



The brand becomes its official automotive partner

CUPRA teams up with Valentino Rossi's VR46 Riders Academy

- > The two brands bring together their competitive spirit and the passion for motorsport for the next three years
- > CUPRA strengthens its commitment to the new generation of young talents
- > The Academy's riders sit behind the wheel of the CUPRA Formentor

Verona, 21-05-2021 – CUPRA continues its offensive to conquer performance enthusiasts across new territories. The CUPRA Tribe has signed a collaboration agreement with Valentino Rossi's young VR46 Riders Academy and becomes its official automotive partner for the next three years.

With this agreement, CUPRA strengthens its commitment to supporting the new generation of young talents who aim to be the impulse of transformation. Both the Academy's riders and its management team will be able to enjoy the CUPRA Formentor, the first model uniquely designed and developed for the brand.

CUPRA Director of Strategy, Business Development and Operations Antonino Labate said: "The collaboration with VR46 Riders Academy represents bringing together two worlds which share the same competitive spirit and passion for motorsport. Both brands have the same on-track racing DNA and the desire to promote young talent. With the character and inspiration of a legend like Valentino Rossi, I'm sure that the Academy's riders will be part of the next generation of young challengers who will be the impulse of transformation."

"We're very proud to enter into a partnership with CUPRA, a brand with which we share a passion for challenges and values of professionalism and commitment, always looking to the future. We're confident that the features and the power of the CUPRA Formentor will be able to better interpret the needs of our riders during their journeys", added Alessio Salucci, Director of the VR46 Riders Academy on the occasion of the announcement of the collaboration.

"We have invested a lot of effort in this project together with VR46 Riders Academy. This collaboration has been a natural decision for both of us: we share the same philosophy, team spirit, values and principles. We are delighted to start this collaboration and I am sure that we will be able to transmit the same passion to our fans, as from now on they will have an exciting journey together", added Pierantonio Vianello, Director of CUPRA Italia, on the occasion of the delivery of the cars.



The school of champions

Created in 2014 by nine-time motorbike world champion Valentino Rossi with the aim of nurturing new MotoGP talent, VR46 Riders Academy is considered the school of Italy's future motorcycling champions, with riders such as Franco Morbidelli (MotoGP), Stefano Manzi (Moto2), Andrea Migno and Niccolò Antonelli (Moto3) having passed through its ranks.

The CUPRA Tribe is made up of a team of champions who share the brand's values and aim to be the impulse of transformation. In addition to eight players from the world of padel, the brand's members include FC Barcelona players Marc ter Stegen and Ansu Fati, actor Daniel Brühl and race drivers Mattias Ekström, Jordi Gené and Mikel Azcona, among others.

CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and sportiness are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric model, the CUPRA Born. The CUPRA Tavascan will be the brand's second all-electric model and will reach the market in 2024.

CUPRA will participate this year in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and four of the best padel players in the world, among others.

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