



7 highlights in a successful year

CUPRA moves at full speed in its second year of life

- > CUPRA presented the Formentor and Tavascan concepts, the first two vehicles developed especially for the Brand
- > CUPRA strengthens its global alliances with FC Barcelona and World Padel Tour to expand its brand internationally
- > CUPRA brand debuts in Mexico with the launching of the world's first CUPRA Garage

Martorell, 30-12-2019 – 2019 was the year of CUPRA's consolidation. In these past 12 months, CUPRA has consolidated its organisational structure to strengthen its international expansion, achieved a sales record of more than 22,800 units sold until November and began its product offensive with the presentation of the CUPRA Formentor and CUPRA Tavascan prototypes, two vehicles specifically developed for the brand. In addition, the brand completed the construction of its corporate headquarters and inaugurated its first CUPRA Garage worldwide in Mexico.

1. Wayne Griffiths, the new captain of the CUPRA Tribe

SEAT Executive Vice-president for Sales and Marketing Wayne Griffiths was appointed CEO of CUPRA in January and has been working since then to bring the brand identity closer to an audience looking for special models for unique people.

2. CUPRA Formentor, a one-of-a-kind concept car for an exclusive brand

The CUPRA Formentor Concept, the first model developed especially for the brand, was presented in the framework of the Geneva Motor Show. Powered by CUPRA's high-performance plug-in hybrid engine, the company's new vehicle offers the most exclusive driving experience with the latest technological advances. CUPRA's new CUV features a dazzling and captivating exterior; a driver and passenger-friendly interior and high-precision performance. The new vehicle will be produced in Martorell and launched in 2020.

3. CUPRA Tavascan, reinventing sportiness

In September, CUPRA showed its potential with a large concept car, featuring a sporty design, sophisticated interior and advanced engine technology. The new CUPRA Tavascan Concept combines the unmistakable look of an SUV with the elegance of a sports coupe. It has two electric motors, one on both the front and rear axles, which generate a total power output of 306 hp (225 kW). CUPRA's new vehicle is based on the Volkswagen Group's MEB platform and has a battery capacity of 77 kWh which gives it a range of up to 450 km.



4. CUPRA strengthens its global alliances

Last September, CUPRA announced a global alliance with FC Barcelona to become its exclusive automotive and mobility partner for the next five years. The agreement will create unique experiences for the fan base of both organisations, in addition to developing urban mobility projects. In this sense, the agreement extends beyond traditional collaborations and both partners will work to boost the image of the city all over the world and promote innovation and young talent.

The sporty, competition-driven spirit conveyed by CUPRA landed on the padel courts in June with the aim of promoting the international expansion of this fast-paced racquet sport, with CUPRA becoming the official international sponsor of the padel circuit in 2019. The brand is going to be the premium sponsor of the circuit in 2020 and 2021 and will be present in every national and international tournament. In November, CUPRA also became the sponsor of the International Padel Federation (FIP).

5. CUPRA makes headway with a new headquarters

After consolidating its organisational structure by appointing an executive team and increasing the workforce by 50%, in 2019 CUPRA also completed the construction of its new headquarters, located next to SEAT's head office in Martorell. The facilities will be inaugurated in 2020 and will feature a 2,400 square metre open-plan multi-purpose space with a motorsport concept. Its design is reminiscent of a race track paddock and will be surrounded by nature on a 10,500 square metre plot of land.

6. The brand revs its engine in Mexico with the world's first CUPRA Garage

As part of its expansion strategy, the new brand made its debut in Mexico last November with the inauguration of the world's first CUPRA Garage and the market launch of the CUPRA Ateca. The first CUPRA Garage is located in one of the most exclusive districts of Mexico City. The facilities feature a digital experience area with an 85-inch screen and tablets so customers can configure their new car, as well as several upholstery samples. In addition, the CUPRA Garage has a Razing zone, where the CUPRA TCR racecar will be displayed, along with racing merchandise.

7. CUPRA Racing: committed to the future of motorsport

CUPRA signed Mattias Ekström as new brand ambassador in August. The renowned Swedish racer joined the CUPRA tribe to drive the brand's electric competition strategy, thus becoming the official driver of the CUPRA e-Racer. The agreement signed with Ekström confirms CUPRA's commitment to being a benchmark in the new electric car racing competitions.



Moreover, CUPRA was present at the second season of the World Touring Car Championship with four CUPRA drivers at the wheel of the CUPRA TCR, the fastest weapon of the year for the two CUPRA teams - PWR Racing and Comtoy DHL Racing.

CUPRA is an exclusive brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. In its first year of life, CUPRA sales in 2018 went up by 40% compared to last year, reaching 14,400 units. Along with the launch of new models, CUPRA will also keep the motorsport and racing spirit alive by participating in the TCR series. The CUPRA world is alive and ready to conquer a new group of enthusiasts in close to 280 specialised corners and stores around the world.

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