

MARCH 2022



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
K11B4AA	Born 150hp*	45	0	TBC	349**	7.00%	€120	€39,670	€32,170	€33,970
K11B3CA	Born 204hp	58	0	15.5 - 16.7	424	7.00%	€120	€44,140	€36,360	€38,160
K11C5CA	Born e-Boost 231hp	58	0	TBC	420**	7.00%	€120	€47,900	€39,880	€41,680
K11C5CD	Born e-Boost 231hp	77	0	TBC	548**	7.00%	€120	€51,105	€44,100	€45,900

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: 20.12.2021. Subject to change.  
 \*Please note the Born 45kWh 150hp variant is currently delayed and is expected to be available later in 2022.  
 \*\*Ranges for 110kW & 170kW variants are pending final homologation.

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 €1,800 as recommended by CUPRA Ireland. The delivery charge also includes the CUPRA Care Pack (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	€5,000 available off the RRP for private use until the end of 2022
Home Charger Installation Grant	€600 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
Toll Fees	There is an Electric Vehicle tolling incentive in place until the end of 2022 - this will provide savings of up to €500 per annum
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 - 0F0F (PREMIUM METALLIC)



↓ GEYSER SILVER - 1T1T (METALLIC)



↓ RAYLEIGH RED - P8P8 (METALLIC)



↓ GLACIAL WHITE - 2Y2Y (METALLIC)



↓ QUASAR GREY - 5V5V (METALLIC)



↓ VAPOR GREY - C2C2 (SOFT)







18IN "CYCLONE" ALLOY WHEELS ■ ↑



19IN "TYPHOON" MACHINED SPORT BLACK / SILVER (PYB) ■ E-BOOST ↑



19IN "TYPHOON" MACHINED SPORT BLACK / COPPER (PYA) ■ ↑



20IN "BLIZZARD" MACHINED AERO GLOSSY BLACK / COPPER (W8Z) ■ ↑



20IN "HURRICANE" MACHINED AERO SPORT BLACK (W8Y) ■ ↑



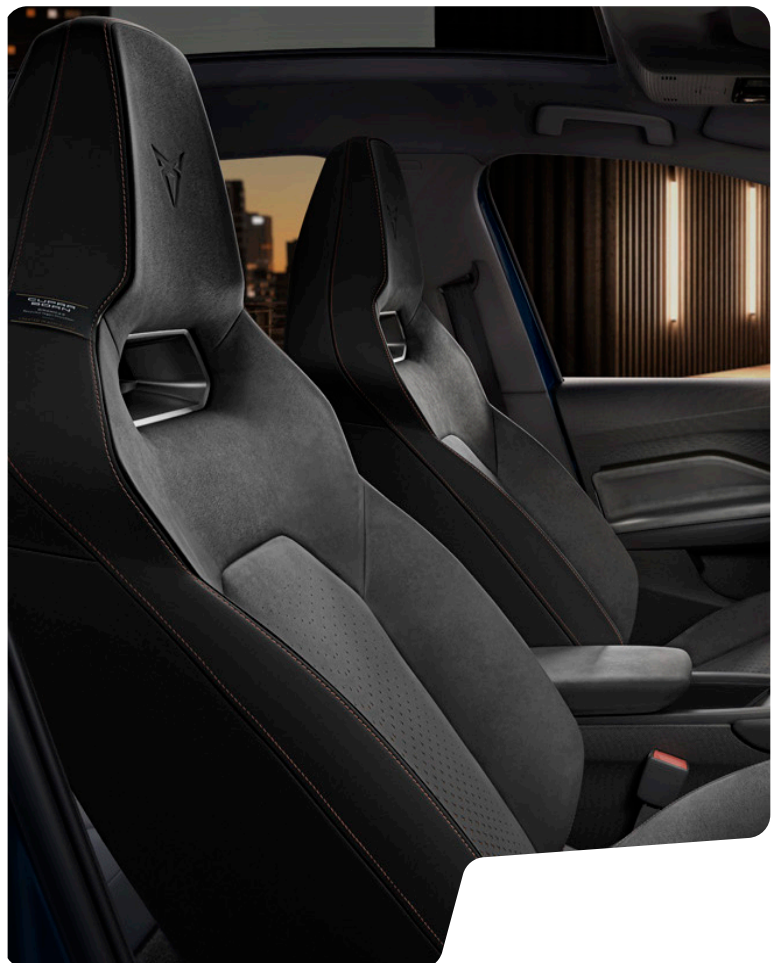
20IN "FIRESTORM" MACHINED AERO GLOSSY BLACK W / PERFORMANCE TYRES (PUZ) ■ ↑

Standard ■  
Optional ■



↑ CUPRA BUCKET SEATS WITH  
SEAQUAL YARN ■

↓ DINAMICA - GRANITE GREY  
BUCKET SEATS ■ E-BOOST





DINAMICA - AURORA BLUE  
BUCKET SEATS ■





## ↑ *FEEL ALIVE*

Hit 100km/h in just 6.6 seconds with Born's powerful 77kWh battery. Feel the thrill of instantaneous acceleration that comes with an all electric engine.





## ← *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

## ↓ *BUILT FOR FEELING*

All round aerodynamic performance. Experience the road like never before with optional exclusive 20" Blizzard Aero Wheels.





## 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. Standard on Born e-Boost versions.





## 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.





## CHARGING YOUR CUPRA BORN

At home or on the road, you'll find simple charging solutions to get you where you're going every time. Find details of how you can charge your CUPRA Born at home with our CUPRA Wallbox.

### CUPRA CHARGER

The best Plug & Play solution to charge safely, easily and quickly. Available in 1-phase and 3-phase versions for up to 11 kW AC\*.

**From €479**

### CUPRA CHARGER CONNECT

Connects via wifi to your home and company network for remote manageability. Letting you check updates & data via your smartphone. Unlockable with an RFID authentication card.

**From €749**

### CUPRA CHARGER PRO

All the benefits of the CUPRA Charger Connect 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.

**From €1,099**

\*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. For more information on our range of CUPRA Chargers, see: [www.cupra-webshop.ie.elli.eco](http://www.cupra-webshop.ie.elli.eco)

# ENVIRONMENTAL IMPACT

THE CUPRA BORN IS THE FIRST MODEL TO BE DELIVERED TO CUSTOMERS NET CO<sub>2</sub> - NEUTRAL.



## 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 CO<sub>2</sub> 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

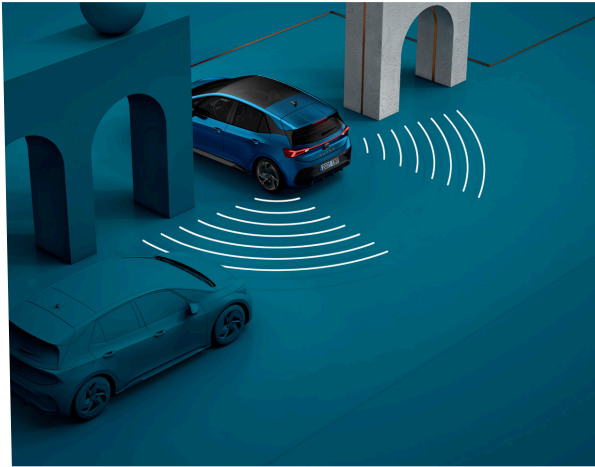
By using aluminium in the body structure we reduce the weight of the vehicle.

## 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%.



# SAFETY

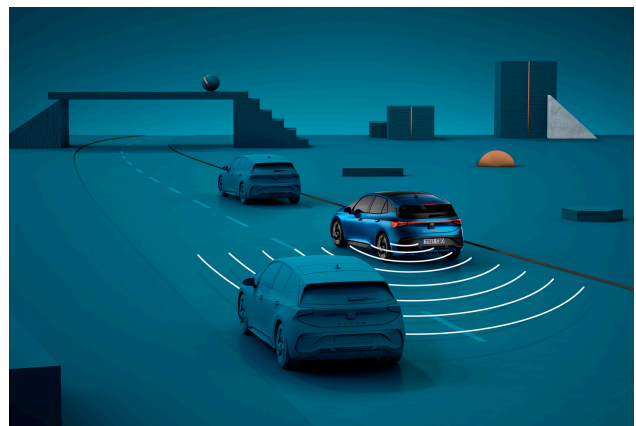


## BEHIND YOU ALL THE WAY

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

## ALWAYS AWARE

Before opening your door to get out, Exit Assist gives off a visual and accoustic 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.

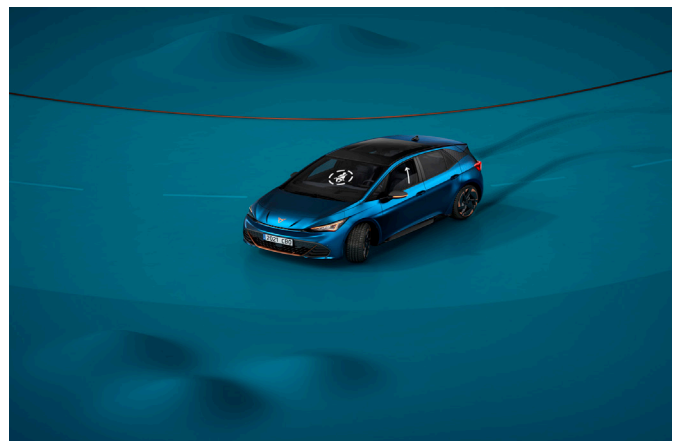


## ALWAYS BY YOUR SIDE

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.

## READY FOR ANYTHING

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

## EXTERIOR

	BORN	BORN E-BOOST
18" "Cyclone" Alloy wheels	•	–
19" "Typhoon" Machined Alloy wheels in Black / Silver	◦	•
<b>Privacy Pack:</b> – 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, powerfolding , heated	•	•
CUPRA Bumpers	•	•
Sports Suspension	•	•

## INTERIOR

Leather-wrapped multi-function sports steering wheel, heated	•	•
CUPRA steering wheel with satellite buttons	–	•
Aluminium pedals	•	•
CUPRA Drive Profile	•	•
Interior multicolour ambient light	•	•
CUPRA Bucket seats with SEQUAL YARN	•	–
Manually adjustable height for front seats	•	–
<b>Below Zero</b> – Heated Front Seats – Heated Washing Jets	•	•
CUPRA Grey Dinamica Bucket seats (Option PLN)	◦	•
Heated, electrically adjustable, massage front seats (Option PLN)	◦	•
Breakaway auto dimming rear view mirror	•	•
Rear Armrest	–	•
Climatronic 2 zone with AirCare & air quality sensor	•	•
Full Link (Wired & Wireless)	•	•

## TECHNOLOGY

12" Touchscreen Infotainment System w/ Voice Control	•	•
5.3" Digital cockpit	•	•
<b>Pilot "M"</b> – Navigation System – Adaptive Cruise Control with follow-to-stop – Light Assist – Rear View Camera – Traffic Sign Recognition	•	–
<b>Pilot "L"</b> – Navigation System – Adaptive Cruise Control with follow-to-stop – Light Assist – Top View Camera – Travel Assist – Side Assist – Rear Traffic Alert – Emergency Assist – Traffic Sign Recognition – Park Assist	◦	•

• Standard ◦ Optional – Not available

STANDARD EQUIPMENT

TECHNOLOGY	BORN	BORN E-BOOST
4 x USB-C socketsor - 2 in front (Charge & Connectivity) - 2 in rear ( Charge only)	•	•
<b>Tech "M"</b> - Kessy Advance with illuminated door handles - Car2x - Wireless Charging - Antenna Amplifier	•	•
<b>Tech Pack</b> - AR-HUD (Augmented Reality Head-up Display)	◦	•
Front and rear parking sensors	•	•
DAB Radio	•	•
Front & Rear Parking Sensors	•	•
Rain & light sensor	•	•
Acoustic windshield	•	•
Start-stop system with regenerative braking	•	•
CUPRA CONNECT GEN. 4	•	•

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	•	•
Side airbag + curtain airbag	•	•
Front Assist	•	•
Lane Assist	•	•
Tiredness Recognition	•	•
Auto Lights and Wipers	•	•
Emergency Steering Support with Turn Assist	•	•

• Standard   ◦ Optional   – Not available



OPTIONAL EQUIPMENT

ALLOY WHEELS		BORN	BORN E-BOOST	RRP From
19" "TYPHOON" Alloy wheels Machined in Sport Black/Silver (31/1)	PYB	◦	●	€724
19" "TYPHOON" Alloy wheels Machined in Sport Black/Copper (31/2)	PYA	◦ -	- ◦	€956 €241
20" "HURRICANE" Aero Machined in Sport Black (31/3)	W8Y	◦ -	- ◦	€1,062 €869
20" "BLIZZARD" Aero Machined in Glossy Black / Copper (31/4)	W8Z	◦ -	◦ -	€1,304 €1,111
20" "FIRESTORM" Aero Machined in Glossy Black w/ Performance Tyres (31/5)	PUZ	◦ -	- ◦	€1,835 €1,642

PACKS		BORN	BORN E-BOOST	RRP From
<b>Tech "L" w/o SAFE</b> - Kessy Advance with Illuminated door handles - Car2x "High" Variant - Wireless Charging - Antena Amplifier	PKO	◦	◦	€232
<b>Tech "L" w/ SAFE</b> - Keyless Entry & Go, Kessy Advance with SAFELOCK - Car2x "High" Variant - Wireless Charging - Antena Amplifier - Intelligent Park Assist	PK1	◦	◦	€232
<b>Pilot "L"</b> - Navigation System - Adaptive Cruise Control with follow-to-stop - Light Assist - Top View Camera - Travel Assist - Side Assist - Rear Traffic Alert - Emergency Assist - Traffic Sign Recognition	PZC	◦	●	€560
<b>Dynamic Pack</b> - DCC Suspension (Front & Rear) - DCC Drive Profile	PFD	◦	◦	€811
<b>Skyline Pack</b> - Panoramic Sunroof	PTC	◦	◦	€956
<b>Cargo Pack</b> - Double Floor in Boot	PVD	◦	◦	€338
<b>Protect Pack</b> - Anit-theft alarm system, interior monitoring, towing protection - Wheel bots with anti-theft protection - Central Locking with Keyless Go - Pre Crash Assist	WAS	◦	◦	€386

● Standard ◦ Optional - Not available

Optional extras a may have an effect on the Fuel Economy & Range figures. Please discuss the addition of options and their impact with your CUPRA Master within our CUPRA Network. Information & pricing subject to change without notice.

OPTIONAL EQUIPMENT

SPECIAL ITEMS		BORN	BORN E-BOOST	RRP From
Heat Pump	PHP	◦	◦	€956
BeatsAudio™ Sound System	PNB	◦	◦	€459
Augmented Reality Head Up Display (AR-HUD)	PZT	◦	◦	€956

INTERIOR		BORN	BORN E-BOOST	RRP From
Granite Grey Dinamica Seats (Bucket Seats + Electric, Massage & Heated Front Seats)	PLN	◦	●	€1,265
Aurora Blue Dinamica Seats (Bucket Seats + Electric, Massage & Heated Front Seats)	PLG	◦	No Cost Option	€1,458

PAINT FINISHES		BORN	E-BOOST	RRP From
Soft Paint	-	●	●	No Cost
Metallic Paint	M	◦	◦	€579
Premium Metallic Paint (Aurora Blue)	K	◦	◦	€869

● Standard   ◦ Optional   – Not available

# ACCESSORIES

		Reference
Performance	19" Typhoon	10E601025L
	20" Firestorm	10E601025H
Interior	Dark Aluminium Pedals (automatic)	5FA0642059DG
	Multi Hanger	00006127D
	Storage Pocket	000061680B
Merchandising	CUPRA Member Box	575087013G
Safety	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
Protection	CUPRA Car Cover	1EA061701
	CUPRA Premium Floor Mats	1EC863011ALOE
	CUPRA Premium Floor Mats Petrol Blue	1EC863011BLOE
	CUPRA TPE Floor Mats	1EC061500041
	Semirigid boot tray	1EA061201
	Semirigid boot tray double floor	1EA061201A
	Front mudflaps	1EA075101A
	Rear mudflaps	1EA075111A
	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.

*The 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 - K11B3C

ENGINE

Engine Type	Permanent Magnet Syn- chronous Electric Motor
Maximum power (kW (PS)/rpm)	150 (204), 4,900-8,000
Maximum torque (Nm/rpm)	310/0-3500

PERFORMANCE

Maximum speed [km/h]	160
Acceleration 0-100 km/h (s)	7.3

TRANSMISSION

Gearbox type	Single Speed (EQ310-1P)
Transmission of drive	Rear Wheel Drive

ELECTRIC  
SYSTEM

Battery Capacity [kWh]	58kWh
Battery Type	Lithium - ion
Battery Voltage	270-459
Charging Time (AC 11kW) 0-100% SoC	6hr 15min
Charging Time (DC 120kW) 0-80% SoC	35min

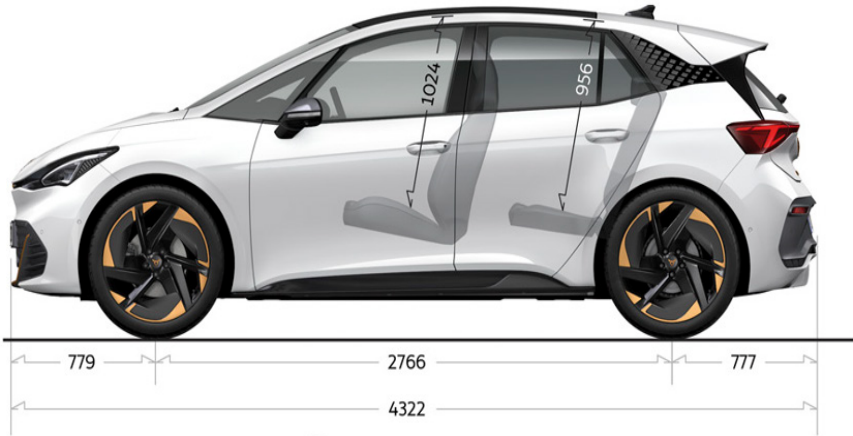
WEIGHTS &  
DIMENSIONS

Length / Width / Height [mm]	4322/1809/1540
Wheelbase [mm]	2766
Front & rear track [mm]	1537/1514
Boot capacity [l]	385
Max allowable weight [kg]	2260
Max towing weight (unbraked) [kg]	-
Max towing weight (braked - 8%) [kg]	-
Max towing weight (braked - 12%) [kg]	-

Further technical information will be provided as more engines are homologated

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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