



NEW SEAT LEON CUPRA 280



ENJOYNEERING

NEW SEAT LEON CUPRA 280

Intensify the everyday



Model Shown: Leon CUPRA 280 5DR with optional Winter Pack and Dynamic Grey Custom Paint

The new Leon CUPRA 280 is our most powerful production car ever. Featuring an all-new 2.0 TSI dual injection engine and packed with technology developed for the racetrack, the new Leon CUPRA 280 guarantees precision-driving fun and outstanding performance on every drive.

The SEAT Leon CUPRA 280 blends stunning dynamics

with precise agility. From the Dynamic Chassis Control, which adapts the characteristics of the CUPRA chassis to the conditions of the road, to the front-axle differential lock, designed to improve traction and handling while also delivering a more precise and relaxed steering feel. The Leon CUPRA 280PS engine provides maximum power and its high performance brake system delivers a safe and reliable

deceleration every time. Even the SEAT Drive Profile has been redesigned to suit the car's ultra-sporty characteristics.

All this, combined with a dynamic exterior and its impressive efficiency (42.8 - 44.1 mpg combined*), make the new Leon CUPRA 280 the car that best expresses our racetrack heritage on the road.

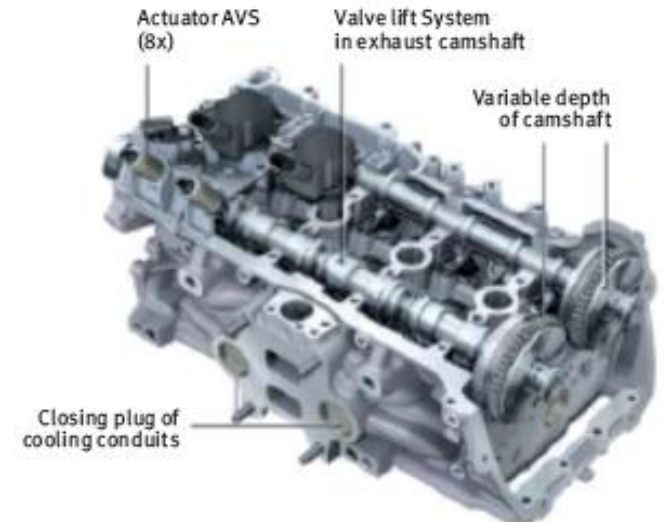
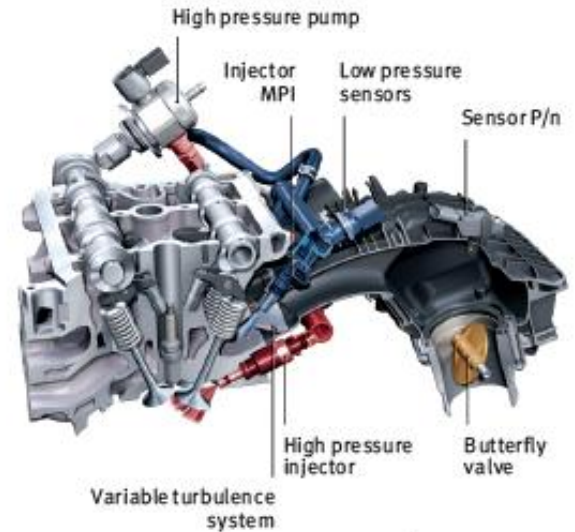
Hi-tech engine components

As a genuine sports engine, the 2.0 TSI responds spontaneously to commands from the accelerator pedal. The 2.0 TSI delivers pioneering solutions in many fields of technology. One of these is additional indirect injection, which complements the FSI direct fuel injection under partial load. This reduces consumption and particulate emissions. The FSI injection works at pressures of up to 200 bar and kicks in on both start-up and at higher loads.

The rich sound of the engine becomes particularly intense when the standard CUPRA Drive Profile is running in CUPRA mode. At this setting, the engine responds more directly to commands from the accelerator pedal; with the optional DSG auto gearbox, the twin clutch reacts in a flash. In the event of higher loads and engine speeds, the sound actuator in the exhaust system opens, producing an even richer tone. Two balance shafts, rotating in opposite directions at twice the speed of the crankshaft, deliver extremely smooth running characteristics.

Modified aluminium pistons and stiffer con rods running on new bearings transfer the forces to the crankshaft. The grey cast-iron crankcase has been reinforced at the main bearing seats and at the main bearing cover. The cylinder head is made of a new, particularly lightweight aluminium-silicon alloy characterised by high strength and temperature resistance.

This is dual injection. Fit for the future.



The Design - emotional and powerful

Emotional design is one of the great strengths of the Leon family. Both the five-door Leon and the three-door Leon SC cut stunning figures from the very first glance, with their perfectly balanced proportions and precise lines. The juxtaposition of cleanly modelled surfaces and sharply drawn lines gives the Leon a lively and dynamic look that is, to the same degree, solid and powerful.



Model Shown (L): Leon CUPRA 280 5DR with optional Dynamic Grey Custom Paint



Model Shown (R): Leon CUPRA 280 SC with optional Winter Pack and Dynamic Grey Custom Paint

Style and quality inside

The accentuated dynamics of the exterior continue seamlessly in the interior of the new SEAT Leon CUPRA 280.

The area for the driver and passenger is clearly and harmoniously designed. All switches, buttons and levers are where you would intuitively expect them to be.

The interior is distinguished by the new CUPRA sports steering wheel, with its exclusive, flat-bottomed design. Thanks to its expertly applied padding and partially perforated leather cladding, it enhances the precise handling characteristics. Multifunction switches are integrated into the horizontal spokes, while, behind the steering wheel, are the shift paddles for the optional DSG transmission.

Likewise exclusive to the CUPRA are the sports seats clad in dark grey Alcantara with white stitching. There is a choice of black full-leather upholstery, or black leather with white stitching, white side cushions and a white insert in the door panels.

The pedals and door sills are finished in aluminium and the trim elements in the cockpit are finished in gloss black (chrome on the Cupra).

Model Shown: Leon Cupra 280 DSG with optional Black Leather Upholstery, white stitching and white side cushions









Model Shown: Leon Cupra 280 with optional Adaptive Cruise Control, Winter Pack and Monsoon Grey Metallic Paint.

New balance of power and elegance

This design language was systematically developed to the next stage for the CUPRA, with a new kind of balance between power and elegance.

Powerful elements, particularly at the front and rear, indicate the high performance of the top Leon model from the very first glance – yet without being in the least bit brash. With its large air intakes and honeycomb mesh grille with a more three-dimensional design, the new front end ensures that plenty of air reaches the high-performance engine and brake system. Characteristic for CUPRA models, are the five narrow openings above the number plate – a further visual signal of the performance offered by this compact sports car. The form of the lower air intake also emphasises its stability and phenomenal road holding.

The rear end of the CUPRA is just as powerful. The black insert in the bumper and the oval shaped double exhaust pipes accentuate the width of the vehicle. The two oval tailpipes are set well to the outside, and provide a clear yet subtle signal of CUPRA power.



Model Shown: Leon Cupra 280 with optional Nevada White Paint

Performance through and through

CUPRA has always been synonymous with outstanding dynamics, precise agility and amazing sporting character. The new Leon CUPRA manages to set the bar a good deal higher – in every dimension. With the DCC dynamic chassis control, front-axle differential lock and progressive steering all fitted as standard, the new Leon CUPRA achieves considerably faster laps on the track than its already impressive predecessor. At the same time, it is significantly more relaxed to drive, with a refined level of comfort even on long motorway journeys. Safe and reliable deceleration comes courtesy of the CUPRA-specific, high-performance brake system, recognisable by its red callipers.

CUPRA Drive Profile

The CUPRA Drive Profile enables the characteristics of the new Leon CUPRA to be adapted across a very wide range to meet the individual preferences of the driver. Alongside the Comfort and Sport modes, the CUPRA mode was, of course, a focal point for the engineers. Throttle response is particularly sensitive in this setting, while the DSG operates in its sportiest shifting mode and the exhaust sound actuator supports the full tone of the turbocharged engine. DCC dynamic chassis control, progressive steering and the front-axle differential lock also operate at their sportiest settings.



Front-axle differential lock

The new “limited slip differential” lock significantly improves the traction and handling of this front-wheel drive car. The system uses a multi-plate package that is hydraulically actuated and electronically controlled. The maximum locking force is 1,600 Newton metres and, in extreme cases, 100 percent of the drive can be sent to one wheel. The differential lock is integrated into all the handling systems like ESP and EDS. It improves not only the traction, but also eliminates torque steer. Furthermore, its sensitive control has no negative impact on steering feel.

Model Shown: Leon Cupra 280 5DR with optional Winter Pack and Dynamic Grey Custom Paint.

ACC and Front Assist

Playing a particularly important role among the driver assistance systems in the new SEAT Leon CUPRA is the adaptive cruise control (ACC). The radar-based system maintains the pre-set speed and pre-selected distance to the vehicle in front, accelerating and decelerating automatically in flowing traffic. The speed can be set within a range of 19 to 100* mph. ACC works with manual transmissions and with DSG. On vehicles with DSG, the system will decelerate behind a slowing vehicle all the way to a standstill. Optional on CUPRA 280 models.

DCC Dynamic Chassis Control

The DCC dynamic chassis control developed specifically for the CUPRA is even more sensitive and responsive, adapting the chassis characteristics to the prevailing conditions in a matter of milliseconds. The same applies to the driver's preferences - the CUPRA Drive Profile permits extensive personalisation according to driver requirement.

* Where the law permits

STANDARD EQUIPMENT

CUPRA

- / 18" alloy wheels
- / 8 speakers
- / Alarm and immobiliser
- / Aluminium front door sill trims with Cupra logo
- / Auto dimming rear view mirror
- / Automatic headlights
- / Body coloured door mirrors with integrated LED indicators
- / Chrome interior decorative mouldings
- / Cruise control
- / Cupra design leather steering wheel
- / Curtain airbags
- / Dark tinted rear windows
- / Digital Audio Broadcasting (DAB) radio
- / Driver and front passenger airbags
- / Driver's knee airbag
- / Driver's seat lumbar adjustment
- / Dual oval chrome exhaust pipes
- / Dual zone climate control
- / Electric front windows (one touch with anti-squeeze)
- / Electrically adjustable & heated door mirrors
- / Electrically folding door mirrors with reverse activated kerb-view function
- / Emergency tyre repair kit
- / ESC (Electronic Stability Control) with EBA (Emergency Brake Assist)
- / ESC switch-off key
- / Exclusive Cupra front and rear bumpers

- / Front and rear parking sensors with Optical Parking System display
- / Front armrest
- / Front mechanical differential lock
- / Front passenger airbag de-activation
- / Front passenger seat with lumbar adjustment
- / Front reading lights with ambient spot lights and footwell illumination
- / Front seatbelt reminders
- / Front side airbags
- / Front sports seats with grey stitching and leatherette bolsters
- / Full LED headlights
- / Height-adjustable driver's seat
- / Height-adjustable front passenger seat
- / Height-and reach-adjustable steering wheel
- / Hill hold control
- / ISOFIX points with Top Tether in outer rear seats
- / Leather gear knob
- / LED interior illumination
- / LED taillights
- / Rain sensing wipers
- / Rear electric windows
- / Red brake callipers
- / Remote central locking with deadlocks
- / SEAT Drive Profile - Cupra tuned, including:
 - Dynamic chassis control (DCC)
 - Progressive steering

- / SEAT media system plus
 - 5.8" colour touchscreen
 - MP3 compatible CD Player
 - FM/AM radio
 - USB and AUX-in ports
 - SD card slot
 - Bluetooth audio streaming
 - Bluetooth hands-free system
- / Sports suspension
- / Steering wheel mounted audio & phone controls
- / Three-point seatbelts on all seats
- / Tyre pressure monitoring

CUPRA 280

- In addition to CUPRA
- / 19" machined alloy wheels
 - / Black door mirrors
 - / Black exterior mouldings and frames
 - / Black interior decorative mouldings
 - / Black rear roof spoiler underside
 - / Red brake callipers with Cupra logo
 - / Satellite Navigation
 - / Steering wheel shift paddles (with DSG only)

OPTIONAL EQUIPMENT

	CUPRA	CUPRA 280
Wheels & Tyres		
Space-saving spare wheel (in lieu of tyre repair kit)	<input type="checkbox"/>	<input type="checkbox"/>
Exterior		
Red paint	<input type="checkbox"/>	<input type="checkbox"/>
Metallic paint	<input type="checkbox"/>	<input type="checkbox"/>
Custom paint	<input type="checkbox"/>	<input type="checkbox"/>
Seats & Trim		
Leather Upholstery: Includes Black leather seats with black leatherette bolsters and winter pack.	--	<input type="checkbox"/>
Leather Upholstery: Includes Black leather seats with grey leatherette bolsters and winter pack.	--	<input type="checkbox"/>
Leather Bucket Seats: Includes Black leather seats with grey leatherette bolsters and winter pack - without lumbar. (Available from July 2014)	--	<input type="checkbox"/>
Functional & Mechanical		
Driver Assist Pack: Includes High Beam Assist and Lane Assist	<input type="checkbox"/>	<input type="checkbox"/>
Winter Pack: Includes heated front seats, headlight washer system and heated front washer nozzles	<input type="checkbox"/>	<input type="checkbox"/>
Electric Sunroof (slide & tilt)	--	<input type="checkbox"/>
Infotainment		
SEAT Sound System: 135 Watt/6 channel amplifier with 10 speakers including boot mounted subwoofer (requires space saver spare)	<input type="checkbox"/>	<input type="checkbox"/>
Navigation System: Includes dynamic route guidance with 3D map display, additional SD card slot, high resolution colour driver's display and navigation via voice command	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Safety & Security		
Safety Pack: Includes tiredness recognition system and seat belt reminder for rear seats	<input type="checkbox"/>	<input type="checkbox"/>
Rear side airbags (5dr Only)	--	<input type="checkbox"/>
Adaptive Cruise Control (ACC) with Front Assist	--	<input type="checkbox"/>

TECHNICAL INFORMATION

ENGINE	2.0 TSI 265 (CUPRA) SC	2.0 TSI 280 (CUPRA 280) SC	2.0 TSI 280 DSG (CUPRA 280) SC	2.0 TSI 280 (CUPRA 280) 5DR	2.0 TSI 280 DSG (CUPRA 280) 5DR
Type (cylinders / valves per cylinder)	4 / 16	4 / 16	4 / 16	4 / 16	4 / 16
Displacement (cc)	1984	1984	1984	1984	1984
Bore and stroke (mm)	82.5 x 92.8	82.5 x 92.8	82.5 x 92.8	82.5 x 92.8	82.5 x 92.8
Compression ratio	9.3	9.3	9.3	9.3	9.3
Maximum power (PS / kW / rpm)	265 / 195 / 5350-6600	280 / 206 / 5350-6600	280 / 206 / 5350-6600	280 / 206 / 5350-6600	280 / 206 / 5350-6600
Maximum torque (Nm / lb.ft / rpm)	350 / 258 / 1750-5300	350 / 258 / 1750-5300	350 / 258 / 1750-5300	350 / 258 / 1750-5300	350 / 258 / 1750-5300
Fuel supply system	MPI Multipoint injection + TSI Direct Injection	MPI Multipoint injection + TSI Direct Injection	MPI Multipoint injection + TSI Direct Injection	MPI Multipoint injection + TSI Direct Injection	MPI Multipoint injection + TSI Direct Injection
Fuel type	Unleaded Petrol (95 / 98)	Unleaded Petrol (95 / 98)	Unleaded Petrol (95 / 98)	Unleaded Petrol (95 / 98)	Unleaded Petrol (95 / 98)
Emission control	EU6	EU6	EU6	EU6	EU6
Start/Stop System	✓	✓	✓	✓	✓
Energy Recovery System	✓	✓	✓	✓	✓

SPEED

Maximum speed (mph)	155	155	155	155	155
Acceleration 0-62mph (s)	5.9	5.8	5.7	5.8	5.7

FUEL CONSUMPTION

Urban mpg (l/100km)	32.5 (8.7)	32.5 (8.7)	34.4 (8.2)	33.6 (8.4)	33.6 (8.4)
Extra-urban mpg (l/100km)	51.4 (5.5)	51.4 (5.5)	52.3 (5.4)	49.6 (5.7)	49.6 (5.7)
Combined mpg (l/100km)	42.8 (6.6)	42.8 (6.6)	44.1 (6.4)	42.8 (6.6)	42.8 (6.6)

EMISSIONS

CO ₂ (g/km)	154	154	149	154	154
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TRANSMISSION

Gearbox type	6 speed manual	6 speed manual	6 speed automatic	6 speed manual	6 speed automatic
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CHASSIS	2.0 TSI 265 (CUPRA) SC	2.0 TSI 280 (CUPRA 280) SC	2.0 TSI 280 DSG (CUPRA 280) SC	2.0 TSI 280 (CUPRA 280) 5DR	2.0 TSI 280 DSG (CUPRA 280) 5DR
Front suspension	Independent McPherson type with coil springs and electronically adjustable hydraulic dampers				
Rear suspension	Multi-link rear axle with coil springs and electronically adjustable hydraulic dampers				
Steering system	Electro-mechanical power assisted progressive steering				
Turning circle diameter [wall to wall] (m)	10.1	10.7	10.7	10.7	10.7

BRAKING SYSTEM

Brake System	Dual hydraulic circuit (diagonal split) with servo assistance and ABS				
Type (front/rear)	Ventilated disc / Ventilated disc				
Front (mm)	340 x 30				
Rear (mm)	310 x 22				

WHEELS

Rims and tyres	7.5J x 18 ET51 - 225/40 R18 92Y	8J x 19 ET50 - 235/35 R19 91Y			
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DIMENSIONS

Length (mm)	4236	4236	4236	4271	4271
Width (mm)	1810	1810	1810	1816	1816
Height (mm)	1423	1423	1423	1434	1434
Wheelbase (mm)	2596	2596	2596	2631	2631
Track front / rear (mm)	1534 / 1508	1536 / 1510	1536 / 1510	1536 / 1510	1536 / 1510
Boot capacity (l)	380	380	380	380	380
Fuel tank capacity (l)	50	50	50	50	50

WEIGHTS

Kerb weight [with driver] (kg)	1395	1395	1421	1415	1441
Permissible gross weight (kg)	1890	1890	1910	1910	1930

Official fuel consumption according to EU Directive 99/94. The consumption calculation according to 1999/100/EC is based on the actual unladen weight of the vehicle. Additional specifications can lead to a higher weight class and hence to consumption figures of this higher weight class. The driving style, road traffic conditions, environmental influences and vehicle condition can in practice lead to consumption figures which may differ from those calculated within this standard.

EXTERIOR COLOURS & WHEELS



Emoción Red / *Smooth*



Dynamic / *Custom*



Nevada White / *Metallic*



Ice Silver / *Metallic*



Monsoon Grey / *Metallic*



Phantom Black / *Metallic*



Cupra 18" Alloy Wheel



Cupra 280 19" Machined Alloy Wheel

UPHOLSTERY OPTIONS

STANDARD



Top Sport seat Alcantara with white stitching

*Available from July 2014.

OPTIONAL



CUPRA Black interior



Exclusive CUPRA Leather with white stitching



Bucket seat with white stitching*



Model Shown: Leon Cupra 280 SC with optional Winter Pack, Adaptive Cruise Control and Nevada White Metallic Paint.

We are Spanish and German. We are passionate perfectionists. We are emotional technologists. Everything we know, is everything you feel. We give design a purpose. We bring technology to life. We call it ENJOYNEERING. We are SEAT.



SEAT recommends  **EDGE** PROFESSIONAL

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*Since 2006 all vehicles returned to SEAT were certified by UK Government to be recycled to 85%.

03/2014.