



A star is BORN Down Under– CUPRA’s first 100% electric car to arrive in Australia in 2023

- > CUPRA Born proves performance and electrification can be a perfect match
- > Australian production starts end of 2022; on sale early 2023
- > Car of the Year 2022 finalist already a sales success in Europe
- > CUPRA to begin online sales in Australia shortly

Martorell, 21/04/2022 – CUPRA’s game-changing 100% electric vehicle, the CUPRA Born, will soon be on its way to Australia, the brand announced today.

“Last year, at the Munich Motor Show, I expressed my determination to get the CUPRA Born to Australia as soon as possible,” said Wayne Griffiths, CEO of CUPRA. “I can now confirm that CUPRA’s first fully electric model – and European Car of the Year finalist – will go into production for Australia in the last quarter of this year and will start deliveries early in 2023.”

First launched in November 2021, the CUPRA Born is already a sales success in Europe and in its every aspect embodies the visual and dynamic aesthetic that sets the CUPRA brand apart. “The extension to Australia is an important step towards the globalisation of our brand”, Griffiths continued. “The CUPRA Born is set to be the impulse of a new generation of Aussie car lovers and to prove that performance and electrification can be a perfect match.”

CUPRA’s Commitment to Australia

CUPRA begins online sales in Australia shortly with an initial range comprising the Formentor crossover, Ateca SUV and Leon hatchback. The Formentor and Leon line-ups each include a plug-in hybrid electric vehicle (PHEV), the first affordable European cars of this type to be offered in this country.

Some 7,800 expressions of public interest have been received by the brand to date; the majority (3,600) for the Formentor range with the Born second with 2,100.

“This is a remarkable response to a brand that is entirely new to Australia and which is barely four years old,” said Ben Wilks, Director of CUPRA Australia. “To secure Born production at a time of unprecedented global supply challenges demonstrates CUPRA’s commitment to Australia.”

Pricing and specification will be confirmed shortly.

2022 will also see the automotive brand open a CUPRA City Garage in Sydney’s CBD. The unique destination, close to the world’s most famous harbour, will offer an



unconventional and unique customer experience, as well as host cultural events and exhibitions.

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.

CUPRA won this year the first electric touring car competition PURE ETCR and participates 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 Swedish driver Mattias Ekström and eight of the best padel players in the world, among others.

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