



World Premiere of the CUPRA Formentor

## Covers come off the CUPRA Formentor

- > Formentor is the first model exclusively developed for CUPRA, becoming the most emotional model in the brand's range
- > CUPRA Formentor combines a striking design, high performance powertrains and great levels of practicality in a CUV body type
- > The sophistication and sportiness offered in the Formentor set new standards for a CUPRA model
- > The CUPRA Formentor will offer a range of powertrain options, including a top of the range 310PS unit and a 245PS high-performance plug-in hybrid
- > Deliveries will begin in the last quarter of 2020
- > Web videoconference tomorrow from 16:00 CET on [SEAT Media Center](#)

Martorell, 02-03-2020. – CUPRA is unveiling the Formentor, the first model developed from the ground up by the brand.

The high-performance crossover combines the specific DNA of the brand and is designed and engineered for the future, offering an iconic model that mixes sophistication, innovation and an intuitive and dynamic driving experience.

As the market evolves, the CUPRA Formentor brings together the benefits of a performance car with the qualities of an SUV, built on the heritage the CUPRA brand holds, at a time when the CUV segment is due to witness incredible growth.

“The CUPRA Formentor is a big step on our journey to make CUPRA a desirable brand for car lovers. With a fascinating design, high-performance powertrains



including a plug-in hybrid we have made the CUPRA Formentor a very special car for special people” said Wayne Griffiths, CUPRA Chairman of the Board and CEO.

### Exterior Design: the essence of CUPRA

The CUPRA Formentor, the first car exclusively designed for CUPRA, is named after the most beautiful and wild cape on the Spanish island of Mallorca, in the Balearics. The car encapsulates all the attributes of that location that lend themselves to the high-performance crossover’s exterior design.

“The CUPRA Formentor is an appealing car in terms of performance, technology and aesthetics and based on the beauty of its proportions, the strength of its line and the refinement of its details,” said Alejandro Mesonero-Romanos, Director of Design.

The rocks of the cape, which have been sculpted by the wind, served the design team as inspiration for the side blisters that show dynamism and a feeling of movement, always emphasising its varied attributes and emotion.

The two-tone body is reminiscent of a robust all-terrain vehicle, but the CUPRA Formentor’s design uses the aesthetic technique to lighten the vehicle’s silhouette. But unlike the toughened, rough finish on a traditional SUV, the vehicle merges the all-terrain attributes, with the compactness and sporty essence of a hatchback, but in a coupe form-factor.

In this sense, the dimensions of the car perfectly exemplify this blend of concepts that blissfully marry the needs of today’s customers. The CUPRA Formentor is 4,450mm long and 1,839mm wide. Its height of 1,511mm also provides noteworthy headroom for all the passengers which, combined with a wheelbase of 2,680mm, offers significant room for the rear passengers, boot capacity of 450l as well as great stability.



On the other hand, the sportiness is represented with a visual emphasis placed towards the rear of the vehicle while at the same time accentuating the length of the bonnet, underscoring its dynamic proportions. This seamless design greatly amplifies the vehicle's exterior quality, which is strengthened with the integration of the rear coast-to-coast light that magnifies the distinctive look of the rear of the vehicle and the standard 19" alloy wheels- also available in Copper - that hold the 18" performance Brembo brakes.

The overall design is heightened by the wide palette of colours available: in addition to the four soft and metallic paints (Urban Silver, Midnight Black, Magnetic Tech or Candy White) the CUPRA Formentor will also be available with three special paints (Graphene Grey, Dark Camouflage and Desire Red) as well as with two matt paint options (Petrol Blue Matt and Magnetic Tech Matt). The exclusive matt paint options bring an additional visual elegance and personality to the vehicle.

#### **Interior Design: contemporary vision of sportiness**

The CUPRA Formentor's unique exterior design is perfectly matched by its high-quality interior that provides a sense of modernity and sportiness archetypal of CUPRA and its values.

The occupants of the CUPRA Formentor will firstly be surprised by the welcome light projected in the floor and, once they jump into the interior, they will find high-end materials, copper details and highlights brushed in dark aluminium crafted and designed to cocoon them.

The bucket seats, available in both Petrol Blue and Black genuine leather give a sense of lightness while also highlighting the performance credentials of the CUPRA Formentor as the driver sits lower, in a more ergonomic and sporty position.



The dashboard seemingly floats, an impression that is accentuated by the horizontal full-LED wraparound ambient lighting across the front of the cabin and the doors which, not only maximises the vehicle's expressiveness, but also provides several safety functions such as blind spot detection or exit assist.

In addition to that, a 12" panoramic floating screen with online navigation functions crowns the dashboard, providing a near endless source of functionality and connectivity to the occupants and reducing the button count. Because technology is also at the forefront inside the vehicle thanks to the integration of the digital cockpit that sets all the necessary driving information right in front of the driver, who will also be delighted by the new steering wheel that integrates the engine start button and the CUPRA mode selector.

#### **Powertrains: Performance for the future**

The CUPRA Formentor will be launched with two high performance powertrains ready to provide the most unique driving experience.

At the top of the range will be a 2.0 l TSI Turbocharged petrol unit with a total output of 310PS (228kW) and 400Nm of torque that offers the ultimate expression of the CUPRA brand's DNA, with an emotive sound that adds to the allure of the vehicle. This engine will be linked to the 4Drive technology that constantly tracks the vehicle and driver inputs to deliver power to the correct wheel at the precise time it needs it.

The CUPRA Formentor, however, looks to the future revving up the shift to electrification by integrating high-performance plug-in hybrid technology. The 1.4-litre TSI 150PS (110kW) petrol engine, combined with the 115 PS (85kW) electric motor with 13kWh lithium-ion battery pack allows the CUPRA Formentor to reach the performance that customers expect, but more in tune with a world focused on minimising our impact on the environment. In fact, this powertrain supplies a total output of 245PS (180kW) of peak power and 400Nm of torque and with an electric only range of around 50km.



Both powertrain combinations benefit from a DSG dual-clutch transmission, that helps make gear changes sharper and smoother. The shift-by-wire technology is designed so that the gear selector is not connected to the gearbox mechanically, instead using electronic signals to make shifts. The technology adds a greater level of efficiency, but also adds a new dimension to the art, pleasure and enjoyment of driving. And when drivers want an even more interactive experience steering wheel mounted shift paddles bring the connection between vehicle and driver even closer.

And with an advanced intelligent DCC chassis setup and progressive steering, no matter which powertrain customers chose, the vehicle performs majestically no matter what the driving conditions or driving style: with the DCC slider control, the driver can select precisely the setup he wants, especially in Individual mode. All these features are core elements of dynamism, emotionality and performance that will all be evident.

#### **Safety and connectivity: determination for protection**

The CUPRA brand is renowned for offering the pinnacle in performance, but that is matched by its determination to offer the highest levels of connectivity and safety.

The CUPRA Formentor will integrate the most advanced infotainment and connectivity solutions to keep customers in touch, able to bring their digital lives with them into the vehicle and offer a more integrated existence between daily life and life behind the wheel.

The 12" infotainment system reduces the number of hard buttons and integrates voice and gesture control. The system combines the Full Link system compatible with both Apple CarPlay (wireless) and Android Auto. Passengers can also plug their phone into the vehicle by the USB connection or using Bluetooth to access their eco-system of apps.



Thanks to an embedded SIM card the car will have available the Connect app that brings online services directly into the vehicle, allowing customers to access downloadable apps, online radio and an expanding ecosystem of functionality with remote data and control of their vehicle.

And when users are away from their vehicle, they can access vehicle information including driving data, parking information, vehicle status and set up speed alerts using the smartphone app. And for the high-performance plug-in hybrid version drivers can manage the charging process and control the air conditioning remotely.

At the same time, a range of driver assistance and safety systems means that the CUPRA Formentor will provide one of the most relaxing and safest drives in the segment, taking the stress out of driving on our increasingly hectic roads, reaching semi-autonomous driving level 2. Among the highlights are the inclusion of Predictive Adaptive Cruise Control, Emergency Assist, Travel Assist, Side and Exit Assist.

Deliveries of the CUPRA Formentor will begin in the last quarter of 2020.

As a consequence of the cancellation of the Geneva Motorshow, a web videoconference will be broadcast in English tomorrow, from 16:00 on [SEAT Media Center](#).

CUPRA is a special brand based on striking design and electrified performance, taking SEAT to the next level with a new interpretation of sportiness. In its second year of operations, CUPRA sales shot up by 71.8% in 2019, reaching close to 24,700 units thanks to the success of the CUPRA Ateca. Along with the inauguration of its new headquarters, in 2020 CUPRA will carry out a product offensive with the launch of the CUPRA Leon and the CUPRA Formentor. Besides entering into a global alliance with FC Barcelona and becoming its exclusive Official Automotive and Mobility Partner, CUPRA has lined up an elite team of champions, such as the German goalkeeper Marc ter Stegen or the Swedish driver Mattias Ekström, who



will participate at the PURE ETCR with the CUPRA e-Racer. The CUPRA World is alive and ready to win the hearts of car enthusiasts in close to 250 CUPRA Specialists around the world.

Arnaud Hacault  
Head of Product Communications  
T/ +34 659 134 804  
[arnaud.hacault@seat.es](mailto:arnaud.hacault@seat.es)

Jan Conesa  
Product Communications  
T / +34 650 659 096  
[jan.conesa@seat.es](mailto:jan.conesa@seat.es)

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

PRENSA PREMSA NEWS PRESSE STAMPA