



Dynamic Press Presentation

## The new CUPRA Leon arrives on the market with electrifying performance

- > New CUPRA Leon integrates high-performance plug-in hybrid powertrain, perfectly balancing dynamics and efficiency
- > Extensive range of powerful engines, from 245PS to 310PS, all exclusively available with DSG and shift-by-wire technology
- > The CUPRA Leon broadens the brand's appeal with progressive dynamic design in hatchback and Sportstourer guise
- > The CUPRA Leon offers sophisticated levels of customisation; allowing customers to mix colours, wheels and interior ambience to match their lifestyle
- > The CUPRA Leon brings both in- and out-car connectivity, keeping customers in the loop no matter where they are
- > Safety integrates the most advanced driver's assistant systems, making it one of the safest vehicles the brand has ever made

**Martorell, 06-10-2020.** – The king of Leon's is here. Developed to become a reference point in the segment, the new CUPRA Leon brings a raft of new attributes, technologies and character to the compact high-performance sector.

The first Leon to carry the CUPRA badge is the most astonishing to come off the production line and is destined to set standards in many ways whether in five door hatchback or Sportstourer guise.



Its progressive design, range of advanced high-performance powertrains, the highest levels of connectivity and a plethora of safety systems mark it out as a vehicle that encapsulates not only the CUPRA values but answers the challenges of the modern era of high-performance vehicles.

Joining the CUPRA Ateca 2020 and the CUPRA Formentor, the new CUPRA Leon builds on the foundations set by the previous generation vehicle and will help to double the brand's sales volumes. The brand thus begins its product offensive after selling 55,00 units since its creation in 2018, exceeding all initial expectations.

**“The brand’s best-selling model whose latest generation had posted more than 50,000 units sold in four years, draws together the core elements that every vehicle of the brand must have: design, performance and dynamism,”** said SEAT’s President and CUPRA CEO Wayne Griffiths. **“The king of Leons is a vehicle that will help us to continue to win over even the most demanding car enthusiast, grow the brand, and take its vehicles to an even broader audience.”**

While CUPRA aims to deliver the ultimate dynamic performance and maintain the brand’s spirit, the new CUPRA Leon brings additional levels of desirability to help it meet the requirements of ever more demanding market. That prestige is made possible not only by the incredible toolkit of technologies available to CUPRA, but by the enthusiasm, dedication and commitment from the development team behind the new CUPRA Leon.

The CUPRA Leon was designed, developed and is produced in Martorell. It will enter the market in November, exclusively in its high-performance plug-in hybrid version (245PS). The other versions will follow in 2021.



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## Introduction

The new CUPRA Leon is a vehicle developed to revamp the high-performance compact segment, building on the generations of vehicles that came before it.

Using the MQB Evo platform and a suite of technologies as the starting point, the design and development team was able to create a vehicle that specifically delivers all of the attributes a CUPRA must have.

And with two body styles available – 5-door and Sportstourer – the CUPRA Leon expands its appeal, allowing customers to choose the vehicle that best fits their lifestyle, without needing to compromise on performance, comfort or practicality.

High levels of standard equipment including full LED, bucket seats, Dynamic Chassis Control (DCC), digital cockpit, 10” infotainment and Climatronic three-zone to name just a few, make it a vehicle that offers great value in a highly competitive segment.

This latest iteration strengthens yet further the CUPRA brand, offering a unique driving experience thanks to its highly advanced range of powertrains, its dynamic chassis technologies, and its elegant mix of sportiness and sophistication in its exterior and interior design. Add to this a highly connected, digitalised user experience and the integration of some of the most advanced driver assistance systems available, the new CUPRA Leon becomes one of the most appealing vehicles the brand has ever offered.

The range of powertrains includes 245PS, 300PS (and exclusively available for the Sportstourer, 310PS 4Drive) 2.0 litre TSI petrol engines that provide enough breadth of performance to suit anyone’s taste. And in a world that is constantly aiming to reduce its impact on the environment, the all-new CUPRA Leon also brings electrification to the high-performance segment in the form of a 245PS plug-in hybrid system, which will be available from the launch, meaning the ultimate expression of performance isn’t burdened by remorse.



Power and torque are only part of the new CUPRA Leon's attributes though, it's also one of the safest vehicles the brand has ever developed, integrating some of the most advanced driver assistance systems to keep occupants away from accidents whether on the highway, in the city or simply moving away from a parking space.

And in an increasingly digitalised world, the CUPRA Leon not only offers on-road performance but also provides a high level of connectivity. So, whether it's bringing your smart device into the vehicle cabin, or accessing vehicle specific online services, the CUPRA Leon is the intersection between the road and connectivity.

The new CUPRA Leon is the ultimate expression of the brand's values and destined to strengthen CUPRA's position in the market while at the same time opening it up to new customers and expanding the allure.



### **Powertrain: Future-proofed**

The essence of any high-performance vehicle is its powertrain, it's the part of the vehicle that defines it. But times are changing, and the pressure isn't simply to produce a vehicle that can hit 100km/h in the fastest time but to do so in innovative ways, that maintain the joy of driving but also minimise the vehicle's impact on the wider environment.

The new CUPRA Leon offers a wide range of engines, from petrol engine to the high-performance plug-in hybrid system, so customers can choose the vehicle that best suits their needs.

#### eHybrid

CUPRA integrates the traditional and advanced with the introduction of a high-performance plug-in hybrid powertrain for the first time. Available from the launch of the car, in both the hatchback and Sportstourer variants, the technology means customers keep the performance expected from a vehicle carrying the CUPRA badge, with an efficiency level not found in the segment before.

At the heart of the plug-in hybrid is a 150PS (110kW) 1.4-litre TSI petrol engine and a 115 PS (85kW) electric motor and 13kWh lithium-ion battery pack, that together provides 245PS (180kW) of peak power and 400Nm of torque. The plug-in hybrid system can take the CUPRA Leon to 100km/h in just 6.7 seconds (Sportstourer: 7seconds), with a top speed of 225km/h.

But when pace isn't a necessity the driver can use the vehicle's all-electric range of 52km according to the WLTP homologation (68km in NEDC) for the hatchback version, and 52km in WLTP (67km in NEDC) for the Sportstourer version, to travel through urban streets or through city centres with zero emission. When the battery needs recharging, it can be done in as little as 3.5 hours using a Wallbox (or six hours from 230V domestic plug).



Thanks to the efficiency of the plug-in hybrid powertrain technology, CO<sub>2</sub> emissions will be below 35g/100km (5-door: 28.9-32.4g/km in WLTP and 35g/km in NEDC / Sportstourer: 29.7-33.5g/km in WLTP and 35g/km in NEDC).

The CUPRA Leon e-Hybrid always starts in all-electric mode (when the battery is sufficiently charged). The drive switches to Hybrid mode if the energy capability of the battery drops below a certain level or if the speed rises above 130 km/h. In Hybrid mode, the driver has the possibility of maintaining the status of charge, increasing it or reducing it to a well-defined level. This makes it possible to drive into an urban destination area under electric power and with zero emissions.

**“Bringing an advanced combustion engine and electric motor together to offer an incredible performance boost and effortless acceleration makes hybridisation a perfect technology for the CUPRA brand,”** said Dr. Werner Tietz, SEAT’s Executive Vice-President for R&D. **“And the addition of a high-performance plug-in hybrid powertrain reinforces CUPRA’s commitment to bringing electrification to the high-performance segment.”**

#### TSI Petrol

The new CUPRA Leon will also be available in a selection of three turbocharged, direct-injection petrol units.

The line-up includes a four-cylinder 2.0-litre 245PS (180kW)/370Nm 2-litre unit.

Next in the line-up is a four-cylinder, turbocharged, direct-injection 2.0-litre engine that produces a maximum power output of 300PS (221kW) and 400Nm of torque.

These two variants are front-wheel drive, available in both hatchback and Sportstourer body styles, and integrated an electronic limited slip differential to help offer greater control and athleticism in the vehicle’s power delivery. The system takes readings from numerous sources: steering angle, wheel speed and yaw, to provide reassurance in dynamic driving scenarios.



But there is one more option for customers. The most powerful engine in the line-up is the 310PS (228kW)/400Nm 2-litre TSI direct-injection, turbocharged petrol engine found exclusively in Sportstourer guise (with 4Drive).

All powertrain combinations benefit from a DSG dual-clutch transmission. 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. And when drivers want an even more interactive experience, steering wheel mounted large shift paddles bring the connection between vehicle and driver even closer.





### **Chassis: Unparalleled handling**

As with any CUPRA, it is the relationship between the powertrain and chassis that gives it the distinctive dynamic performance expected by customers. The new CUPRA Leon continues the brand's ethos of tuning the chassis and steering to offer the most precise, involved and distinctive ride possible, no matter what powers it.

The building blocks of the CUPRA Leon is the MQB Evo architecture, a system that allows engineers to easily integrate a variety of technologies to offer the most dynamic, involving, uncompromised ride possible.

The CUPRA Leon brings a progressive steering system, giving the vehicle maximum agility even on the most challenging of tarmac, and connecting the driver with optimised feedback through the steering wheel. The CUPRA Leon can react to changes in driving style and the road thanks to its Adaptive Chassis Control (DCC) system making changes to the setup in milliseconds to exploit the conditions and make for a genuinely engaging drive.

The CUPRA Leon's dynamics can be changed to suit the tastes of whoever is in control through the different driver profiles: Comfort, Sport, CUPRA and Individual. These profiles change the vehicle's character, from daily drive to performance-focused hot hatch, giving the new CUPRA Leon a breadth of abilities seen in few other vehicles in the segment. And shifting between profiles is now even simpler with the DCC slider control, meaning you can select precisely the setup you want (up to 15 steps), in Individual mode.

And while the DCC system gives the driver direct control over vehicle feel, the technology is greatly assisted by the CUPRA Leon's base chassis technologies; the front MacPherson struts and rear multilink setup, with springs and dampers tuned specifically to balance the competing needs of comfort for daily driving and the response in more energetic scenarios.



It isn't only the reassurance from the chassis that brings to the all-new CUPRA Leon such an involving drive, the inclusion Brembo brakes means that dynamics are as intuitive when entering a corner as when exiting. 18" Brembo brakes are bigger than the standard ones (370x32mm) and are perforated with four pistons, offering higher braking capacity (not available for the plug-in hybrid).

Improvements to the all-new CUPRA Leon's dimensions have added to its dynamic abilities.

In its 5-door version, the CUPRA Leon e-Hybrid is 4,398mm long (+116mm), 1,799 wide (-17mm) and 1,467mm high (+8mm).

In its Sportstourer version, the new CUPRA Leon e-Hybrid is 4,657mm long (+108mm), 1,799mm wide (-17mm) and 1,463mm high (+18mm).

The wheelbase of both 5-door and Sportstourer versions wheelbase stands at 2,681mm, which is 45mm more than the previous generation, offering more room for the rear passengers.

In the most powerful Sportstourer variant, the performance is controlled by the 4Drive all-wheel drive system. The latest generation of the electro-hydraulic multi-disc traction system delivers power to the wheels in a controlled manner helping to maximise traction and performance.

The 4Drive traction system analyses road conditions in real time, including the speed of the car, the speed of each wheel, the steering wheel position, and the driving style or mode to quickly and progressively deliver power instantly to the necessary wheels. Torque can even be controlled between wheels on either side of the vehicle thanks to the EDS electronic aid which locks the slipping wheel relative to the opposite side, meaning no transversal torque is lost.

The system is integrated into the rear axle and sits at the end of the drive shaft in front of the rear differential, improving weight distribution and reducing inertia



and reaction time, meaning the new CUPRA Leon can react to scenarios with even more assurance.

The CUPRA Leon is equipped with an electrical brake booster which provides a faster response than a conventional system, the possibility to recover the braking energy through the blending function (specific for the plug-in hybrid version of CUPRA Leon) and a better active security due to the duplicity systems (ESC and electrical brake booster). The electrical Brake Booster has been specifically adapted for the high powered CUPRA models.

Last but not least, front-wheel drive petrol versions are equipped with a front differential lock (VAQ), offering even more traction (CUPRA Leon 5-door and Sportstourer equipped with 2.0 TSI 245PS & CUPRA Leon 2.0 TSI 300PS).

#### **Exterior Design: Evolving performance**

The new CUPRA Leon brings a strong design evolution, and blends signs of a high-performance car developed for the enthusiast.

The CUPRA logo sits boldly on the front grille, with a large front wing and larger air intakes highlighting its more assertive look. As you sweep around the car, its side skirts add dynamism, and dark chrome highlights including the front grille frame, front wing and exterior mirrors contrast with the body colour, help to create an appearance that expresses the eagerness and boldness of the new CUPRA Leon.

The look is emboldened further by the vehicle's colour palette; two exclusive matt paint options, Magnetic Tech Matt and Petrol Blue Matt, bring an additional visual elegance and personality to the vehicle. The colour palette is complemented by the regular soft and metallic paint (Candy White, Magnetic Tech, Midnight Black and Urban Silver), and two special paint (Desire Red and Graphene Grey).



The addition of the exterior design is heightened by the exclusive CUPRA-specific 19" alloy wheels – available in copper or in diamonds colour - (18" alloy wheels come as standard in the 245PS variant, while the other vehicles in the line-up have 19" alloys) that house the copper coloured 370mm Brembo brakes. And with six different alloy wheel designs, customers can further personalise their vehicle's final look.

The standard full LED technology used in the headlights improves vision, making even the darkest road visible to the driver. The vehicle's side mirrors also include integrated LED indicators.

At the rear, the dynamic blinker as well as the coast-to-coast lights deliver a visual focus, while the exhausts (copper-coloured simulated exhaust pipes for the plug-in hybrid version, two exhaust pipes on lower-powered versions, or four on higher-powered variants), diffuser and a big spoiler add a sporting allure to the vehicle's aesthetic.



### **Interior Design: Refinement reimagined**

Before you even step into the cabin, the welcome light projects the CUPRA logo down on the floor to set the scene and highlight that the new CUPRA Leon is a special vehicle.

As the driver nestles into their standard bucket seat, takes hold of the CUPRA leather steering wheel, which houses the engine start and CUPRA mode select button, and sees the Digital Cockpit, they will instantly understand they are taking control of a different type of vehicle. And the inclusion of a “ESP off” button in the middle console reinforces even more this spirit.

The CUPRA steering wheel, a nod to the Racing bloodline, will make drivers feel more connected to the vehicle, with its tactile, solid feel. Larger shift paddles make changing gear simpler and more natural, and the multifunction buttons add to the hi-tech feel.

The CUPRA button gives access to the different drive modes: a short press scrolls through Comfort, Sport, CUPRA and individual, while long press takes you directly to CUPRA mode.

The driver focus is further heightened by the inclusion of the large 10” infotainment system, which shifts controls to the touchscreen, reducing the button count, giving a sleeker, more modern look. The decluttered feel to the interior is amplified by the vehicle’s shift-by-wire technology, which reduces the gear shifter size and improves the console ergonomics.

Throughout the interior copper details and the dark chrome details bring a subtle sense of drama, with highlights including the leather dashboard with copper stitching and door mouldings brushed in dark aluminium, with a sophisticated tone effect, illuminated CUPRA doorstep in the front doors and colour coded door panels and seats.



The interior ambience is further defined by the seating option customers chose. Four different bucket seat choices are available: the standard one, offers a textile finish with PVC lateral coverings. A black leather finish with an electric memory system for the driver's seat is also available, while this option is also offered in Petrol Blue, and takes the colour to the dashboard to extend the feel inside the cabin.

The interior of the new CUPRA Leon is very generous, giving a lot of space to driver, front and rear passengers thanks to the vehicle's dimensions. In the Sportstourer, luggage space reaches 620litres (470l in the plug-in hybrid version) while the 5-door version offers 380litres (270l in the plug-in hybrid version). The result is a cabin that is driver focused for whenever you want to enjoy the performance the Leon offers, but comfortable and practical enough to take on life's adventures without compromise.

Finally, the CUPRA Leon enhances the cabin experience with a full-LED wraparound ambient lighting system bringing increased personality to the interior. It's not only an ambient decorative light, but it also provides several key functions such as exit assist (flashing in orange) or when the door is opened (red).

The CUPRA Leon can also be configured with BeatsAudio sound system, including 10 premium loudspeakers with a 340W power amplifier, and a 10l bass box located in the boot.

### **Connectivity: Digitally savvy**

While the new CUPRA Leon takes performance and visual appeal to the next level, digitalisation and safety futureproof the vehicle. Engineers and designers have integrated systems that will make the high-performance CUPRA Leon standout in the crowd and bring a new experience to customers.

The pixel-dense 10.25" Digital Cockpit not only has a more modern and versatile design, but provides greater functionality, allowing drivers to view everything from classic information found on analogue dials, such as speedometer and tachometer, to



full-colour maps and navigation.

The display 1,280 x 480 pixel TFT can be customised to the driver's need; in addition to the regular modes, the CUPRA Leon gets an additional Sport View mode, specifically developed by CUPRA, putting information including RPM, torque, power, turbo pressure and G-acceleration front and centre, giving greater clarity and creating a more emotional display.

The Digital Cluster is augmented with a standard 10" infotainment system that incorporates a capacitive display, offers 3D online navigation, reduces the number of hard buttons, and integrates voice and gesture control. The system combines the Wireless Full Link system making it compatible with both Apple CarPlay and Android Auto – meaning customers can take the digital lives with them into the car no matter where they go. So, whether you want to bring your contact list, music or mapping systems into the car, they're all available, and can be accessed in a controlled, intuitive, safe manner.

The infotainment system is a new generation technology, built on the MIB3 platform and make viewing and interaction incredibly easy and simple.

The 10" 1,560 x 700 pixel screen makes all information customers need clear no matter what you're accessing and the Capacitive touch technology improves system interaction, making the system responsive, precise and intuitive.

Touch sliders add to the ease of use, allowing control of the Climatronic as well as volume control among others.

Voice recognition is arguably one of the most natural ways to interact with devices, meaning less chance of distraction from the act of driving because there is no need to look away from the road ahead. It's especially attractive as we become increasingly used to home assistants from the consumer electronics world.



Voice recognition in the CUPRA Leon allows users to interact with the infotainment system using natural language and commands, making corrections and referencing previous commands. The system can be used to find navigation information or search for music in a safer and easier way. Simply say the wake-up words “Hola, Hola” and the system is ready to interact with.

But it is the connection with the outside world that is growing in importance. CUPRA Connect brings online services directly into the vehicle thanks to an embedded SIM. The service allows customers to access downloadable apps, online radio and an expanding ecosystem of functionality.

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 CUPRA Connect app. And for the high-performance plug-in hybrid version, there are additional features too. Drivers can manage the charging process and control the Climatronic remotely.

The embedded SIM also brings improved safety into the vehicle as users benefit from the eCall service. Should an accident occur the vehicle can directly contact the emergency services either manually or automatically. And should the worst happen the vehicle can relay important data including car position, engine type, and number of passengers making it easier for them to assist.

And, to make sure connections are never lost, the new CUPRA Leon includes Qi standard protocol inductive charging for mobile devices (Connectivity Box), as well as four USB-C ports (two in the front, two in the rear) and Bluetooth connectivity so you’re never out of touch.





### **Safety: In control**

While CUPRA is synonymous with performance, it is also embracing other aspects of the industry, making arguably one of the safest vehicles it ever has produced. The new CUPRA Leon incorporates a suite of safety and convenience technologies that will make it even easier and safer to live with in daily life.

Using data supplied both from an array of onboard sensors systems and information fed to the vehicle from outside sources, highlights include Predictive Adaptive Cruise Control (ACC), Travel Assist, Side and Exit Assist and Emergency Assist

The conventional Adaptive Cruise Control (ACC) helps the vehicle maintain a constant speed and distance from the vehicle in front. But the CUPRA Leon goes a step further. The newly integrated ACC Predictive system can position the vehicle based on route and GPS data delivered from the navigation system, allowing it to correct its speed depending on the road layout ahead – bends, roundabouts, junctions, speed limits and built-up areas. And using input from the front mounted camera and traffic sign recognition, it can adjust vehicle speed when limits change.

The Travel Assist feature uses information from the ACC and Lane Assist to actively keep the vehicle in the centre of the lane and adjust speed to the flow of the traffic – providing assisted driving at speeds of up to 210km/h.

Side and Exit Assist technology detects what your eyes can't with blind spot detection and adds an Exit Warning when you've parked and want to leave the vehicle, giving an acoustic caution if someone or something is approaching.

One of the biggest additions is the introduction of Emergency Assist, making sure the driver remains focused on driving and doesn't become distracted with visual and acoustic warnings. If there is no reaction from the driver, the system can initiate braking jolts, if there is no change the vehicle can come to a complete



stop and activate the warning lights. Once parked, the CUPRA Leon can directly contact the emergency services using the eCall system.

The mix of technologies creates an incredible level of safety, but they have been integrated in a manner that brings convenience without the feeling of control being taken away from the driver. An exceptionally important consideration in a CUPRA, a brand that always seeks to position the driver's needs as the central priority.

The result is a vehicle that can meet the dynamic needs of the CUPRA brand, while providing the safety standards demand that the market increasingly sees as a requirement.

The CUPRA Leon also excels in comfort and convenience, including park assist, keyless, virtual pedal (only for Sportstourer), Climatronic three zones, parking heater, heated seats and steering wheel, driver's electric seat with memory, and a 230V charger in the boot.



## Technical data

### CUPRA Leon 245PS e-Hybrid (5-Door)

Engine	1.4 e-Hybrid TSI 180kW / 245PS DSG
Cylinder/Valves	4-cyl - 16v
Displacement	1,395cc
Bore and stroke	74.5 x 80.0
Compression ratio	10
Electric motor	85kW (115PS)
Battery	13kWh
Max. Torque	400Nm
0 to 100 km/h	6.7 secs
Maximum speed	225km/h
Electric only range (km)	52 (WLTP) / 68 (NEDC)
Consumption (l/100km)	1.3-1.4 (WLTP) / 1.6 (NEDC)
CO2 emissions (g/km)	28.9 – 32.4 (WLTP) / 35 (NEDC)



### CUPRA Leon 245PS e-Hybrid (Sportstourer)

Engine	1.4 e-Hybrid TSI 180kW / 245PS DSG
Cylinder/Valves	4-cyl - 16v
Displacement	1,395cc
Bore and stroke	74.5 x 80.0
Compression ratio	10
Electric motor	85kW (115PS)
Battery	13kWh
Max. Torque	400Nm
0 to 100 km/h	7.0 secs
Maximum speed	225km/h
Electric only range (km)	52 (WLTP) / 67 (NEDC)
Consumption (l/100km)	1.3-1.5 (WLTP) / 1.6 (NEDC)
CO2 emissions (g/km)	29.7 – 33.5 (WLTP) / 35 (NEDC)

CUPRA is a brand from the SEAT Group, based on the contemporary design and sporty performance of its electrified models. Since its launch as an independent brand in 2018, sales have shot up and CUPRA closed 2019 with a growth of 72% over the previous year with nearly 25,000 units sold. In 2020, the CUPRA Leon and the CUPRA Formentor, the first model designed specifically for the brand, will hit the market. CUPRA has nearly 250 specialized points of sale throughout the world.

Coinciding with its second anniversary, CUPRA has inaugurated its new headquarters in Martorell (Barcelona), the CUPRA Garage, a 2,400 square meter building located next to SEAT's corporate headquarters. CUPRA also has a racing car workshop, the CUPRA Racing Factory, where it developed the first 100% electric touring racing car, the CUPRA e-Racer.



In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen or the Swedish pilot Mattias Ekström, among others.

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