



Electrified SUV

## CUPRA will expand its line up with all-new electrified SUV, to be launched in 2024

- > CUPRA is set to grow its electrified vehicle line up with a brand-new SUV accelerating its growth in the highly competitive compact SUV segment
- > The all-new electrified SUV will be available in different powertrains, including mHEV and PHEV versions
- > The SUV will integrate a new generation PHEV technology giving it a range of around 100km in all-electric mode

**Martorell, 23-03-2022** – CUPRA’s unstoppable impulse continues as the unconventional challenger brand accelerates its roll out of electrified vehicles with the introduction of an all-new SUV to take on the incredibly competitive compact SUV segment.

The electrified SUV is designed to stand out thanks to its confident look which conveys brave emotion and performance freedom.

The all-new electrified SUV will be around 4.5m long, allowing both the design and engineering teams to develop a vehicle that incorporates the essence of the CUPRA brand, while offering the perfect proportions to be highly competitive in the challenging A-segment.

The SUV will integrate mHEV and PHEV powertrain technology; the plug-in hybrid variant will benefit from a new generation PHEV technology giving it the ability to travel around 100km on all-electric mode.

The all-new electrified SUV will be produced together with the Audi Q3 Sportback in Hungary at the Győr facilities, starting from 2024.



**CUPRA** is the unconventional challenger brand that brings together emotion, electrification, and performance to inspire the world from Barcelona. Launched in 2018, CUPRA has its corporate headquarters and a racing car factory in Martorell (Barcelona), in addition to a global network of specialised points of sale.

In 2021, CUPRA maintained its upward trend, tripling sales with 80.000 vehicles delivered, driven by success of the CUPRA Formentor. CUPRA proves that electrification and sportiness are a perfect match, and in 2022 will expand the range of the CUPRA Born, the brand's first 100% electric vehicle, with models with different battery capacities, as well as a more powerful e-Boost version. An exclusive, limited edition version of the CUPRA Formentor VZ5 will also be introduced. The CUPRA Tavascan, the brand's second all-electric model will reach the market in 2024, followed by the brand's first urban electric car, inspired by the CUPRA UrbanRebel concept, in 2025.

CUPRA won the PURE ETCR electric touring car championship in 2021 and continues to participate in Extreme E, the off-road electric SUV's competition. The brand is FC Barcelona's official automotive and mobility partner, the World Padel Tour's premium sponsor and the official sponsor of the eSports Club Finetwork KOI. Collaborating with brands such as Primavera Sound and De Antonio Yachts, it has created the CUPRA lifestyle universe. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are the German goalkeeper Marc ter Stegen; Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas; and Olympic gold medalists Adam Peaty, Melvin Richardson and Saúl Craviotto.

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