



Glimpse of the future

## CUPRA shows its vision of reinvented sportiness with all-electric CUPRA Tavascan Concept

- > CUPRA goes even bigger with a large SUV coupe: dynamic exterior, sophisticated interior and advanced powertrain technology as main ingredients
- > The concept marries the presence of an SUV with the sleekness of a sports coupe, showing once more the potential evolution of the CUPRA design
- > The CUPRA Concept is powered by two electric motors – one on the front axle and one on the rear axle – for a total output of 225kW (306PS)
- > Based on Volkswagen Group's MEB platform, the vehicle is equipped with a 77kWh battery pack for an all-electric range of up to 450km

Martorell, 02-09-2019. – As we shift away from the conventional and enter a world powered by electrification, CUPRA is redefining elements like performance. After unveiling the CUPRA Formentor Concept earlier this year, CUPRA is going one step further into its vision of electrified performance with the CUPRA Tavascan Concept.

The unique and special car brand is now linking its high-performance DNA with state-of-the-art powertrain technology and sophisticated, emotional, expressive design.

The result is the CUPRA Tavascan Electric Concept, a vehicle designed to meet the needs of a market that is forecasted to grow by 15% a year – the all-electric coupe SUV.



Bringing together the silhouette of a four-door crossover, with the presence of an SUV and the sleekness of a sporty coupe, the CUPRA Tavascan Concept is the first road CUPRA to use a 100% electric powertrain, its proportions accentuated and emboldened by its electric heart, thus offering zero tailpipe emissions.

The CUPRA Tavascan Concept takes its name from a village located in the Pyrenees which is very unique due to its stunning landscape and surrounding nature.

“Besides the CUPRA Formentor, which will be launched in 2020 alongside two other high-performance plug-in hybrid models, we have already proved our technological capabilities by developing the world’s first 100% electric touring car, the CUPRA e-Racer. With the presentation of the all-electric CUPRA Tavascan concept, we are translating this vision into the streets and proving that performance can be electrified”, said CUPRA CEO Wayne Griffiths.

#### Exterior angles

The vehicle’s exterior mixes performance and efficiency, bringing muscularity and dynamism to the segment, tempered against the ability to reduce its environmental impact. The vehicle’s front design emphasises its electric personality with an illuminated CUPRA logo that sits low, providing a totally different focal point. Each vent delivers efficiency increases, allowing air to flow smoothly over the body, or internally to cool the battery pack.

Airflow is a critical component of the CUPRA Concept. Its muscular wheel arches house 22” turbine alloy wheels, focused on shifting air cleanly, allowing the coupe SUV to glide, minimising resistance.

At the rear the diffuser provides functional aerodynamics, but also creates an emotional feeling of performance, heightened by the elegant, coast-to-coast rear light, that spans the width of the vehicle, and incorporates the CUPRA logo.



The CUPRA Tavascan Electric Concept marries sophisticated liquid metal paint that emphasises and accentuates its exterior design, with tone-on-tone carbon fibre and delicate copper details stress its expressive look.

### **Inner calm**

The Concept's sculptured exterior lines are mirrored in its interior. A space that mixes material and technological concepts with openness and focus to create a cabin that provides the perfect balance between driver orientation and passenger comfort.

The Concept's interior applies contrasting colours, structural carbon and dynamic approaches to technology and design to provide a high-end, lightweight cabin.

Diffused LED ambient lighting greets occupants as they open the doors to the cabin. Stepping inside and the Concept's interior encapsulates emotion with contrasting leather, carbon and Alcantara®.

The sculptural 3D leather relief bucket seats offer form and function, comfort and security, while the wing dashboard floats across the front of the interior, providing both focus, and a sense of space. Behind the steering wheel, the driver is at the forefront, with a 12.3" digital instrument cluster providing all the information they need, supplemented by a 13" infotainment display.

But the Concept's interior adapts. The larger screen can shift its focus, moving towards the passenger when needed, while integrated into each of the vehicle's bucket seats; speakers and smartphone connectivity mean that all occupants can take advantage of the vehicle's interior space.

### **Performance capacity**

The CUPRA Tavascan Concept provides a unique vision of the brand's high-performance future, harnessing the power of electrification to provide a level of sophistication and emotion not yet seen in the market.



The four-door crossover coupe, marries the presence of an SUV with the sleekness of sporty coupe, but critically its aesthetics are matched by ability. The CUPRA Tavascan Electric Concept delivers the performance, dynamics and driveability its customers demand.

The vehicle's arresting exterior design conceals an advanced all-electric powertrain that provides the thrill every driver desires, with the celebrated quietness and efficiency the technology offers.

Two motors – one integrated on the front axle, the second at the rear – provide a combined 225kW (306PS) of power to all four wheels, delivering performance. The CUPRA Tavascan Electric Concept can reach 100km/h in less than 6.5 seconds.

But straight line speed is only part of the story. The Concept houses a 77kWh lithium-ion battery pack that can store enough energy to keep the vehicle moving for up to 450km. A figure based on the stringent WLTP test cycle. The vehicle is based on the Volkswagen Group's MEB platform and because the battery pack is housed in the floor of the Concept, its centre of gravity is low, making it a truly dynamic drive.

The CUPRA Tavascan Electric Concept is a vehicle empowered by CUPRA, and designed for the future. It will make its world debut at this year's IAA Frankfurt International Motor Show.

CUPRA is a special brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. In its first year of life, CUPRA sales in 2018 went up by 40% compared to last year, reaching 14,400 units. Along with the launch of new models, CUPRA will also keep the motorsport and racing spirit alive by participating in the TCR series. The CUPRA world is alive and ready to conquer a new group of enthusiasts in close to 280 specialised corners and stores around the world.



CUPRA HQ Communications  
Arnaud Hacault  
Head of Product Communications  
T/ +34 659 13 48 04  
[arnaud.hacault@seat.es](mailto:arnaud.hacault@seat.es)

Jaume Rabassa  
Product Communications  
T / +34 619 61 64 70  
[jaume.rabassa@seat.es](mailto:jaume.rabassa@seat.es)

[www.seat-mediacentre.com](http://www.seat-mediacentre.com)

PRENSA PREMSA NEWS PRESSE STAMPA

**CUPRA**