



## CUPRA EKS unveils its driver line up – with Tom Blomqvist and Adrien Tambay joining Jordi Gené and current ETCR champion Mattias Ekström

- > Sweden's defending ETCR champion Mattias Ekström and Spanish ace Jordi Gené are joined by Tom Blomqvist and Adrien Tambay in CUPRA EKS's assault on the 2022 FIA ETCR
- > 2021 title winning CUPRA e-Racer appears in striking new livery representing the revolutionary change inspired by the digital world
- > CUPRA EKS with new team partnership and renewed winning driver line-up, will make its debut in PAU, France from the 6<sup>th</sup> to the 8<sup>th</sup> of May

**Martorell, 19-04-2022** – CUPRA EKS has unveiled its exciting driver line up for this year's FIA ETCR eTouring Car World Cup – with Tom Blomqvist and Adrien Tambay joining current ETCR champion Mattias Ekström and Jordi Gené in the all-electric touring car team.

Blomqvist, son of the 1984 World Rally champion Stig Blomqvist, became the youngest ever Formula Renault UK champion when, aged just 16, he won the title in 2010. Since then the Swede has raced in German Formula 3, DTM, Formula E and challenged for victory several times at the Macau Grand Prix. The 28-year-old has also raced in the Blancpain GT Series, FIA World Endurance Championship and the IMSA SportsCar Championship – winning both the 24 Hours of Spa (2018) and Daytona 24 Hours (2022), finishing second in LMP2 at the 24 Hours of Le Mans (2021) and third at the Petit Le Mans (2019).

Having started his racing career in Germany, Paris-born Tambay, son of former Formula 1 race winner Patrick Tambay, has raced in the Formula 3 Euroseries, Auto



GP, GP3 (winning at Spa-Francorchamps) and in the DTM. Like Blomqvist, the 31-year-old will make his FIA ETCR eTouring Car World Cup debut with CUPRA EKS this year.

Gené needs no introduction to CUPRA, as he's been with brand for most of his illustrious racing career. As one of the world's top touring car test drivers, Gené – who finished fourth in the ETCR drivers' standings last year – is instrumental in the continued development of the CUPRA e-Racer, the world's first 100% electric touring car.

Ekström is the current ETCR champion and founder of EKS. The 41-year-old Swede is regarded as one of the world's most versatile drivers, having competed in the FIA World Rally Championship, NASCAR, the Bathurst 24 Hours and the Dakar Rally with Audi. He is a FIA World Rallycross champion (2016), a two-time DTM champion (2004 and '07), Swedish Touring Car champion (1999) and a three-time winner of the Race of Champions (2006, '07 and '09).

When it makes its 2022 race debut at the opening round of the FIA ETCR eTouring Car World Cup at Pau Ville in France (6-8 May), the CUPRA e-Racer will appear in a brand-new livery. The multi-layered and chameleonic body colour, with vivid and morphing green and violet hues scattered by neon yellow kinetic accents, is a design inspired and influenced by the digital world and signals a revolutionary change in the brand's aesthetics.

There will be innovations under the skin too. The CUPRA e-Racer's weight optimisation has been enhanced, while reinforced parts make it even more robust. The car will also feature a new roof hatch above the driver's helmet and removable plastic windows which will allow medical access to the cockpit where entry via the doors is otherwise compromised.

**“We are very pleased to announce our exciting CUPRA EKS driver line-up for this year's FIA ETCR eTouring Car World Cup,”** said Xavi Serra, CUPRA Racing Head of Technical Development.



“To bring drivers of the calibre of Tom Blomqvist and Adrien Tambay into the all-electric series for the first time is something very special, and we are sure they will adapt well and score very good result – whilst in Mattias Ekström and Jordi Gené we have the experience, race winning skill and continuity that every team dreams of having.”

“I can’t wait to start the season. Last year the team made history. This year, the challenge is to go for the FIA ETCR championship and I am here to help achieving this objective. My passion for racing has no limits and sharing this passion with such a great team will inspire me to perform my best on the track” said Adrien Tambay, CUPRA EKS driver.

“I’m very motivated. I believe this is going to be a massive experience for me, as the FIA ETCR championship is a step forward in electric racing. I’m proud to have joined CUPRA EKS for this adventure. We are really determined, and the goal is to win.” said Tom Blomqvist, CUPRA EKS driver.

**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 workshop 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 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 Olympic gold medallists Adam Peaty, Melvin Richardson and Saúl Craviotto, the German goalkeeper Marc ter Stegen, and Ballon d’Or and Best FIFA Award-winning footballer Alexia Putellas.



Arnaud Hacault  
Head of Product Communications  
T/ +34 659 134 804  
[arnaud.hacault@seat.es](mailto:arnaud.hacault@seat.es)

Yago Mercé  
Product Communications  
T / +34 626 967 263  
[yago.merce@seat.es](mailto:yago.merce@seat.es)

[www.seat-mediacenter.com](http://www.seat-mediacenter.com)

PRENSA PREMSA NEWS PRESSE STAMPA