



CUPRA BORN DRIVER'S GUIDE

CUPRA FOR BUSINESS



CUPRA BORN

DRIVER'S GUIDE

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BORN TO BE DIFFERENT.

A GUIDE TO YOUR NEW CUPRA BORN.

Congratulations on following your impulse and choosing the all-electric CUPRA Born.

Signalling a new era for CUPRA, the Born is our first 100% electric model which delivers the premium performance, style and innovative technology that you expect from a CUPRA without compromising on its signature dynamic driving experience. It is the next generation of business travel, and you have taken your first step on the road to electric.

This guide has been created in order to give you an introduction into all of the elements of driving your CUPRA Born. From maximising your range and charging your car, to getting the best out of CUPRA CONNECT technology – you can find all of the information that you need right here.

Exhilarating. Efficient. Electric.

Welcome to your new CUPRA Born.



BORN TO FOLLOW A NEW PATH.

THE FUNDAMENTALS OF CUPRA BORN.

The CUPRA Born has been developed with the industry-leading MEB platform. This optimises the architecture of the car in order to provide a superior level of driving dynamics and increase the interior space of the car – meaning you get a car that is fun to drive, whilst providing plenty of comfort and 385 litres of boot space for your essentials.

Born is spacious and safe on every journey without compromising on performance – and by harnessing the power of electric, the Born offers an instant acceleration from 0-50km/h in just 2.9 seconds.

With a range of up to 340 miles*, the CUPRA Born allows you to get to wherever you need to go easily and efficiently, without having to worry too much about stopping to recharge.



* Long range battery 77kWh (maximum 340 miles range).

BORN TO GO FURTHER.



MAXIMISING YOUR RANGE.

Learning Phase

Innovative and intelligent, the CUPRA Born offers an exhilarating and personable driving experience. As you get to know your new car, the car will also get to know you. During your first couple of journeys, the Born will be in its learning phase, gathering information about your driving style and the typical journeys that you take day to day. This allows the Born to then adapt its set-up automatically, tailoring its performance to maximise its range based on your own personal style and requirements.

Other Ways to Maximise Your Range

There are also some additional techniques that you can use to help the Born to maximise your range on every trip:



Your CUPRA Born has a regenerative braking system. This means that when you lift off the accelerator or apply your foot to the brake, electric energy is created and sent back into the battery – helping increase your range as you drive.



Setting your climate control through the My CUPRA App while your car is charging also helps you save energy that you would otherwise use on your journey. The benefit of this is that your car will also be perfectly acclimatised when you set off on your trip! You can do this by setting it through the **My CUPRA App**.



Your CUPRA Born also has a range power mode. Driving in this mode adjusts the motor power in order to increase your mileage – therefore setting the car up in the most effective way possible. This can be done through your infotainment system.



You can also use the **My CUPRA App** to set your charging times, ensuring you're ready for every trip.

BORN TO LEAD THE CHARGE.

WHERE AND HOW TO CHARGE YOUR CUPRA BORN.

With more and more businesses and fleet drivers choosing to make the switch to electric, the number of charging points across the UK is rapidly increasing – making driving electric easier and more accessible than ever before.

Your CUPRA Born can be charged at home, and at work if facilities are available to you. There are now charging points available in over 19,000 locations across the UK. Websites such as Zap Map can help you locate charging points that are compatible with your CUPRA Born, so that you can effectively plan your journeys if you need to stop and top up on charge along the way.



BORN TO LEAD THE CHARGE.

FINDING THE RIGHT CHARGING POINT.

There are a number of different chargers that are compatible with your CUPRA Born. These are shown below for your reference:



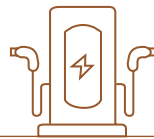
Home Charging Points



Mode 2 cable 3-pin plug†



Mode 3 cable home wallbox



Public Charging Points



Mode 3 cable public charger



Tethered cable public charger

Home charging points tend to be AC (Alternating current) which can charge your Born from 0-100% in under 7 hours.

There are a number of energy companies that can also help facilitate the instalment of home charging points if required.

You can also use the My CUPRA App to schedule your CUPRA Born to charge during night-time hours. Perfect if you have a specialised EV tariff on your home electricity.

Public charging points are usually DC (Direct Current) which provide a much quicker way of charging your CUPRA Born because the power can flow directly to the battery. As a result these charging points can usually charge your Born in up to 35 minutes*.

You can check the type of different charging points through Zap Map, whilst the car can also help locate charging points that are close to your location through the navigation system.

† 3-pin plug not provided as standard. Mode 3 charging cable 32A is provided as standard for the CUPRA Born.

Figures shown are calculated using the 58kWh 204PS battery, charging from 5-80%. Charging times may differ depending on battery size.



CHARGING TO 80%

If you are planning a longer trip, your CUPRA Born can be charged up to 100% but the recommended target for regular journeys is 80%. Once it reaches the target 80%, the charging speed slows for the final 20%, so if you're ready to get out on the road for your day-to-day journeys, an 80% charge is the perfect amount for most journeys.

BORN TO BE INNOVATIVE.

INTRODUCING CUPRA CONNECT TECHNOLOGY.

CUPRA CONNECT technology has been designed to help you to stay connected and in control while out on the road, with features that make every drive safer and more comfortable.

E-Call and Breakdown Call functions allow you to contact the emergency services or your preferred breakdown or service provider at the touch of a button, while online map updates give you the real-time navigation data you need to plan or adjust your journey, or locate your nearest charging points en-route.

Through your privacy settings, you can also enable over-the-air software updates to CONNECT features – allowing you to get the latest information and entertainment on the road.

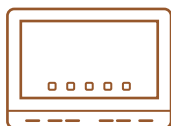
You can find out more about all of the CUPRA CONNECT features available in your CUPRA Born on the next page.



BORN

CUPRA CONNECT TECHNOLOGY.

Below are some of the key CUPRA CONNECT features that you can access through your infotainment system, or control via the My CUPRA App.



SAFETY & SERVICE.

“Services focused on the safety of the passengers and offering them assistance in emergency situations”

Private Emergency Call (“E-Call”)

Get help no matter where you are. E-Call sends accident data such as time and location to the local emergency services.

Breakdown Call (“B-Call”)

B-Call sends relevant breakdown data to the Roadside Assistance Call Centre, who can help locate your closest service provider.

Customer Care (“I-Call”)

I-Call takes you through to our CUPRA Customer Care team, who can help answer any questions you may have about your Born.

Online Updates

Allow over-the-air updates to your in-car software by ensuring your Born is in ‘online mode’ through your privacy settings.



REMOTE ACCESS.

“Enabling users to have remote control over their vehicle through the My CUPRA App”

Remote Charging

Control the charging process of your CUPRA Born remotely by scheduling a charge, or by choosing to stop or start one.

Remote Climate Control

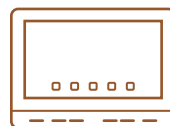
Set your CUPRA Born up to your ideal temperature remotely, and schedule it to acclimatise for a certain time.

Vehicle Status

Check that all of your doors and windows are locked, giving you that extra peace of mind.

Parking Position

Automatically keep track of where the car is parked, and plot a walking route back to it if you're in an unfamiliar place.



ONLINE INFOTAINMENT.

“Offering real time navigation information and improving the driving experience”

Online Navigation

Get real-time route updates as you drive, and track those routes that might be affected by traffic.

Charging Stations

Need to stop to charge up? Find your nearest charging point, check what type of charger is available, and how long you'll need to charge up.

Natural Voice Control

Give voice commands to your car to dictate voice messages and access online content on-the-go.

Online Media

Enjoy all your favourite music by accessing podcasts and internet radio stations from across the globe.



BORN TO BE RESPONSIVE.

INTRODUCING THE MY CUPRA APP.

The My CUPRA App allows you to control all CUPRA CONNECT technology directly from your phone, meaning you can manage your vehicle charging, remotely control the in-car temperature and much more – all before you set off on your journey.

You can set your CUPRA Born to remotely charge before your trip, or if you've forgotten where you've parked, the My CUPRA App will navigate you back to the car.

To get connected:

Download the 'My CUPRA App' from the Google Play or App Store. Then follow the instructions on the next page.



My CUPRA app



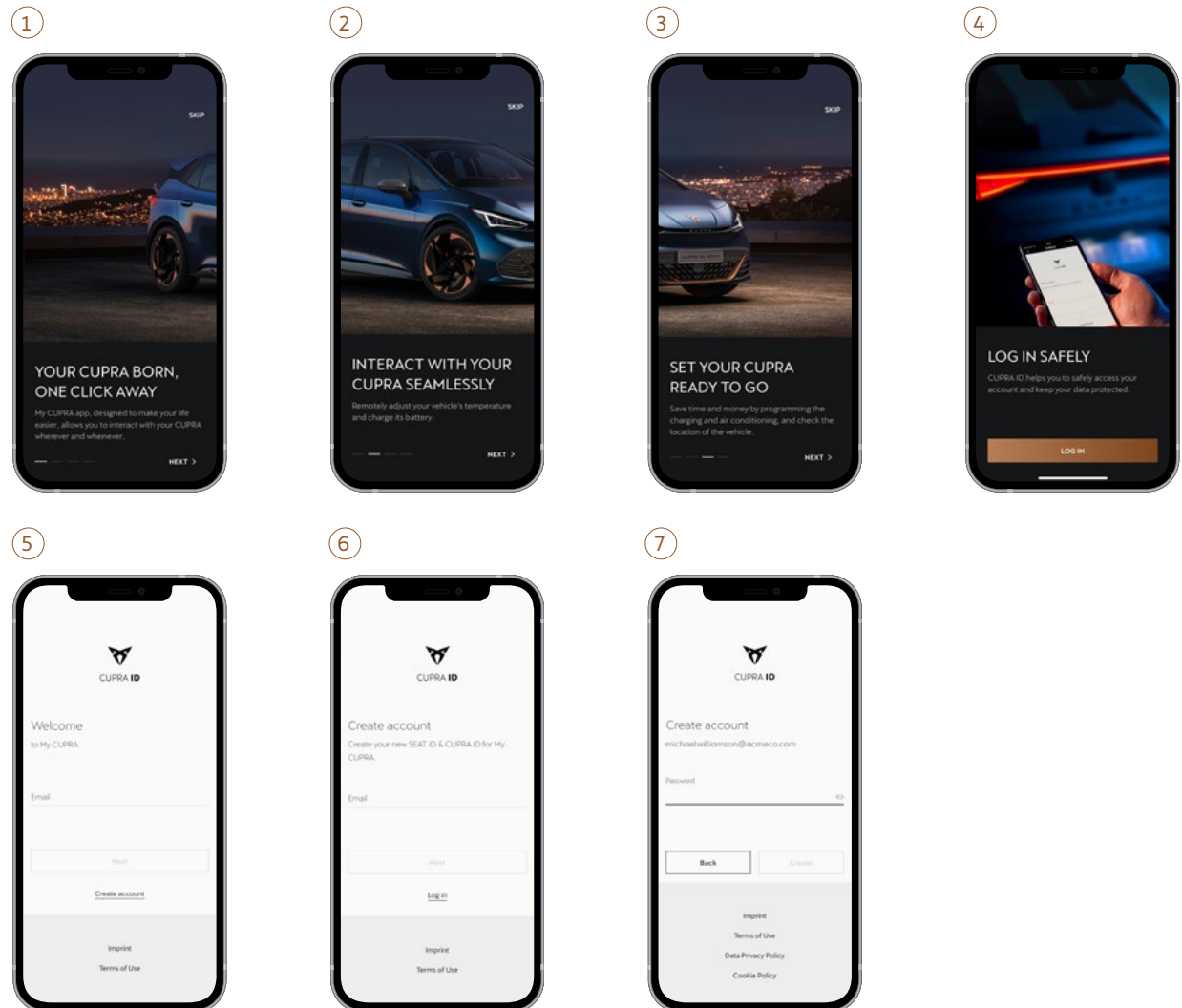
BORN TO BE RESPONSIVE.

In order to control CUPRA CONNECT technology through the My CUPRA App, you will first need to set up a CUPRA ID. The following 10 steps have been provided to showcase how you can do so via the app.

Creating a CUPRA ID via the My CUPRA App:

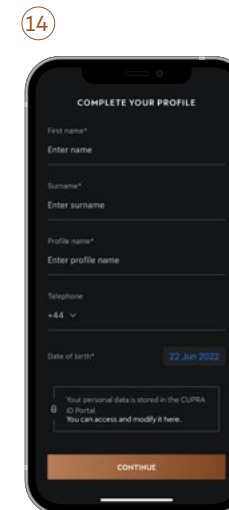
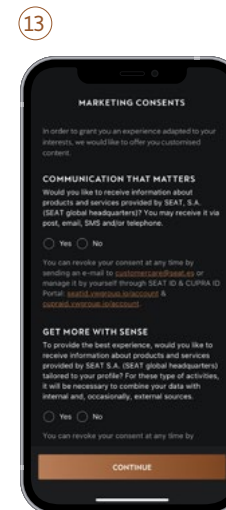
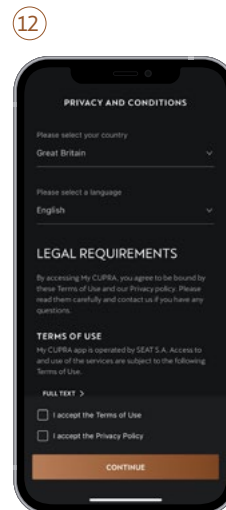
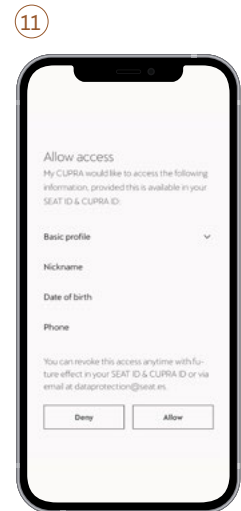
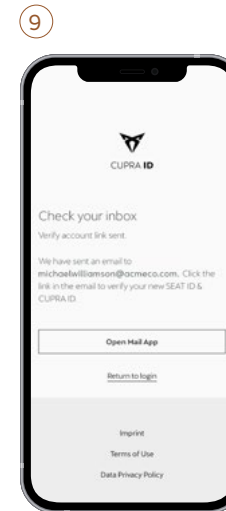
- ① Read through the information on screen about the CUPRA Born and the My CUPRA App. **(Images 1 to 3)**
- ② Click on the 'Log In' button on the Log In screen. **(Image 4)**
- ③ Click on the 'Create account' link on the Welcome screen. **(Image 5)**
- ④ Enter your email address on the 'Create Account' screen and click on 'next'. **(Image 6)**
- ⑤ Create your account by entering a password and clicking on 'Create'. **(Image 7)**

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BORN TO BE RESPONSIVE.

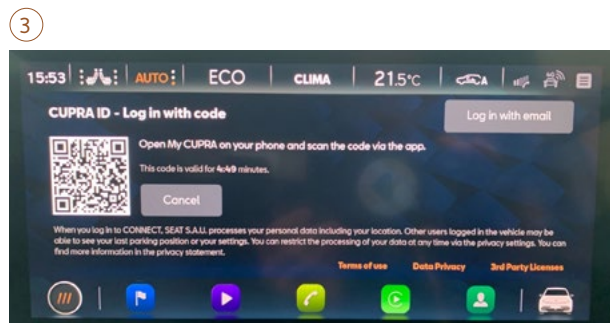
- ⑥ Review the Privacy Policy and agree to the Terms of Use by pressing 'Accept'. **(Image 8)**
- ⑦ You will then receive an email to verify your account, go directly to your inbox, and click on 'Open Mail App'. **(Image 9)**
- ⑧ Click on 'Verify your Email Address' or use the link provided by email. **(Image 10)**
- ⑨ Allow access by clicking on 'Allow'. **(Image 11)**
- ⑩ Select your country and language and accept the Terms of Use as well as the Privacy Policy and click on 'Continue'. **(Image 12)**
- ⑪ Click on 'Yes' if you want to enjoy the best experience adapted to your interests (marketing consents) and click on 'Continue'. **(Image 13)**
- ⑫ Enter your personal data and click on 'Continue'. **(Image 14)**



BORN TO BE RESPONSIVE.

Once you have created your CUPRA ID, you can connect your phone to the CUPRA Born's in-car infotainment system. The following 3 steps have been provided to showcase how you can do this.

- 1 Visit the users section in your in-car infotainment system.
- 2 Log in with your CUPRA User Account to connect.
- 3 Open the My CUPRA App on your phone and scan the bar code that appears on your in-car infotainment system.



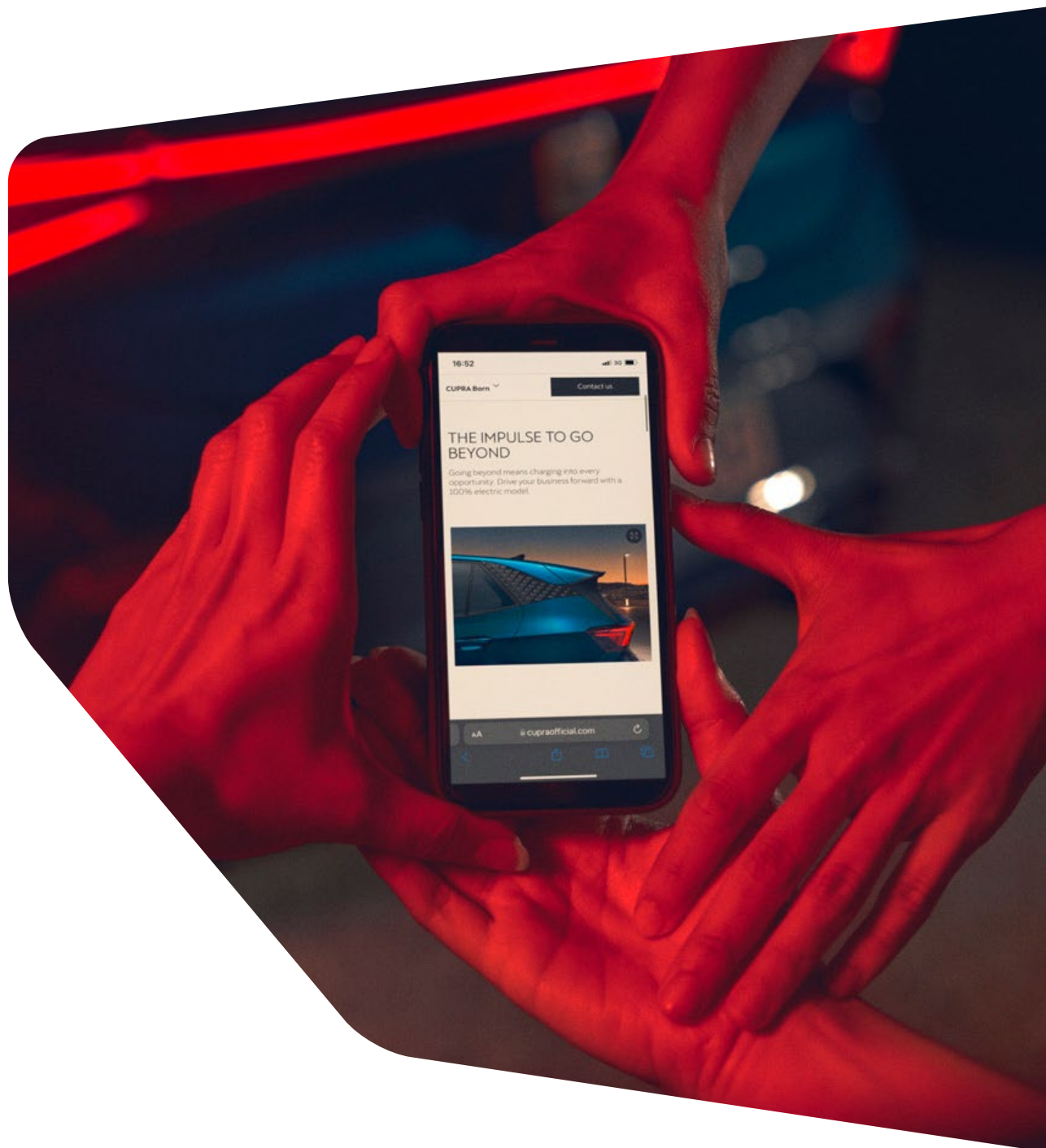
BORN TO STAY IN TOUCH.

NEED HELP WITH YOUR BORN?

If you have any questions regarding the functionality of your CUPRA Born you can contact our Customer Service Team at **0800 049 7106***.

For queries regarding CUPRA CONNECT technology please contact **00800 6000 4020*** or email **cupradigitalsupport@cupraofficial.com**.

Our retailer network are also here to help. To find your nearest CUPRA Specialist click [here](#).



* Lines are open Monday-Friday 8:30am-5:30pm.

THANK YOU

Thank you for following your impulse.
We hope you enjoy driving your new
CUPRA Born. Welcome to the next
generation of business travel.



CUPRA FOR BUSINESS

www.linkedin.com/company/cupra-uk-for-business/

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