

CUPRA BUSINESS MOBILITY



05



CHOOSE ANOTHER WAY

17



EFFICIENT ENGINES

OUR ELECTRIC ENGINES  
BENEFITS  
CHARGING SOLUTIONS



WHY CUPRA  
BUSINESS MOBILITY?

SERVICES  
TECHNOLOGY  
CONNECTIVITY  
SAFETY

09



MODELS

CUPRA *BORN*  
CUPRA *FORMENTOR*  
CUPRA *LEON*  
CUPRA *ATECA*

23

## 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 BUSINESS MOBILITY 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 fully electric and e-HYBRID options that make another kind of statement.

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

WHY CUPRA  
BUSINESS MOBILITY?





## 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.

- EXIT WARNING  
Stops you opening your car door onto oncoming traffic or cyclists.
- 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.
- 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 (204 HP and 245 HP) and the CUPRA Formentor e-HYBRID (204 HP and 245 HP) have a fully electric range of 60 km\*.
- ELECTRIC ENGINE (BEV)  
Drive emission-free all the time with CUPRA's 100% electric car: the CUPRA Born. With up to 548 km range and 204-231HP.

## 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<sup>1</sup> 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.

\* The accurate range for your vehicle will vary according to a number of different factors which include the route, weather conditions, vehicle load (occupants + luggage), battery age and condition, optional equipment (alloys, tyres, etc.), the use of peripheral energy consumption systems such as heating, air conditioning and heated seats, as well as your driving style. The indicated range has been calculated in compliance with WLTP standards, which set out test conditions applicable to all car manufacturers to ensure the comparability of these tests for all vehicles.

<sup>1</sup> 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 POWERED BY ELLI

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

- **FASTER**  
The CUPRA Charger by Elli is up to 8 times faster. Power up fully in just 3 hours 40 minutes\*.
- **CONNECTED**  
Charge from your phone with the Elli's 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 BY ELLI**  
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 BY ELLI**  
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 BY ELLI**  
All the benefits of the CUPRA Charger Connect powered by Elli 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  
SPORTSTOURER

↑ CUPRA LEON



→ CUPRA BORN  
100% ELECTRIC

ALL-ELECTRIC  
CUPRA BORN



# THE IMPULSE TO GO BEYOND



## A NEW GENERATION OF CARS FOR A NEW GENERATION OF COMPANIES

Live up to your company's progressive mindset with contemporary design and an interior crafted from sustainable materials, including Bucket seats made from recycled ocean plastics engineered by SEAQUAL®. The CUPRA Born is the new way to do business with more environmental consciousness, delivering an all-electric range of up to 548 km.

### DRIVE CONNECTED

Embark on the road to success with exclusive apps and digital charging solutions. CUPRA CONNECT GEN4 enables unrestricted freedom with remote access to your car, online music, navigation and breakdown assistance.

### KEY FEATURE

Engine type:

- CUPRA Born 58
- CUPRA Born 58 with e-Boost Pack
- CUPRA Born 77 with e-Boost Pack

Transmission: Automatic 1-speed/Electric

Range: 420 to 548 km

Boot capacity: 385l

Number of seats: 5

### STATE-OF-THE-ART TECHNOLOGY

- Charging compatibility with CUPRA Chargers by Elli.
- Travel Assist Safety assistance system (Semi-automatic driving assistance with automated overtaking and speed control.)
- Head-up display projects driving instructions and data onto your windshield increasing clarity and safety.
- 12" touchscreen: expansive, ergonomic, CONNECT compatibility.

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:

- 1.4 TSI e-HYBRID 150 kW (204 HP) DQ
- 1.4 TSI e-HYBRID 180 kW (245 HP) DQ

Gearbox available: DSG and manual

Boot capacity: 345l

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.
- Traffic 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 Warning 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.

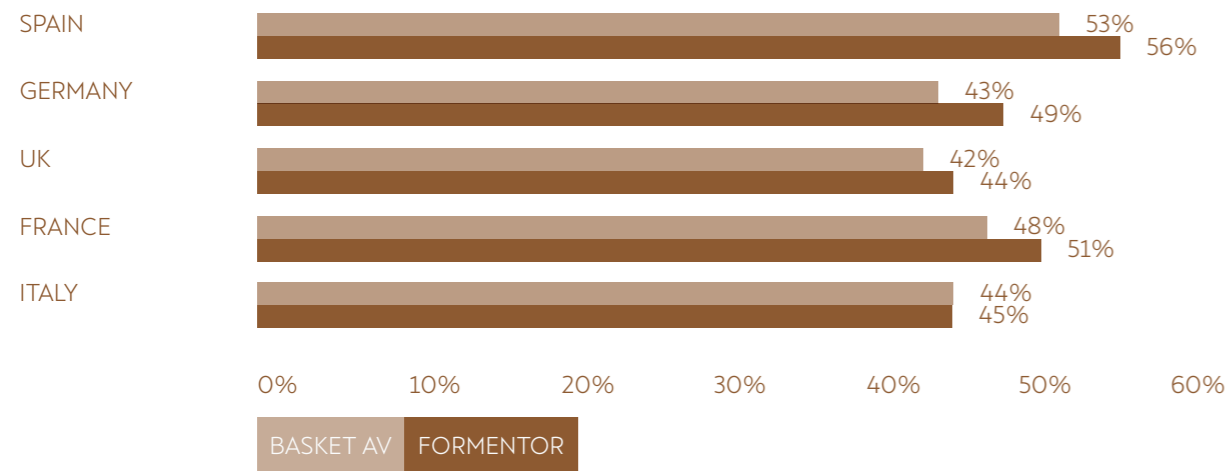
### DRIVE CONNECTED

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

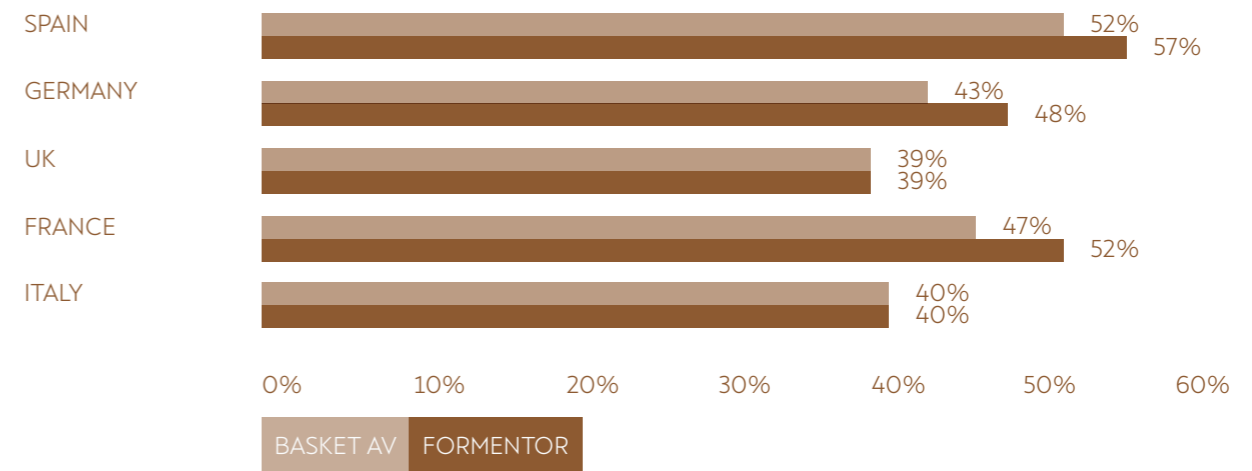


At CUPRA we know how important the Total Cost of Ownership is to our clients. We are doing our utmost to be able to offer you the most cost-effective pack by improving all factors in the calculation. Residual Value corresponds to nearly 50% of TCO. Therefore, increasing Residual Value by 1% decreases 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.

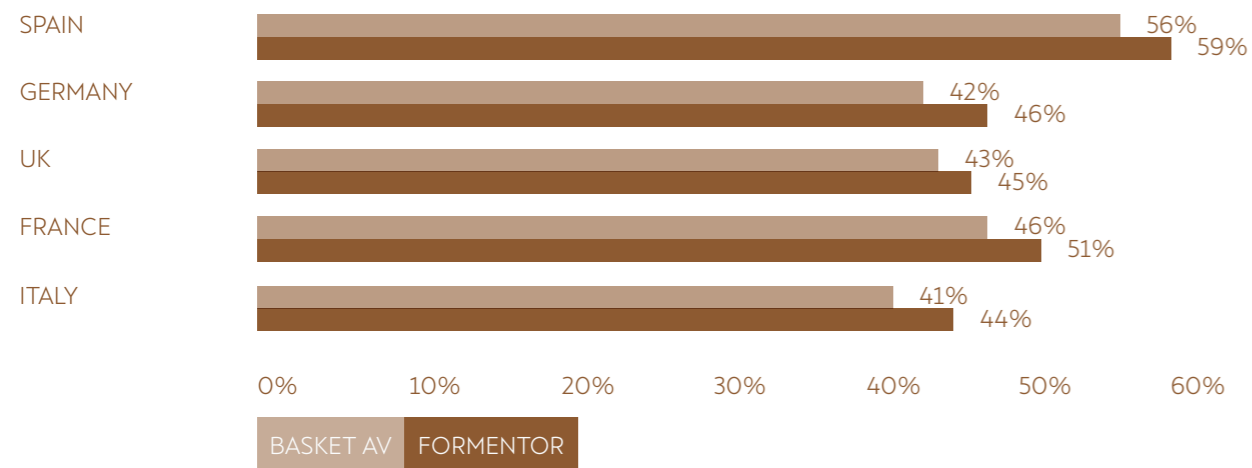
CUPRA FORMENTOR 2.0 TSI 228 kW	228kW	BASKET AV
SPAIN	56%	53%
GERMANY	49%	43%
UK	44%	42%
FRANCE	51%	48%
ITALY	45%	44%



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 e-HYBRID 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)



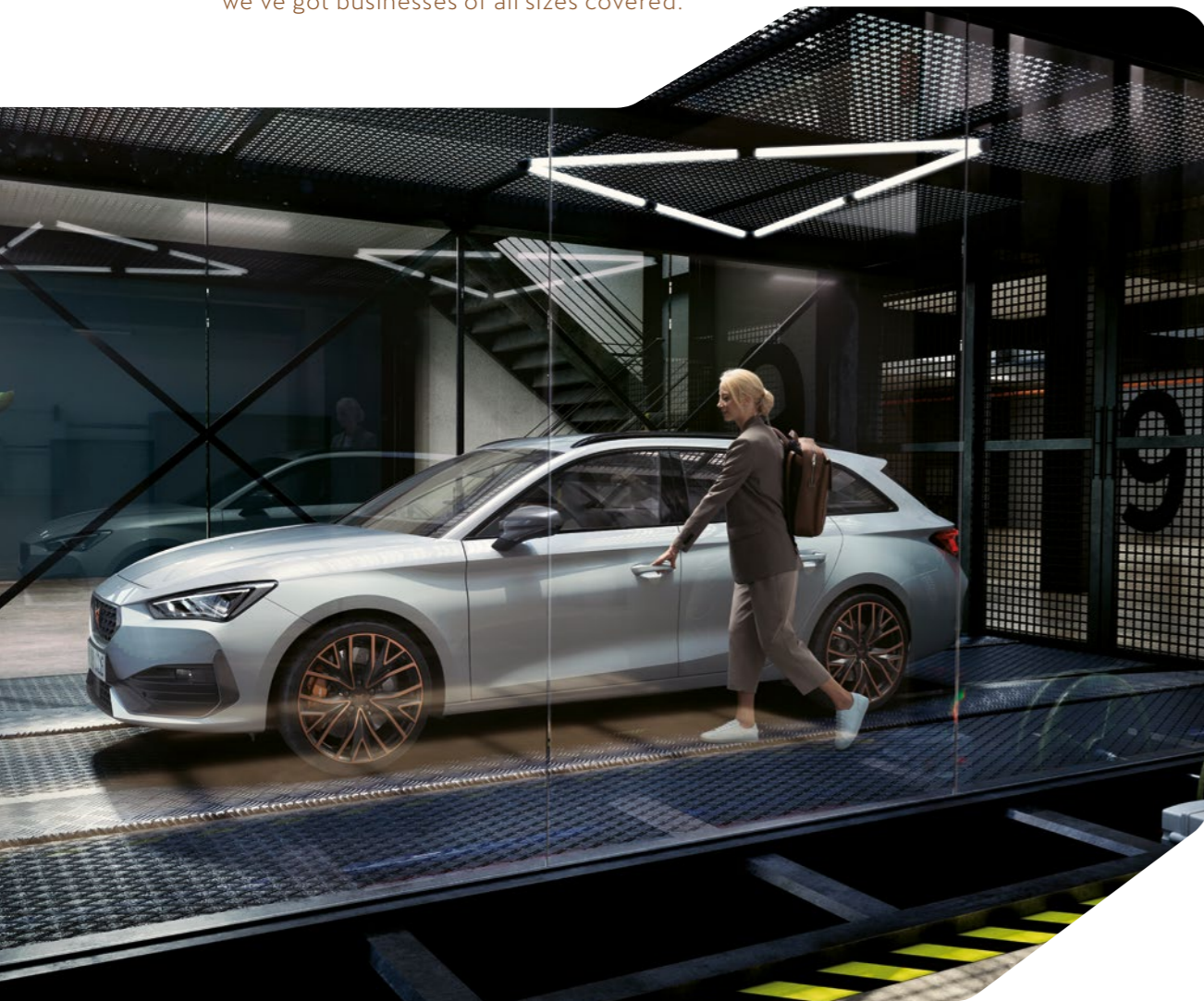
CUPRA LEON

## 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 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.



\* The accurate range for your vehicle will vary according to a number of different factors which include the route, weather conditions, vehicle load (occupants + luggage), battery age and condition, optional equipment (alloys, tyres, etc.), the use of peripheral energy consumption systems such as heating, air conditioning and heated seats, as well as your driving style. The indicated range has been calculated in compliance with WLTP standards, which set out test conditions applicable to all car manufacturers to ensure the comparability of these tests for all vehicles.



### KEY FEATURES

Engine type:

- 2.0 TSI 221 kW DQ
- 2.0 TSI 180 kW DQ
- 2.0 TSI 228 kW DQ 4drive (only Sportstourer)
- 1.4 TSI e-HYBRID 150 kW
- 1.4 TSI e-HYBRID 180 kW

Gearbox available: DSG  
Boot capacity:

- CUPRA Leon: 380l 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 Leon 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 Business Mobility 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  
tacr@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.prljincec@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







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 — 04/2023.