



## CUPRA further strengthens its commitment to electric motorsport as it joins ABT to compete in Formula E

- > ABT CUPRA will compete in ABB FIA Formula E, the competition that brings electric racing to the heart of the world's most iconic cities, from 2023
- > Building on success in FIA ETCR and Extreme E, it's a natural next step for CUPRA as it continues to prove that electrification and performance are a perfect match
- > CUPRA will partner with ABT Sportsline under the name ABT CUPRA Formula E Team, with drivers Robin Frijns (Netherlands) and Nico Müller (Switzerland) signed up for the team's maiden season

**Martorell, 09-12-2022** – CUPRA has spent the past four years reinventing motorsport and going out to win, developing the e-Racer – the world's first 100% electric touring car – and recording achievements in competitions like the FIA ETCR series and Extreme E. CUPRA is a brand with racing in its DNA, with big ambitions for sustainable racing.

Now CUPRA – which has the ambition to become a fully electrified brand by 2030 – is ready for the next stage of its development and will join ABT to compete in Formula E, the world's leading electric racing competition, for the 2023 season. It's a natural step for CUPRA as it strives to transform the racing world and prove that electrification and performance are a perfect match.

ABB FIA Formula E – the world's first all-electric FIA World Championship and the only sport that has been net-zero certified since its inception – and CUPRA share the same DNA, and both reach a diverse audience that shares a common attitude. It's a group made up of technology and innovation enthusiasts that merge the physical and digital worlds. Like CUPRA, Formula E is present in the metaverse with an official blockchain racing game, and both brands reach individuals that value sustainability and are passionate about racing and performance.

“Racing is at the core of CUPRA's DNA – and at CUPRA we go out to win,” said Wayne Griffiths, CEO of CUPRA. “It's the right time to take the next leap forward and join the world's greatest electric motorsport competition, and I can't wait to see the ABT CUPRA Formula E team competing in the heart of some of the world's most iconic



cities. Joining the Formula E, a unique motorsport platform, underlines our ambition of becoming a truly global relevant brand, with the aim of inspiring the world from Barcelona.”

With team drivers Robin Frijns (Netherlands) and Nico Müller (Switzerland) signed up for 2023 the ABT CUPRA Formula E team’s participation in the “Königsklasse” of electric performance racing platforms will have a huge impact on the brand thanks to the global visibility and technical innovation capabilities that Formula E provides. Both ABT and CUPRA will reinforce their relationship as main partners in the team and Mahindra Racing will supply the powertrain technology.

CUPRA already partners with ABT for Extreme E, and the brands are both electric racing pioneers. ABT has seen great success in Formula E with its own team, and CUPRA began its electric motorsport journey by developing the e-Racer, the world’s first all-electric touring car. Their ongoing partnership is proof of CUPRA and ABT’s shared vision of reinventing the world of motorsport through electrification.

Creating the e-Racer led CUPRA to join The FIA ETCR World Cup– the world’s first all-electric touring car championship – where the team claimed the Drivers’ and Manufacturers’-Championship double in both 2021 and 2022. In 2022, CUPRA EKS’ drivers made up all the top-three places in the season’s final standings. The CUPRA e-Racer was by far the fastest and most reliable car in the competition for the second year in a row.

Participating in Extreme E – the global electric-SUV off-road competition that highlights natural environments under threat from climate change – complements the way that CUPRA is moving towards an electrified range by the end of this decade and the brand shares the competition’s belief in the importance of highlighting the issues caused by climate change.

Back in 2018, CUPRA’s ambition was to reinvent racing. Thanks to a few believers with big dreams, the brand has continued to challenge racing performance and pioneer new formats of the sport, creating new emotions and experiences.

**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)

**CUPRA**