Cupra Tindaya

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Unveiled at IAA Mobility 2025 in Munich, the Tindaya sums up Cupra's new design phase under the motto "no drivers, no Cupra". The body is built around a skeletal structure, a "spine" painted in a gradient inspired by Tindaya mountain in Fuerteventura: cold Atlantic tones at the front warming towards the rear.

The **front mask** is a translucent surface lit from within: light starts at the logo, runs across the front digital display and ends at the headlamps. Inside, three side doors with no B-pillar, a 2+2 layout, a 24-inch curved display angled to the driver and a central jewel-like controller ("The Prism") to switch between Immersive, Dynamic and Meta modes.

Materials shift from hard to soft from rear to front: bio-attributed vegan leather on seats and console, waxed bronze microfibre, zero-waste 3D-knit fabrics and 3D-printed aluminium structural elements. A catalogue of what plastic decoration will have to integrate: translucency, backlighting and tactile textures in one part.

Sources: Car Design News · Cupra Media Center