Seat unleashes Cupra ‘sub8 performance pack’

Friday 15 August, 2014

- SEAT launches new ‘Sub8 Performance Pack’ for Leon CUPRA 280 at £2,025
- Michelin Pilot Sport Cup 2 tyres available too for £460 - £540 less than rival Renault charges for the same option
- Also new and available to order on CUPRA 280: two coloured exterior packs - Black-Line and White-Line for £500, plus CUPRA bucket seats at £1,250

Fresh from its UK debut at the Goodwood Festival of Speed, SEAT has confirmed the price of the ‘Sub8 Performance Pack’ for its Leon CUPRA 280 flagship.

Fitted to the storming Leon CUPRA 280 which became the first front-wheel-drive car to dip under the elusive eight-minute Nürburgring Nordschleife lap time, the optional pack includes even more substantial brakes, specially-designed 19-inch alloy wheels in either black or orange and body-coloured side skirts for £2,025 including VAT.

Providing stopping power in keeping with the car’s potency, the brake discs, at 370mm, are 30mm larger than on the standard car and include Brembo four piston callipers.

The CUPRA 280’s VAQ electronically-controlled limited slip differential, already delivers impressive levels of grip. But, for those discerning owners seeking the ultimate, especially on track, semi-slick Michelin Pilot Sport Cup 2 tyres, which also featured on SEAT’s fastest production car to date, are available for £460. Notably, £540 less than those available on hot hatch rival Mégane Renaultsport 275 Trophy.

Striking, with a high-quality interior and impressive levels of equipment, the Leon CUPRA 280 is effectively two cars in one. One minute, it’s a docile, easy to live with coupé (SC), or practical five-door family car, capable of up to 44.1 mpg. The next, in CUPRA mode, it becomes a force to be reckoned with, hitting 62 mph from rest in just 5.7 seconds (DSG version).

Launch of CUPRA Black-Line and White-Line

As well as the eagerly-awaited Sub8 Performance Pack, SEAT also debuted its new CUPRA colour exterior packs at the Goodwood Festival of Speed.

Designed to add an extra dose of Latin flair to the already eye-catching lines of its Leon flagship, two shades will be available initially, labelled Black-Line and White-Line.

Costing £500 including VAT, the embellishments are available to order now, and include CUPRA 19-inch alloy wheels, door mirrors, CUPRA tailgate lettering and front grille surround all picked out in either hue, according to the chosen pack. Black rear side spoilers also feature, regardless of the pack colour. A further pack, Orange-Line, launches in SEAT dealers in December.

CUPRA bucket seats

Rounding off the array of option additions for the Leon CUPRA 280, is the arrival of figure-hugging CUPRA bucket seats. Sought-after by trackday aficionados in particular, the new front seats, priced at £1,250, feature a one-piece head restraint and come clad in black Alcantara with simil leather bolsters and white accents, with embossed CUPRA logo. The price also includes Winter Pack (heated front seats and headlight washer system with heated front washer nozzles).

(end)

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 more than 80% of its vehicles, and is present in more than 75 countries. In 2013 SEAT achieved a business volume of 6,473 million euros, the highest figure in its history, with worldwide sales of 355,000 units.

SEAT Group employs 13,500 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava

Media:





Related Sectors:

Motoring ::

Related Keywords:

SEAT :: CUPRA ::

Scan Me:

(Slovakia) and the Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Center, a ‘knowledge hub’, bringing together more than 900 engineers whose goal is to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO_2 emissions, energy efficiency, as well as recycling and re-use of resources.

For more information, please contact:

Juliet Carrington, Head of Press and Public Relations
01908 548 077; 07795 166 422; juliet.carrington@seatcars.co.uk

Mike Gale, Product Affairs Manager
01908 548 069; mobile: 07788 339 722; email:mike.gale@seatcars.co.uk

Adrienne Pearson, Press Fleet Executive
01908 548 364; 07908 165 535; adrienne.pearson@seatcars.co.uk

http://www.seatpress.co.uk
http://www.seat-mediacenter.com

038/MG/JC

This news release and illustration are issued in accordance with Clause 1.2J of the British Codes of Advertising and Sales Promotion and therefore cannot be the subject of a transaction of any kind.

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk