
Cupra Raval: The little electric rebel

Von Wolfgang Wieland

The Cupra Raval marks the brand's entry into a new phase of electromobility: a compact, fully electric city car that deliberately does not see itself as a sober functional car, but as an emotionally charged model with sporty aspirations and an independent appearance.

With a length of just over four meters, the Raval is tailored to the urban environment, but should also have enough reserves for longer journeys. The combination of compact body and spacious interior is striking: despite the small exterior dimensions, Cupra promises a trunk volume of 430 liters. This means that the model will not only impress in city traffic, but should also work well on weekend trips or in everyday life with family and luggage.

Visually, the Raval follows the familiar Cupra design language, but takes it even further. The front with its sharknose look, sharp lines and illuminated brand logo is immediately striking. Matrix LED headlights, flush door handles and an emphatically wide rear with diffuser and 3D light effects underline the claim not to look like an ordinary electric car. Cupra also emphasizes aerodynamic optimization: air ducts, active elements and an overall efficiency-oriented shape are intended to reduce drag and make the Raval the brand's most aerodynamically efficient model to date.

Cupra also aims to clearly differentiate itself from the mainstream when it comes to individualization. Several wheel and color combinations, including matt paintwork and an iridescent color called Plasma, are intended to reinforce the emotional character of the vehicle. The car should be visibly personalizable without losing its basic idea: sporty, eye-catching and independent. This is precisely the political and strategic message of the model. The Raval should not be just another electric car, but a statement for a younger, design-oriented target group that does not associate electric mobility with sacrifice, but with style and dynamism.

Cupra follows the same approach in the interior. The cockpit is designed with the driver in mind, with a floating center console, physical controls on the steering wheel and a combination of digital displays and haptic elements. Particular emphasis is placed on the lighting, which in the Raval is not just intended to have a decorative effect, but is seen as part of the driving experience. Ambient lighting, light projections in the doors and a system called Smart Light are intended to communicate with the driver and occupants and influence the mood in the interior. Cupra is thus shifting the focus away from purely functional operation towards a deliberately staged atmosphere.

Added to this is a remarkable variety of materials and equipment. The manufacturer lists several interior variants with different focal points, from recycled fabrics and vegan upholstery to a particularly elaborate package with 3D-knitted seat upholstery. Cupra wants to show that performance and sustainable material awareness need not be a contradiction in terms.

The Raval also aims to go beyond the usual segment level in terms of technology. The vehicle is based on the Volkswagen Group's MEB+ modular system (ID Polo, ID Cross and Skoda Epiq are also manufactured in the Spanish Seat plants) and relies on front-wheel drive, a lowered chassis and sportily tuned steering. There are also adaptive dampers, an electronic limited slip differential and a new electronic braking system, which is designed to improve pedal feel and make recuperation more efficient. In everyday driving, this should ensure precise handling, more traction and a direct driving feel. In this context, Cupra expressly refers to a "go-kart feeling", which is not a matter of course in an urban electric car.

Performance and range vary significantly depending on the version. Several drive and battery combinations are planned for the launch, including variants with 37 kWh and 52 kWh batteries. Depending on the model, the range extends from around 300 to around 450 kilometers; according to the manufacturer, charging times at fast-charging stations are

23 to 27 minutes for the range from 10 to 80 percent. This puts the Raval in a competitive range for the segment and is aimed at both daily city driving and occasional long-distance journeys.

The sporty top version Raval VZ is particularly prominent. It produces 166 kW (226 hp), is said to accelerate from 0 to 100 km/h in less than seven seconds and reach a top speed of 175 km/h. With 19-inch wheels, wider tires, a more powerful chassis and the electronic limited slip differential, the VZ version is clearly aimed at drivers who expect more than just efficiency from a compact electric car. In Cupra's argumentation, this variant is the most radical version of the model and at the same time proof that urban e-mobility and sporty aspirations can go hand in hand.

In addition to the drive, the digital equipment also plays a central role. A 12.9-inch Android-based infotainment system, a 10.25-inch instrument cluster and deep integration into the "My Cupra" app are designed to connect the car more closely with the smartphone ecosystem. Music and video services, voice control, navigation functions and digital charging networks are part of the overall package. This is complemented by connectivity functions such as Plug & Charge, various charging options for the home and the ability to supply external devices with power via Vehicle-to-Load. The vehicle is thus also marketed as a mobile energy hub.

Another focus is on safety. Here, the Raval covers a broad spectrum from Travel and Emergency Assist to the 360-degree camera. There are also systems that are prepared for possible accidents and can automatically initiate further measures after a collision.

The model name Cupra refers to a creative, lively district in Barcelona and deliberately links the car with urban energy, cultural independence and a certain spirit of resistance. The Raval is not intended to appear smooth or pleasing, but to show character and win over a new audience for electric mobility without robbing the brand of its sporty image. The new Cupra is celebrating its official premiere tonight in six European cities, including Berlin, with performances by young musicians such as Kim Petras, Nathy Peluso and Mahmood.

All in all, the Cupra Raval is not intended to sell itself through reason alone, but through the driving experience and a slightly rebellious, youthful attitude. The announced entry-level price of 25,925 euros also makes the car, which will be available from the summer, a comparatively accessible offering in the growing market for urban electric vehicles. (aum)

Images for article

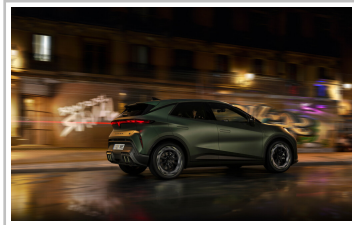


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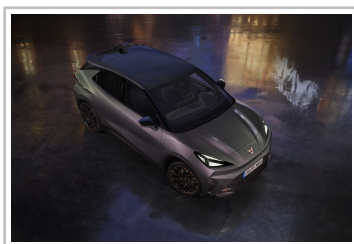


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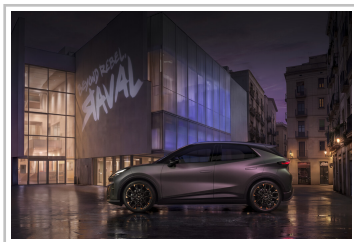


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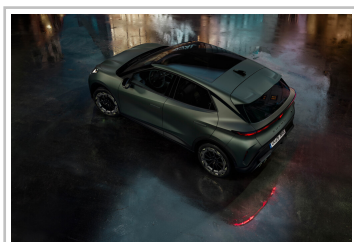


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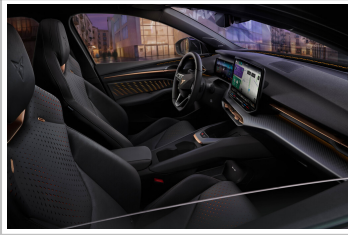


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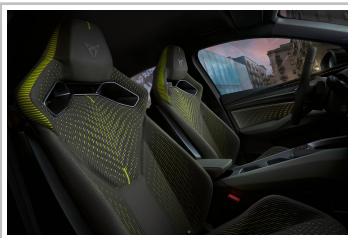


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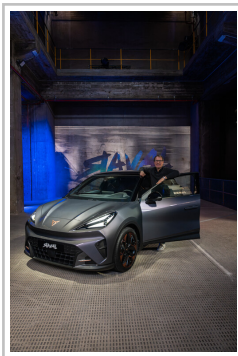
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Author Wolfgang Wieland at the Cupra Raval.

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