



WHY THE CUPRA
TAVASCAN WILL BE
A FLEET FAVOURITE

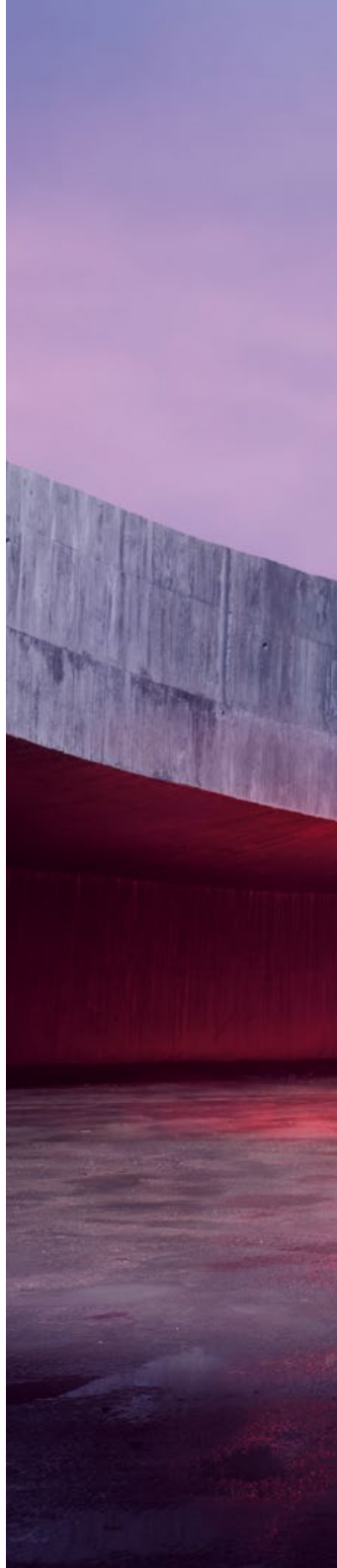
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SINCE THE BIRTH OF CUPRA IN FEBRUARY 2018, THE BRAND HAS GROWN EXPONENTIALLY, EXCEEDING ALL EXPECTATIONS. THE CUPRA TRIBE'S AMBITION TO TURN BIG DREAMS INTO A REALITY IS STRONGER THAN EVER.

THE CUPRA TAVASCAN TAKES THE BRAND'S ELECTRIFICATION JOURNEY IN A NEW DIRECTION WITH AN EXPONENTIAL IMPULSE TO CREATE EMOTIONAL VEHICLES THAT BREAK CONVENTIONAL RULES FOR A NEW GENERATION OF CAR LOVERS.

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CUPRA TAVASCAN

CUPRA DNA

CUPRA Tavascan is the brand's first all-electric SUV, and its second fully electric model after the Born. It embodies CUPRA's electrified vision and remain faithful to the 2019 concept car.





DESIGN

The CUPRA Tavascan is the impulse for a new striking design language: the exterior design delivers athletic and sporty proportions. From the front, the matrix LED with the three-triangle eye signature is instantly recognisable. The interior is a piece of architecture thanks to the characterful central spine together with the slim air vents - almost invisible!

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EQUIPMENT

The CUPRA Tavascan integrates the latest technologies - powertrain, chassis, connectivity, safety, and convenience - in a package designed for a new generation of drivers. Digitalisation is at the centre of the CUPRA Tavascan; the all-electric SUV integrates a 15" infotainment system - the largest so far in a CUPRA model - that is highly customisable and integrates a newly designed and developed Human Machine Interface (HMI). The CUPRA Tavascan also integrates for the first time ever a high-fidelity 12-speaker audio sound system developed in collaboration with premium audio firm Sennheiser.

Safety and convenience take centre stage, with an array of Advanced Driver Assistance Systems. The new version of Connected Travel Assist improves the performance of the system through the data received from the Cloud - especially in poorly marked roads. Automated lane change is also available, giving a step forward in terms of comfort when driving in highways. The CUPRA Tavascan also includes advanced parking functionalities including remote park assist (RPA).





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DRIVING DYNAMICS

As an emotional and driving oriented SUV, the CUPRA Tavascan features DCC Sport dynamic chassis technology, sport suspension and progressive steering.

The brand's first all-electric SUV is available with two power outputs: 210kW (286PS) and 250kW (340PS); the higher power output version adds dual-motor all-wheel drive, delivering performance with maximum traction. It also provides enough capacity for a range of around 550km thanks to the 77kWh net capacity battery pack.





WHAT DO RESIDUAL
VALUE EXPERTS
THINK OF TAVASCAN?



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**DINO ROCCHI, AUTOMOTIVE CORPORATE KEY
ACCOUNT, QUATTORRUOTE PROFESSIONAL**

With its bold and sporty design, and an electric powertrain that offers excellent performance, the CUPRA Tavascan encapsulates the DNA of the CUPRA brand. The interior is comfortable and spacious with premium materials, and more than adequate headroom and legroom for rear seat passengers. The car delivers an engaging driving experience, with precise and responsive handling, and surprisingly powerful acceleration.

With its advanced technology, connectivity, energy efficiency and performance, the Tavascan is well equipped to deliver positive residual values, supported by CUPRA's strong brand reputation.



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**GUILLERMO ÍÑIGUEZ, SENIOR MARKET ANALYST,
AUTOVISTA GROUP, PART OF J.D. POWER**

The Tavascan reflects CUPRA's DNA thanks to its sporty, dynamic styling and near premium interior, with its eye-catching copper accents, bucket sports seats, and central spine. This futuristic approach continues with a true digital experience, including keyless entry, head-up display and smartphone integration, as well as a full suite of advanced safety features. Rear seat passengers have plenty of head and legroom, while the driver enjoys a fast throttle response, superior handling and precise steering for an unrivalled sporty drive. The Tavascan is also very comfortable for everyday commuting.

This new electric CUPRA will exceed customer expectations, helping it to succeed in both the new and used car markets.



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**JAVIER GARCÍA, COUNTRY MANAGER,
BF FORECASTS**

The electric CUPRA Tavascan arrives with a strong, modern, sporty design, and a 'personality' that is both exclusive and emotional. The car offers lively, agile performance, yet at the same time it's silent and comfortable, making it relaxing to drive. High quality materials, a spacecraft-like interior, with its console, spine and 15" screen, and a generous list of standard equipment will support its residual values, as will the generous room for five people and their luggage.

The Tavascan is well equipped to face the tough competition – it's different, fresh, and bold, and is sure to attract attention.



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**JOACHIM HERMANN, RESIDUAL VALUE CONSULTANT,
DEUTSCHE AUTOMOBIL TREUHAND GMBH**

The CUPRA Tavascan has a very sporty look inside and out with its coupé-shaped silhouette and distinctive spine console. It is immediately recognisable as a CUPRA with a very appealing and emotional design. Behind the wheel, it's nimble and precise to drive, with an excellent suspension set-up and a perfect steering ratio, and the bucket seats amplify its sporty DNA – the roominess for front seat passengers is class standard. This electric car is very well equipped as standard, a strategy which has a positive impact on residual values.



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**MAARTEN BALJET, MANAGING DIRECTOR,
BF ANALYTICS**

The CUPRA Tavascan's authentic styling is modern, verging on futuristic, a theme that continues inside, where there are high quality materials and a strong attention to detail. What really stands out are the front bucket seats, which perfectly capture CUPRA's sporty DNA. The Tavascan is comfortable and quiet to drive, but it's always ready with a surge of power for quick overtaking. This is a highly practical car, whether for daily commutes or longer journeys, and it will definitely stand out from other BEV models. It offers an extensive list of standard equipment, which helps the residual value, although this depends, of course, on its price and the strength of the used car market for BEVs.



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**MATTHEW FREEMAN, MANAGING CONSULTANT,
CAP HPI CONSULTING**

The Tavascan's dramatic styling and sporty driving characteristics are totally in line with the CUPRA brand. It's very eye-catching, and in an increasingly crowded marketplace for electric vehicles, it will really stand out. The car is well-equipped, roomy front and back, the driver and passenger seats are very comfortable, and the driving position is well-designed so it should be an attractive proposition. It drives and handles very well, delivering a very engaging experience, at a time when some BEVs can be somewhat neutral. This is a driver's car that will appeal to both new and used car buyers.



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ROBERTO PESTANA, *EXPERT VALORISATIONS,*
L'ARGUS

The sportiness and dynamism of CUPRA are fully reflected in the Tavascan and its bold SUV-coupé design. Inside, I really like the ambient lighting, the panoramic roof and the seats, while the illuminated logos provide a real touch of modernity to help it stand out from its competitors. The 15" infotainment system is practical and responsive. Behind the wheel, the Tavascan is comfortable, smooth, and silent, but switch modes and it becomes sportier, with the head-up display letting you keep your eyes on the road. Add into the mix the car's connectivity, charging speed and range, and the Tavascan ticks every box to deliver good residual values that will be sustained over time.



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ROBIN VAN BEEK, *FLEET & LEASE DIRECTOR,*
AUTOTELEX

The new Tavascan offers a unique proposition in the segment and clearly captures CUPRA's sporty DNA. It has an impressive design, and the optional 21" alloy wheels give it a particularly muscular stance. The cabin has a high-quality finish and strikingly unique design, which will have a positive impact on its residual values. It feels spacious, with enough head and leg room for rear seat passengers. The suspension is well balanced and smooths out imperfections in the road, while the handling delivers everything we would expect from CUPRA. The Tavascan will be on the shortlist of many users-choosers, and in the used market its distinctive character will be a major advantage.



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