

JUNE  
2024



CUPRA  
BORN





Model Code	Model Description	Battery Size kWh	CO <sub>2</sub> WLTP	Power Consumption WLTP kWh/100km	Range km (WLTP Combined)	VRT Rate	Annual Road Tax	RRP Excluding Grants	RRP Including Grants	ROTR Including Grants
K11C5GA	Born eBoost 231hp	59	0	15.6-18.2 kWh/100km	428-365	7.00%	€120	€42,110	€35,955	€37,955
K11D8HA	Born VZ 79kWh 321hp	79	0	14.7-17.3 kWh/100km	599-508	7.00%	€120	€62,170	€62,170	€64,170

Optional extras and Irish standard equipment may have an effect on the Fuel Economy & Range figures. The Range & Fuel Economy figures are the official figures obtained from tests under standardised EU test conditions. Information valid as of: 10.06.2024. Subject to change.

RRP: CUPRA Born Recommended Retail Prices are inclusive of all available grants and subsidies for Battery Electric Vehicles (SEAI Grant & VRT Relief)  
 ROTR: Recommended on the road price is RRP including delivery charges of €2,000 as recommended by CUPRA Ireland. Delivery charge includes CUPRA Care Pack which can be removed upon request. Delivery charge with CUPRA Care Pack removed is €800 (more information on page 21)

# Grants & Incentives

## Grants

VRT Rebate	VRT relief is available for battery electric vehicles. The VRT relief for Battery Electric vehicles is tapered by 50% for every €1 for vehicles with OMSP over €40,000, so that no amount of relief is available for BEVs with an OMSP value of over €50,000
SEAI Grant	From 1st July 2023 €3,500 available off the RRP for private use.
Home Charger Installation Grant	€300 rebate following installation and signoff by SafeElectric registered installer

## Incentives

Charge Point Map	ESB eCars manage a free app allowing users to identify charge points and their availability
Accelerated Capital Allowance	It allows companies to deduct the full cost of such equipment from their taxable profits in the same year of purchase. <i>Note: It is subject to the same rules as the standard plant &amp; machinery wear and tear allowance</i>
0% Benefit in Kind (BIK)	Battery Electric Vehicles used as company cars are exempt from BIK until the end of 2025. However, this is being tapered off from 2023. <i>Note: It is important to get advice from your accountant or tax adviser to ensure that you are eligible in advance</i>
Free/ Reduced Parking	Some local authorities allow for free parking when charging



↓ AURORA BLUE - OFOF (PREMIUM METALLIC)



↓ GEYSER SILVER - 1T1T (SOFT)



↓ MIDNIGHT BLACK - OEOE (METALLIC)



↓ GLACIAL WHITE - 2Y2Y (METALLIC)



↓ DARK FOREST - 3C3C (PREMIUM METALLIC)



↓ VAPOR GREY - C2C2 (PREMIUM METALLIC)





19IN "TYPHOON" MACHINED  
SPORT BLACK / SILVER (PYA) E-BOOST



19IN "TYPHOON" MACHINED  
SPORT BLACK / COPPER (PYB) E-BOOST



20IN "THUNDERSTORM"  
AEROWHEEL (PUX) VZ E-BOOST



20IN "FIRESTORM" MACHINED AERO  
GLOSSY BLACK W / PERFORMANCE  
TYRES (PUZ) VZ E-BOOST



20IN "TORNADO"  
AEROWHEEL (PUT) VZ E-BOOST

Standard   
Optional



DINAMICA - GRANITE GREY  
BUCKET SEATS **E-BOOST**

DINAMICA - AURORA BLUE  
BUCKET SEATS (PLG) **E-BOOST**





ENCELADUS GREY CUP BUCKET SEATS  VZ



CUPRA BORN  
Interior Upholstery

Standard   
Optional



## *FEEL ALIVE*

Hit 100km/h in just 5.6 seconds with the Born VZ's powerful 79kWh battery. Feel the thrill of instantaneous acceleration that comes with 321hp and 545nm of torque.





## ← PROGRESSIVE DRIVING

Enjoy an immersive driving experience with the optional AR-HUD (Augmented Reality Head Up display) overlays driving directions and warnings directly on to the windscreen (PZT).



## ↓ BUILT FOR FEELING

All round aerodynamic performance. Experience the road like never before with optional exclusive 20" Firestorm Aero Wheels (PUZ).





↑ *PANORAMIC  
SUNROOF*

Let light through the electronically operated optional panoramic sunroof to illuminate your CUPRA Born's beautiful interior. (PTC)

↓ *SATELLITE  
BUTTONS*

The racing inspired satellite buttons around the CUPRA steering wheel allow you to shift between drive profiles with ease.



## MY CUPRA APP - EXCLUSIVE FOR BORN CUSTOMERS

THE NEWLY DEVELOPED MY CUPRA APP THAT ENABLES YOU TO PLAN AHEAD WITH REMOTE FUNCTIONALITIES LIKE SETTING TEMPERATURE OR CHANGING PERCENTAGE RIGHT FROM YOUR SMARTPHONE



### REMOTE ACCESS

Control, track and access the CUPRA Born remotely via your computer or mobile app. You can check the current battery charge, manage the interior temperature via remote climatisation and set up remote timers and profiles so your Born is always ready for the road ahead

### ONLINE INFOTAINMENT

Access real-time traffic updates and directions and listen to Apple Music on the move.

### ALWAYS BY YOUR SIDE

In the unlikely event of an accident, the Emergency Assistance function will put you automatically in contact with local emergency services.

\*My CUPRA app is now available in Google Play Store and the Apple Store.

\*More features/upgrades coming soon.

## 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, unlocking maximum power in your CUPRA Born\*. 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.



\*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 170kW for 58kWh (62kWh Gross) battery, and temperature of between 23-50°C and a battery charge level greater than 85% to deliver around 170kW for 77kWh (82kWh Gross) Battery. Any deviations from the aforementioned parameters can lead to reduced power output and even to the overboost not being available at all.



## *OUR COMMITMENT TO CARBON NEUTRALITY*

Our ambitious decarbonisation program will use renewable energy to cut CO2 emissions at every stage, from the supply chain and production process, right through to the point of handover to our customers.



## 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.

## BATTERIES

CUPRA Born's batteries are built in an aluminium casing that contributes to making the vehicle lighter and more efficient.

## AERODYNAMICS

Improved and enhanced vehicle aerodynamics, thanks to optimised design throughout the bodywork, wheels and cooling system.

## BRAKES

Brake regeneration permits an increase in battery range because its electric motor acts as a generator when braking.

## 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. Based on the predictive data provided by the navigational system, 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.

## RECYCLED MATERIALS

SEAQUAL recycled textile material 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 CO2 emissions in its manufacturing

## 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.

## 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 (VOC's) in the cabin interior by up to 50%.



## THE ALL-ELECTRIC CUPRA BORN.

Our first 100% electric model proves to be one of the safest in the market after achieving the top rating during the Euro NCAP car safety assessment programme's rigorous testing. The CUPRA Born scored high in every category from adult and child occupant testing to vulnerable road users and safety assist tests

# SAFETY - ASSISTANCE SYSTEMS

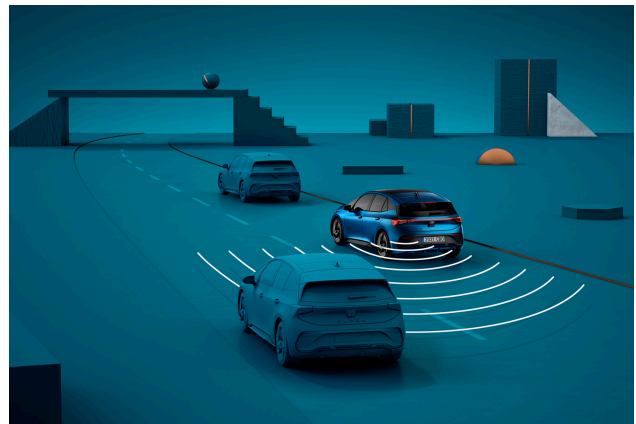


## REAR TRAFFIC ALERT

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 breaking if necessary

## SIDE & EXIT ASSIST

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.



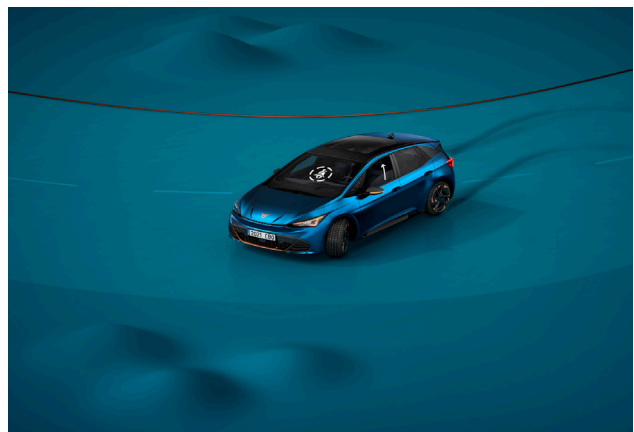
## TURNING ASSIST

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.



## PRE-CRASH ASSIST

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.







## SPECIFICATIONS (EQUIPMENT & OPTIONS)

Discover all the technical specifications of the new CUPRA BORN,

# STANDARD EQUIPMENT

# BORN eBoost

## EXTERIOR

- 19" "TYPHOON" Machined Alloy wheels in Black / Silver
- Dark tinted windows
- Front and rear power windows
- Full LED headlamps with ceremony, adverse weather function
- LED rear Coast to Coast Light
- Welcome light in exterior mirrors
- Exterior mirror housings painted in Grey, power folding, heated

## INTERIOR

- CUPRA Steering Wheel with Satellites
- Aluminium pedals
- CUPRA Drive Profile
- Interior multicolour ambient light
- CUPRA Granite Grey Dinamica seats
- Heated, electrically adjustable, massage front seats
- Breakaway auto dimming rear view mirror
- Climatronic 2 zone with AirCare & air quality sensor
- Wireless Android Auto & Apple CarPlay
- Rear Armrest

## SAFETY

- Tyre pressure monitoring system
- i-Size and 2 top tether child seat anchors in rear seats and passenger seat
- 3-point safety belts for front and rear seats, with visual and acoustic reminders
- Pedestrian & Cyclist protection
- Emergency Call (eCall)
- Intelligent Speed Assist
- Tiredness Recognition
- Auto Lights and Wipers
- Emergency Steering Support with Turn Assist
- Front Assist
- Lane Assist
- Alarm

Model	RRP
Born eBoost 59kWh 231hp	€42,110

## TECHNOLOGY

- 12.9" Touchscreen Infotainment System w/ Voice Control & illuminated sliders.
- 5.3" Digital cockpit
- **Tech "M":**
  - Kessy Advance with illuminated door handles
  - Car2x
  - Wireless Charging
  - Antenna Amplifier
- 4 x USB-C sockets (2 in front & 2 in rear)
- DAB Radio
- Front & Rear Parking Sensors
- Acoustic windshield
- Start-stop system with regenerative braking
- CUPRA CONNECT GEN. 4
- **Pilot "L":**
  - Top View Camera
  - Navigation System
  - Adaptive cruise control with follow-to-stop
  - Rear Traffic Alert
  - Lane Change System
  - Exit Warning
  - Front Light Assist
  - Travel Assist 2.5 (Automatic Lane Change with indicator)
  - Traffic Sign recognition
  - Intelligent Park Assist
  - Remote Park Assist
  - Trained Park Assist



CUPRA BORN  
Standard Equipment

## STANDARD EQUIPMENT

### EXTERIOR

- 20" "THUNDERSTORM" Aero Black / Copper Wheels
- Rear "VZ" Logo in Sulphur Green
- Front & Rear CUPRA Logo in Black Chrome

### INTERIOR

- Enceladus Grey Cup Bucket Seats
- Electrically Adjustable Front Seats (w/memory)
- Interior Ambient Smartlight
- Dynamic Chassis Control
- CUPRA Steering Wheel with Satellites (Heated w/ Paddles)

BORN VZ (in addition to eBoost)

Model	RRP
Born VZ 79kWh 321hp	€62,170

### PERFORMANCE

- Power : 321hp
- Torque : 545 Nm Torque : 545 Nm
- 0-100km/h: 5.6s
- Range : up to 599 Km
- Top Speed : 200 km/h
- Charging : up to 170kW DC Fast Charging



CUPRA BORN  
Standard Equipment

# OPTIONAL EQUIPMENT

ALLOY WHEELS		BORN eBOOST	BORN VZ	RRP From
19" "TYPHOON" Alloy wheels Machined in Sport Black/Silver	<b>PYB</b>	●	-	-
19" "TYPHOON" Alloy wheels Machined in Sport Black/Copper	<b>PYA</b>	○	-	€304
20" "THUNDERSTORM" Aero Black / Copper	<b>PUX</b>	○	-	€1,209
		-	●	-
20" "FIRESTORM" Aero Black w/Performance Tyres	<b>PUZ</b>	○	-	€1,708
		-	○	€1,010
20" "TORNADO" Aero Black Forged	<b>PUT</b>	○	-	€1,716
		-	○	€1,110

INTERIOR		BORN eBOOST	BORN VZ	RRP From
Granite Grey Dinamica Seats (Bucket Seats + Electric, Massage & Heated Front Seats)	<b>UC</b>	●	-	No Cost
Aurora Blue Dinamica Seats (Bucket Seats + Electric, Massage & Heated Front Seats)	<b>LF + PLG</b>	○	-	€1,918
Enceladus Grey Cup Bucket Seats (Electric, Heated w/Memory)	<b>FS</b>	-	●	No Cost

PAINT FINISHES		BORN eBOOST	BORN VZ	RRP From
Soft Paint	-	●	●	No Cost
Metallic Paint	<b>M</b>	○	○	€734
Premium Metallic Paint (Aurora Blue)	<b>K</b>	○	○	€912

SPECIAL ITEMS		BORN eBOOST	BORN VZ	RRP From
Heat Pump	<b>PHP</b>	○	○	€995
Interior Ambient Smartlight	<b>PLH</b>	○	●	€303
Sennheiser 11 Speaker + 1 Subwoofer Sound System	<b>PNA</b>	○	○	TBC
Augmented Reality Head Up Display (AR-HUD)	<b>PZT</b>	○	○	€995

PACKS		BORN eBOOST	BORN VZ	RRP From
<b>Skyline Pack</b> - Panoramic Sunroof	<b>PTC</b>	○	○	€995
<b>Protect Pack</b> - Anti-theft Wheel Bolts - Pre Crash Assist	<b>WAS</b>	○	○	€402

● Standard ○ Optional – Not available

\*Adding optional extras to vehicles can have an impact on the battery range of the vehicle. Please discuss the addition of options and their impact with your CUPRA Master within our CUPRA Network. Information & pricing subject to change without notice.

		Reference
<b>Performance</b>	19" Typhoon	10E601025L
	20" Firestorm	10E601025H
<b>Interior</b>	Dark Aluminium Pedals (automatic)	5FA0642059DG
	Multi Hanger	00006127D
	Storage Pocket	000061680B
<b>Merchandising</b>	CUPRA Member Box	575087013G
<b>Safety</b>	Utility Kit CUPRA (1 triangle)	6H3093990
	Utility Kit CUPRA (2 triangles)	6H3093990A
	Security Kit CUPRA (1 triangle)	6H3093990B
	Security Kit CUPRA (2 triangles)	6H3093990C
	Reflective Jacket	000093900SA
	Reflective Vest	000093056J
	LED Flashlight	000069690K
	Fire Extinguisher	000093052E
	Kaza Speed Camera Warning Wristband	000054635E
	Cleaning kit for matte paint	000087700CH
<b>Protection</b>	CUPRA Car Cover	1EA061701
	CUPRA Premium Floor Mats	1EC863011ALOE
	CUPRA Premium Floor Mats Petrol Blue	1EC863011BLOE
	CUPRA TPE Floor Mats	1ECO61500041
	Semirigid boot tray	1EA061201
	Semirigid boot tray double floor	1EA061201A
	Front mudflaps	1EA075101A
	Rear mudflaps	1EA075111A
<b>Infotainment</b>	CUPRA Cable 3 in 1	000051444AR



### *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 semi rigid boot tray makes sure to keep dirt and moisture off and comes in two versions for normal or deeper trunks.





## CUPRA Care

Your new CUPRA Born includes a CUPRA Care pack which takes care of the maintenance of your Born allowing you to enjoy the drive. For further peace of mind your CUPRA Born has a 3 year 90,000km warranty and an 8 year, 160,000km on the battery.

*CUPRA Care provides peace of mind by helping you protect your residual value.*

### **The Born CUPRA Care Pack Includes:**

- Brake Fluid Change
- Pollen Filter Replacement
- 1 set of Front Brake Pads
- 1 set of Front & Rear Wiper Blades
- 4 Tyres



# TECHNICAL SPECIFICATIONS - K11C5G (eBoost)

<b>ENGINE</b>	Engine Type	Permanent Magnet Synchronous Electric Motor
	Maximum power (kW (PS)/rpm)	170 (231), 5,300-7,000
	Maximum torque (Nm/rpm)	310/0-5500
<b>PERFORMANCE</b>	Maximum speed [km/h]	
	Acceleration 0-100 km/h (s)	6.7
<b>TRANSMISSION</b>	Gearbox type	Single Speed (EQ310-1P)
	Transmission of drive	Rear Wheel Drive
<b>CONSUMPTION</b>	Electric Consumption	15.6 - 18.2
	Range (km)	428-365
	CO2 Emissions (g/km)	0
<b>ELECTRIC SYSTEM</b>	Battery Capacity [kWh]	59 kWh
	Battery Type	Lithium - ion
	Battery Voltage	270-459
	Charging Time (AC 11kW) 0-100% SoC	6hr 30min
	Charging Time (DC 165kW) 5-80% SoC	24 min
	Charging Time (DC 175kW) 5-80% SoC	-
	Charging Time (DC 185kW) 5-80% SoC	-
<b>WEIGHTS &amp; DIMENSIONS</b>	Length / Width / Height [mm]	4324/1809/1540
	Wheelbase [mm]	2766
	Front & rear track [mm]	1537/1513
	Boot capacity [l]	385
	Max allowable weight [kg]	2290
	Max towing weight (unbraked) [kg]	-
	Max towing weight (braked - 8%) [kg]	-
	Max towing weight (braked - 12%) [kg]	-

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.

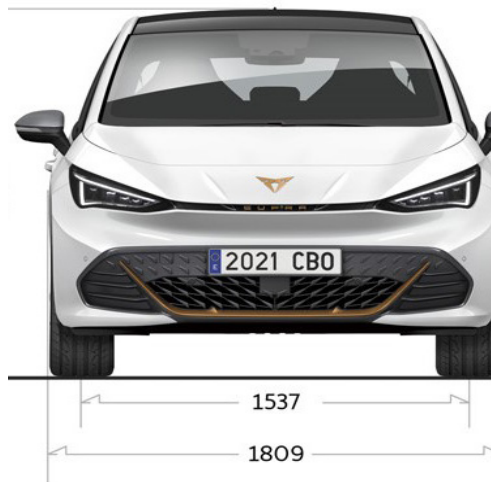
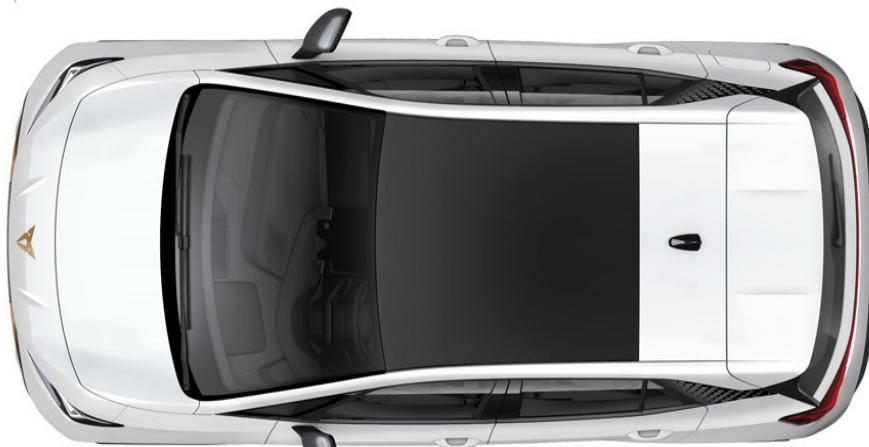
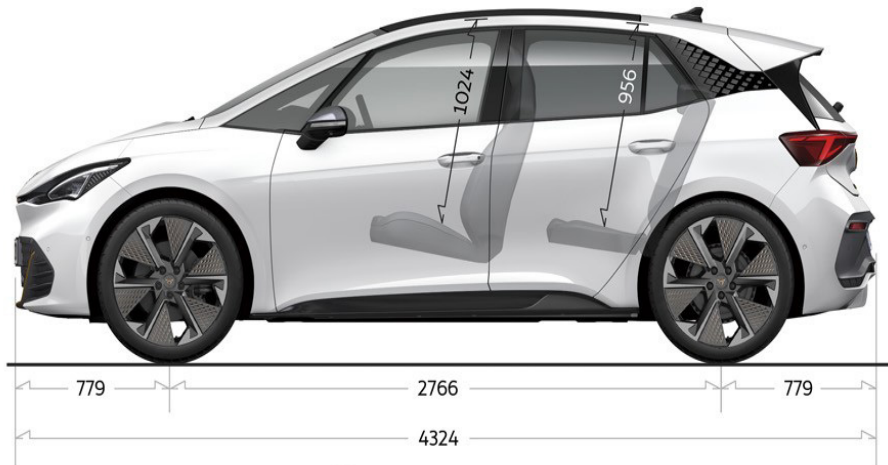
# TECHNICAL SPECIFICATIONS - K11D8H (VZ)

<b>ENGINE</b>	Engine Type	Permanent Magnet Synchronous Electric Motor
	Maximum power (kW (PS)/rpm)	240 (326), 5,300-7,000
	Maximum torque (Nm/rpm)	545/0-5000
<b>PERFORMANCE</b>	Maximum speed [km/h]	200
	Acceleration 0-100 km/h (s)	5.6
<b>TRANSMISSION</b>	Gearbox type	Single Speed (EQ310-1P)
	Transmission of drive	Rear Wheel Drive
<b>CONSUMPTION</b>	Electric Consumption (kW/100km)	14.7 - 17.3
	Range (km)	599-508
	CO2 Emissions (g/km)	0
<b>ELECTRIC SYSTEM</b>	Battery Capacity [kWh]	79kWh
	Battery Type	Lithium - ion
	Battery Voltage	240-408
	Charging Time (AC 11kW) 0-100% SoC	8hr 30min
	Charging Time (DC 50kW) 5-80% SoC	
	Charging Time (DC 100kW) 5-80% SoC	
	Charging Time (DC 120kW) 5-80% SoC	26 min
<b>WEIGHTS &amp; DIMENSIONS</b>	Length / Width / Height [mm]	4324/1809/1540
	Wheelbase [mm]	2766
	Front & rear track [mm]	1537/1513
	Boot capacity [l]	385
	Max allowable weight [kg]	2430
	Max towing weight (unbraked) [kg]	-
	Max towing weight (braked - 8%) [kg]	-
	Max towing weight (braked - 12%) [kg]	-

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.



TECHNICAL SPECIFICATIONS  
Dimensions





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 product guide 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 guide may vary slightly from the actual paint colours and material.

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