERVICES TO KEEP YOU ON THE PATH TO SUCCESS

FOCUSED ON DETAILS, FOR BIG GROWTH

- CUPRA DRIVERLINE
Is your company constantly on the go? CUPRA Driverline provides a single contact number for 24-hour breakdown and repair support, 365 days a year.
- FIXED SERVICE PRICES
We guarantee zero change in cost for the duration of the contract term. No surprises. Just pure peace of mind.
- FLEET SERVICE ADVISORS
Planning for the long term? CUPRA for Business experts assist you every step of the way.
- RESIDUAL VALUE
Certified stamps assure the best residual value of your vehicle with every visit.

SERVICES TAILORED TO YOU

- WARRANTY EXTENSION
Extend your 2-year manufacturer's warranty for 1, 2 or 3 years, or up to 100,000 km. It's your call.
- CUPRA INSURANCE
Round-the-clock customer service. Authorised workshops using only genuine CUPRA parts. Fitted by experts who know what's best for your fleet.
- CUPRA MOBILITY SERVICES
Enjoy the complete freedom of comprehensive, reliable roadside assistance. Day or night, we're here for you. Courtesy car at your disposal while your fleet vehicle undergoes maintenance.
- CUPRA SERVICE & MAINTENANCE
Customise your maintenance plan to fit your business needs.

ANYTIME, ANYWHERE

Your business is on the move. And with our exclusive B2B certified service centres network and framework agreements in over 75 countries, it never has to stop.



TECHNOLOGY TO IMPROVE EVERY ASPECT OF DRIVING

- **DIGITAL COCKPIT**
Displays all the detail you need without you losing focus on the road ahead.
- **ONLINE INFOTAINMENT SYSTEM**
Full navigation via the 12" touchscreen* with connected mapping services.
- **AUTONOMOUS PARKING & TOP VIEW CAMERA**
Just choose your space and let Park Assist guide you in autonomously.
- **PARKING HEATER**
Set to go. Warm your engine remotely before stepping in. Perfect for colder days.

*Only available for CUPRA Formentor

CONNECTED TO YOUR LIFE AND WORK

Access online services through the CUPRA CONNECT App, MyCUPRA Portal or the Infotainment System for a seamless workflow between driver and car.

SAFETY & SERVICE

- In case of an accident, emergency services will be automatically notified.
- If a breakdown happens, your data is sent directly to the CUPRA call centre to arrange help.
- Keep your car in top condition with Service Scheduling. Book an appointment at your preferred partner whenever a warning light is activated.

REMOTE ACCESS

- Check your car's status, lock & unlock remotely, set the temperature, review fuel or battery levels and more.
- Find your last parking position.
- Set area and speed limits and receive real-time alerts.

ONLINE INFOTAINMENT

- Find the closest petrol stations, charging stations and prices.
- Beat the traffic with real-time updates.
- Searching for a parking space? Check prices and opening hours.
- Plan and customise your daily work from home via the CUPRA CONNECT App.





ADVANCED SAFETY TO PUT YOUR MIND AT EASE

The latest in driving safety technology ensures there'll be no surprises while you're focused on the task at hand.

- FRONT ASSIST
Prevents collisions by automatically stopping.
- SIDE ASSIST
Automatically warns you if anything enters your blind spot.
- REAR TRAFFIC ALERT
Scans your blind spot when reversing out of a tight space, recognising vehicles approaching in cross-traffic behind you. The system warns you, and if you don't react, can even apply the brakes.
- PEDESTRIAN PROTECTION
Stops your CUPRA if necessary to protect pedestrians.
- ACC
Keeps you at a safe distance from the car in front while adjusting speed according to curves and speed limits.
- LANE ASSIST & ROADWORKS ASSIST
The camera detects road markings and warns you if you're about to cross a line, actively correcting steering to keep you on track. Recognises provisional signage like barriers and guardrails.
- EXIT ASSIST
Stops you opening your car door onto oncoming traffic or cyclists.
- PRE-CRASH ASSIST
Pre-emptively closes windows and tightens seatbelts.

EFFICIENT
ENGINES



ELECTRIC POWER THE CUPRA WAY

Pure innovation with CUPRA performance and electric benefits: from maximum engine torque to lower emissions.

OUR ELECTRIC ENGINES

- e-HYBRID
The CUPRA Leon 5D & Leon SP (245 HP) have a fully electric range of 60 km. With the CUPRA Formentor e-HYBRID with 204 HP and 245 HP engines coming soon.
- ELECTRIC ENGINE (BEV)
Drive emission-free all the time with CUPRA's upcoming 100% electric car: the CUPRA el-Born.

BENEFITS

Better performance and a better environment. Electric mobility offers smarter and sustainable travel with benefits.

- DISCOUNTS / FREE PARKING
Gain access to discounted and free parking with lower costs on toll roads.
- NO MORE RESTRICTED ZONES
Right to the core. Drive wherever you like in the city.
- SUBSIDIES & TAX EXCEPTION SCHEMES
Benefit from a subsidy* when you buy your car along with additional tax exemption programs.
- FREE PUBLIC CHARGERS
Take advantage of free public chargers to power up your CUPRA electric car for free.

*Subsidies may vary as per geographical region.





CUPRA CHARGING SOLUTIONS

Get where you're going and know that you'll always find a place to charge.

THE CUPRA CHARGERS

Compact solutions for powering up your CUPRA at home or work providing a range of benefits.

- **FASTER**
The CUPRA Charger is up to 8 times faster. Power up fully in just 3 hours 40 minutes.*
- **CONNECTED**
Charge from your phone with the CUPRA Easy Charging App: manage power remotely and whenever you like.
- **SAFER**
Prevents electrical overload with tested charging that adheres to strict safety regulations, even during a power cut.
- **WORRY-FREE**
You're in good hands. With added battery care, professional installation, logistics, warranty and customer support all taken care of.

*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. partner whenever a warning light is activated.

CHARGING SOLUTIONS

- **CUPRA CHARGER**
The best solution to charge safely, easily and quickly. Available in 1-phase and 3-phase versions for up to 11kW AC.
- **CUPRA CHARGER CONNECT**
Connects 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.

CUPRA MODELS

IF UNCONVENTIONAL IS WHAT YOU'RE LOOKING FOR, YOU'LL FIND IT IN A CUPRA MODEL.

THERE'S SOMETHING UNIQUE FOR EVERY BUSINESS AND EVERY PROFESSIONAL.

↓ CUPRA ATECA



↑ CUPRA
FORMENTOR



↑ CUPRA LEON 5D



↗ CUPRA LEON
SPORTSTOURER

→ CUPRA
eI-BORN

100% ELECTRIC
Coming soon.



NEW CUPRA
FORMENTOR



DISRUPT CONVENTIONS, FEEL ALIVE

Embodying uniqueness purposefully crafted around the thrill of driving. Progressive design gives sophistication a modern twist. Advanced technology, safety features and connectivity go beyond the expected. An e-HYBRID option delivers pure driving pleasure with zero emissions. Ready to set a new precedent?

KEY FEATURES

Engine type.

- 2.0 TSI 228 kW (310 HP) DQ 4Drive
- 1.4 TSI PHEV 180 kW (245 HP) DQ Front
- 1.4 TSI PHEV 150 kW (205 HP) DQ Front
- 1.5 TSI 110 kW (150 HP) MQ/DQ Front

Gearbox available: DSG and manual

Boot capacity: 450l

Number of seats: 5

STATE-OF-THE-ART TECHNOLOGY

- A 10.2" Digital Cockpit displays all the detail you need.
- Full navigation via the 12" touchscreen with connected mapping services.
- With autonomous and safety functions that manoeuvre for you.
- ACC Keeps you at a safe distance from the car in front while adjusting speed according to curves and speed limits.
- Travel Assist alerts you when crossing the line to keep you in the right lane.
- Sign Recognition provides visual cues for speed limits.
- Front Assist prevents collisions by automatically stopping.
- Choose a space and let Park Assist guide you autonomously.
- Exit Assist stops you opening your car door onto oncoming traffic or cyclists.
- Pre-crash pre-emptively closes windows and tightens seatbelts.
- To ensure your safety, Emergency Assist brakes twice gently to give a warning when necessary, or slows down automatically to bring your Formentor to a complete stop.

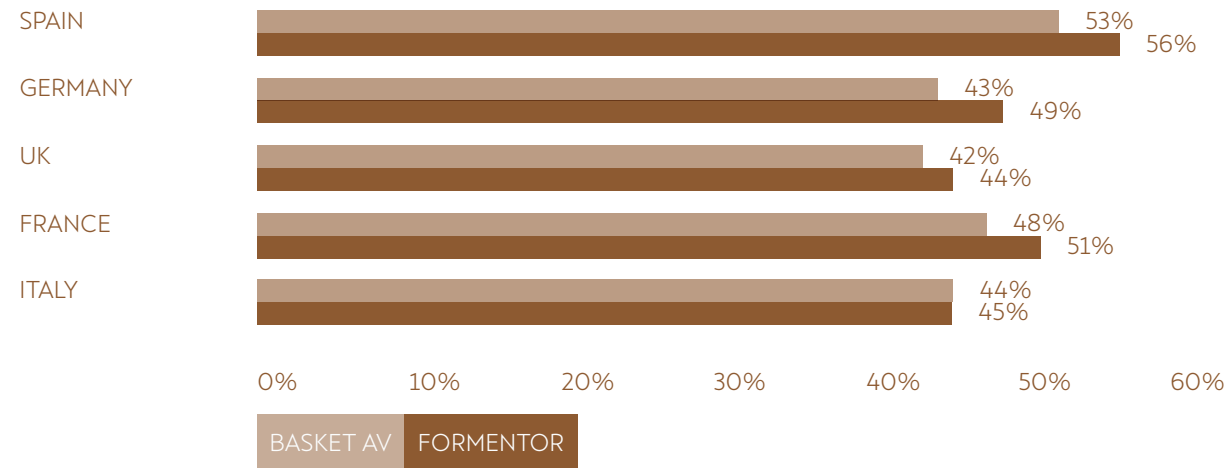
DRIVE CONNECTED

- Access your Formentor remotely through the CUPRA CONNECT App.
- Enjoy online infotainment on the move.
- Smart safety features send data and make emergency calls.

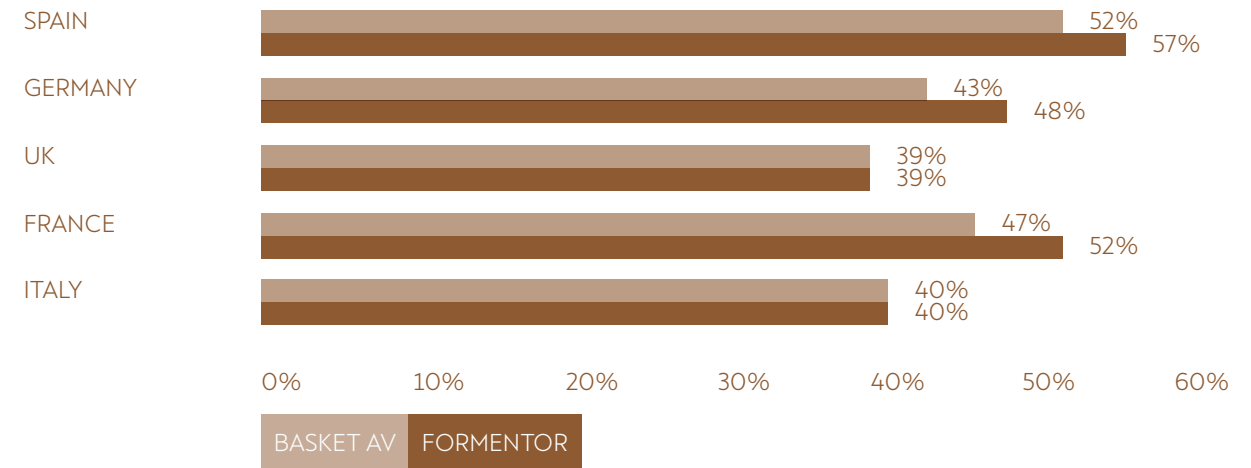


At CUPRA we know how important the Total Cost of Ownership is to our clients. We are doing our utmost to be able to offer you the most cost-effective pack by improving all factors in the calculation. Residual Value corresponds to nearly 50% of TCO. Therefore, increasing Residual Value by 1% decreases TCO by 0.5%. To get a better idea of the savings, see the RV advantage of the CUPRA Formentor compared to its core competitors.

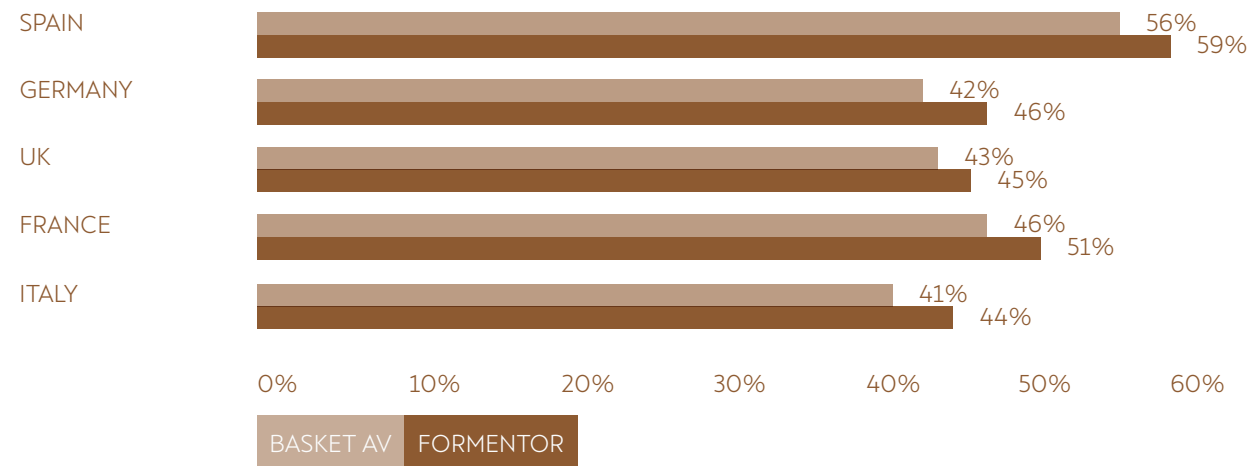
CUPRA FORMENTOR 2.0 TSI 228 kW	228kW	BASKET AV
SPAIN	56%	53%
GERMANY	49%	43%
UK	44%	42%
FRANCE	51%	48%
ITALY	45%	44%



CUPRA Formentor 1.5 TSI 110 kW	110kW TSI	BASKET AV
SPAIN	57%	52%
GERMANY	48%	43%
UK	39%	39%
FRANCE	52%	47%
ITALY	40%	40%



CUPRA FORMENTOR 1.4 TSI PHEV 180 kW	PHEV	BASKET AV
SPAIN	59%	56%
GERMANY	46%	42%
UK	45%	43%
FRANCE	51%	46%
ITALY	44%	41%



Sources: Autovista Group September 2020 release (RV Forecast for 36 months / 90.000 kms). CAP September 2020 release for UK (RV Forecast for 36 months / 60.000 miles)



CUPRA LEON

DRIVE FOR YOURSELF, DRIVE FOR OTHERS

Marking the dawn of a new era of hybrid mobility while redefining performance to meet the demands of the modern, eco-friendly city. The new CUPRA Leon is a look to the future of electrification. Boasting a unique and progressive form, and with 60 km of full electric range for emission-free urban driving, plus the option to switch seamlessly to petrol for longer trips, it's ready to take you and your business further afield.

TWO LEONS TO CHOOSE FROM

With the dynamic CUPRA Leon or the roomier CUPRA Leon Sportstourer, we've got businesses of all sizes covered.



KEY FEATURES

- Engine type:
- 2.0 TSI 221 kW DQ front
 - 2.0 TSI 180 kW DQ front
 - 1.4 TSI 180 kW PHEV DQ front
 - 2.0 TSI 228 kW DQ 4drive (only Sportstourer)

- Gearbox available: DSG
- Boot capacity:
- CUPRA Leon: 380l – 1.301l with back seats down
 - CUPRA Leon Sportstourer: 620l – 1600l with back seats down
 - Number of seats: 5

DRIVE CONNECTED

Always fully connected to the world, never out of touch with your business.

- Access your Leon remotely through the CUPRA CONNECT App.
- Enjoy online infotainment on the move.
- Smart safety features send data and make emergency calls.

STATE-OF-THE-ART TECHNOLOGY

- A 10.2" Digital Cockpit displays all the detail you need.
- Full navigation via the 12" touchscreen with connected mapping services.
- With autonomous and safety functions that manoeuvre for you.
- ACC Keeps you at a safe distance from the car in front while adjusting speed according to curves and speed limits.
- Travel Assist alerts you when crossing the line to keep you in the right lane.
- Sign Recognition provides visual cues for speed limits.
- Front Assist prevents collisions by automatically stopping.
- Choose a space and let Park Assist guide you autonomously.
- Exit Assist stops you opening your car door onto oncoming traffic or cyclists.
- Pre-crash pre-emptively closes windows and tightens seatbelts.
- To ensure your safety, Emergency Assist brakes twice gently to give a warning when necessary, or slows down automatically to bring your Formentor to a complete stop.



CUPRA ATECA

POWER COMES FROM WITHIN

The CUPRA Ateca has ambition at its core, synonymous with those who reach within to defy convention and go about business in their own way. A powerful SUV with 4Drive, it's capable of conquering any terrain. Be bold, be unique, and take the unexpected route. Because conventional is so last year.

KEY FEATURES

Engine type:
· 2.0 TSI 221kW DQ 4Drive

Gearbox available: DSG
Boot capacity: 485l
Number of seats: 5

DRIVE CONNECTED

Always fully connected to the world, never out of touch with your business.

- Access your Ateca remotely through the CUPRA CONNECT App.
- Enjoy online infotainment on the move.
- Smart safety features send data and make emergency calls.

STATE-OF-THE-ART TECHNOLOGY

- Customise the information you need on your 9.2" HD touch screen.
- A 10.25" Digital Cockpit displays driving data directly in your line of sight, so you can keep your eyes on the road ahead.
- Exit Assist stops you opening your car door onto oncoming traffic or cyclists.
- To ensure your safety, Emergency Assist brakes twice gently to give a warning when necessary, or slows down automatically to bring your Ateca to a complete stop.



CORPORATE

Fleet dedicated team for CUPRA
EXPERIENCE in HQ.

MARCUS AKMAL
Sweden
Head of Fleet Sales
& Remarketing
marcus.akmal@seat.se

MARKUS LETTENBICHLER
Austria
Sales and Project coordinator
markus.lettenbichler@seat.at

JACEK MRUGALSKI
Poland
Fleet Sales Manager
jacek.mrugalski@seat-auto.pl

CHRISTIAN M. VOSS
Germany
Head of Fleet Sales
business-hub@cupraofficial.de

FREDRIK MATHESON
Norway
Director Fleet Sales
fredrik.matheson@moller.no

BRIGITTE GOOSSENS
Belgium
Fleet Sales Manager
brigitte.goossens@dieteren.be

PETR SCHMIDT
Czech Republic
Corporate Sales Manager
petr.schmidt@porsche.co.cz

TINA SKOVLUND CHRISTENSEN
Denmark
Area Manager & Fleet Area
Manager
ticr@seat.dk

MIRO MAKKONEN
Finland, Estonia, Latvia
e-Mobility, CNG & Fleet Sales
miro.makkonen@seat.fi

SEBASTIAN DAUDIER
France
Head of Operation & Sales
sebastien.daudier@seat.fr

HARRIS DANDOURAS
Greece
Commercial Director
hdandouras@seat.gr

BLASKÓ MIHÁLY
Hungary
CUPRA Fleet Representative
mblasko@porsche.hu

CIARÁN LATTIN
Ireland
Fleet & Used Cars Manager
ciaran.lattin@seat.ie

FILIPPO SEMERARO
Italy
Fleet Sales Manager
filippo.semeraro@seat-italia.it

GUILLAUME BOUR
Luxemburg
CUPRA Fleet Manager
guillaume.bour@losch.lu

ARTURO PÉREZ MORALES
Mexico
Fleet & Used Cars Manager
arturo.perez@seat.mx

HANS VAN DER PLAS
Netherlands
Sales Manager Pon Business
Mobility
hans.van.der.plas@pon.com

JOÃO BORREGO
Portugal
Director, Sales
& Network Development
joao.borrego@seatportugal.pt

HORATIU MOLDOVAN
Romania
Brand Manager
horatiu.moldovan@porsche.ro

DRAGAN PRLJINČEVIĆ
Serbia
Brand Manager
dragan.prljincevic@porsche.rs

MAREK BREJKA
Slovakia
Fleet Manager
marek.brejka@porsche.sk

ANTONIO CALVO DOMINGO
Spain
Head of CUPRA Fleet Sales
antonio.calvo@seat.es

ULRIKE BOLLINGER
Switzerland
Fleet Manager CUPRA
ulrike.bollinger@amag.ch

GURUR GÜRPINAR
Turkey
CUPRA Sales - Field
& Fleet Sales Manager
ggurpinar@seat.com.tr

CRAIG CAVANAGH
UK
Head of Sales
craig.cavanagh@seatcars.co.uk

OLEKSANDER BOKOV
Ukraine
CUPRA brand manager
oleksander.bokov@seat.ua

CORPORATE

RON BETESH
International Fleet
& Remarketing Manager
ron.betesh@seat.es

PAWEL ZIN
International Fleet
Key Account
pawel.zin@seat.es

DANIEL SCHESSLER
International Fleet
Key Account
daniel.schessler@seat.es





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