

SEAT unveils the new Ibiza CUPRA



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November 05, 2012, 3:20 pm -- /[EPR NETWORK](#)/ -- SEAT officially raises the bar in the supermini class with the introduction of the sensational Ibiza CUPRA. First shown as a concept during April's Beijing International Automotive Exhibition, the Ibiza CUPRA is now unveiled in barely touched production form.

Performance is scintillating, with a 0-62mph time of just 6.9 seconds and a top speed of 142 mph, yet exceptionally efficient, with average fuel consumption of 47.9 mpg.

Due to arrive in the UK in January 2013, the [new car](#) follows more than 16 years of heritage. The CUPRA name was born in 1996 as a special, top-of-the-line Ibiza built to commemorate SEAT's World Rally Championship victory in the 2.0-litre category. Since then a CUPRA has always featured in the SEAT model line-up, with the name adorning both the Ibiza and Leon ranges.

"The Ibiza CUPRA is one of the icons of the SEAT brand," said James Muir, President of SEAT S.A. "Its stunning design and refined dynamics promise driving fun mile-for-mile. With its innovative technologies, upgraded interior and further improved quality, the new Ibiza CUPRA clearly shows how quickly and consistently our brand is continuing to develop."

Powered by a 1.4-litre TSI petrol engine that develops 180 PS and 250 Nm, owing to a turbocharger and a supercharger as

well as direct injection, the latest Ibiza CUPRA [hatchback](#) is truly worthy of the name, and begins the next chapter of the CUPRA success story.

The TSI power unit guarantees exceptionally refined performance during day-to-day driving, while a unique sound actuator in the exhaust system allows for an extra sporty sound when the driver desires it. The seven-speed DSG twin-clutch automatic transmission with its extremely short shift times can be operated via paddles mounted behind the steering wheel.

The chassis of the Ibiza CUPRA has been tuned for maximum agility and precision. The ride height has been lowered compared to the standard car. An XDS electronic differential lock reduces the tendency to under steer and improves handling through fast corners, and an ESP electronic stability system incorporating hill start is part of the safety package that comes as standard on the Ibiza CUPRA. The car has been awarded the maximum five stars in the Euro NCAP crash test.

The new Ibiza CUPRA is a dynamic supermini with a solid and powerful stance. The new face gets a broad grille and very forceful air intakes to emphasise the breadth, solidity and power of the car. The sophisticated design of the front headlamps shows the attention to detail inherent with SEAT workmanship.

The entertainment system in the Ibiza CUPRA is completely new and the high-performance audio system is enhanced by the innovative SEAT Portable System. The highly functional unit is removable for mobile use yet perfectly integrated into the vehicle electronics system. Its extensive functions include a navigation system, Bluetooth audio streaming, a Micro SD card slot for music storage, hands-free phone system with voice control, and an on-board computer.

Additionally, a 'photo frame' facility allows users to personalise their system with images, while a useful 'notepad' function

allows occupants to set handy reminders, and the screen can act as a torch for users when they leave the car at night.

About SEAT

SEAT is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting approximately 80% of its vehicles to 75 countries. SEAT is market leader in Spain, and in 2011 had a total turnover of more than 5.0 billion euros, with overall deliveries amounting to 350,000 units. A range of SEAT [car offers](#) and [car accessories](#) can be found on the company's website.

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