



Exponential Impulse

## **CUPRA presents the Exponential Experience, a unique racing concept that merges the virtual and physical worlds**

- > **First live test drives at the brand's Exponential Impulse event in Berlin, during the ABB FIA Formula E World Championship**
- > **CUPRA Racing ambassadors Adrien Tambay and Jordi Gene did a live demo of the virtual racing experience, which brings Barcelona and Berlin together**
- > **In the CUPRA Exponential experience, the emotion of driving meets the limitless potential and imagination of the virtual world**

Berlin/Martorell, 21-04-2023 – At its Exponential Impulse event in Berlin during the ABB FIA Formula E World Championship, CUPRA presented the Exponential Experience, the first ever electric racing experience that goes beyond the limits and merges the virtual and physical worlds.

CUPRA has created a racing experience that brings two great and unconventional cities – Barcelona and Berlin, together. The Exponential Experience multiplies the limitless potential of the gaming and digital worlds with the emotion of driving a real car.

Drivers can step at the wheel of the CUPRA UrbanRebel Racing Concept - which delivers up to 320kW at its peak -, strapped on a high-definition mixed reality headset and forget about reality as they race through a dynamic virtual world, travelling from Barcelona to Berlin. Or any other scenario imaginable.

**“The CUPRA Exponential Experience brings to life something most drivers wouldn't typically experience: the incredible feeling of driving an electric racing car. A unique racing concept merging the virtual and physical worlds. Allowing anyone to feel racing in a different way”,** said Xavi Serra, head of CUPRA racing.

With the CUPRA Exponential Experience, what the driver sees is virtual, but what they drive, and feel is real, as they seat behind the wheel of the CUPRA UrbanRebel Racing



concept. With dynamic virtual environments taking inspiration from the worlds of gaming and racing, CUPRA has produced something new and original.

The CUPRA Reality Loop interface technology allows events in the virtual world to physically affect the car, and vice versa. For example, driving over a speed boost on the virtual course will translate into a visceral torque boost for the CUPRA UrbanRebel Racing Concept.

For this to work, the CUPRA team has designed a custom gaming computer chassis, sensor mounts, extensive safety features, and a two-way communication system with the vehicle's electronics.

The Exponential Experience has huge potential for the future of motorsport. It is racing that is adapted to contemporary needs of the next generation.

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.

CUPRA proves that electrification and sportiness are a perfect match, and in 2022 the brand hit new heights with over 150.000 vehicles delivered. Each successive launch of a model has marked a new milestone in defining the brand's character, with a challenging and original design: the CUPRA Ateca, a unique model in its segment, the CUPRA Leon, its first electrified model thanks to a plug-in hybrid electric engine, the CUPRA Formentor, the first model to be developed exclusively by the brand, and the company's best-selling vehicle to date; and the CUPRA Born, the brand's first 100% electric vehicle,

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. CUPRA is the only automotive brand that participates in the EXTREME E, ETCR and Formula E racing competitions. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are Street Artist TV Boy, Olympic gold medalists Adam Peaty, Melvin Richardson and Saúl Craviotto, the German goalkeeper Marc ter Stegen, and two-time Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.

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