



CUPRA Leon VZ CUP

New exclusive trim: CUPRA Leon VZ CUP increases sportiness and style

- > Interior refinement increases with exclusive CUPBucket seats; positioned lower to deliver a more dynamic, focused ride
- > New exterior elements give more style to the CUPRA Leon: 19" exclusive black/copper alloy wheels, side skirts in dark aluminium, rear spoiler (only for 5-door) and exterior mirrors (optional) in carbon fibre
- > CUPRA Supersport multifunction steering wheel as a standard equipment for even more control

Martorell, 26-01-2022 – CUPRA continues to impulse its high-performance credentials with the introduction of the CUPRA Leon VZ CUP. The new addition to the line-up – a tribute to CUP Competition models – brings a significant new dimension to model whether in hatchback 5 Door or Sportstourer body type.

The CUPRA Leon already offered a unique driving experience thanks to its highly advanced range of powertrains, its dynamic chassis technologies, and its mix of sportiness and sophistication in its exterior and interior design. Add to this a highly connected, digitalised user experience and the most advanced driver assistance systems available, and the CUPRA Leon is one of the most appealing vehicles in the segment.

But now the CUPRA Leon VZ CUP adds a variety of new components to make it even more desired, from exterior to interior, creating an exceptional look and feel to an already distinctive high-performance car.



The CUPRA Leon VZ CUP adds new elements to the high-performance vehicle. Inside the standout component is the introduction of the CUPBucket seats, available in Genuine Black or Petrol Blue leather. First seen in the astonishing CUPRA Formentor VZ5, the inclusion delivers and even more lateral support, cosseted driving experience. The rear side of the CUPBucket seat is in Carbon Fibre.

Importantly the CUPBucket seats are mounted low in the cabin to maximise space and deliver a more ergonomic seating position – important in a vehicle with the sporting essence of the CUPRA Leon.

The interior’s contemporary feel is also enhanced by the copper-stitched dashboard, also available in either Black or Petrol Blue and home to the CUPRA-specific steering wheel – the main contact point between driver and machine – with ergonomically designed and positioned satellite controls to start the engine and quickly change to CUPRA mode.

The exterior also features modifications to bring out the CUPRA Leon VZ CUP’s character even more.

The copper carbon fibre rear spoiler on the 5-door variant not only adds a new aesthetic but also aids the flow of air over the vehicle’s body, reducing turbulence. Add to this Dark Alu side skirts and optional side mirror covers in copper carbon fibre and the exterior design is heightened.

Last but not least, the CUPRA Leon VZ CUP comes with alloy wheels in 19” with copper finishing as a standard. This alloy wheels are also available with Bridgestone performance tires.

The CUPRA Leon VZ CUP is available with a range of engines, including the electrified 2.0 TSI 180kW/245PS e-HYBRID as well as 2.0 TSI 228kW/310PS DSG 4Drive (Sportstourer), 2.0 TSI 221kW/300PS and 2.0 TSI 180kW/245PS petrol units deliver the spirit and performance of CUPRA.



The CUPRA Leon VZ CUP enters production this week at the brand's Martorell facilities, with first deliveries in March 2022.

CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA is proving that electrification and performance are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and the CUPRA Leon as well as with its first 100% electric model, the CUPRA Born. The CUPRA Tavascan will be the brand's second all-electric model and will reach the market in 2024.

CUPRA participates this year in the electric touring car competition PURE ETCR, and in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and eight of the best padel players in the world, among others.

Arnaud Hacault
Head of Product Communications
T/ +34 659 134 804
arnaud.hacault@seat.es

Jan Conesa
Product Communications
T / +34 650 659 096
jan.conesa@seat.es

www.seat-mediacycenter.com