



Exponential Impulse

## CUPRA premieres 100% electric Tavascan as brand reaches record deliveries

- > World premiere of the CUPRA Tavascan at the Formula E weekend in Berlin: CUPRA's first all-electric SUV coupe and the brand's dream coming true
- > More than 300,000 cars sold since 2018, and record Q1 in 2023 with over 46,500 units
- > CUPRA unveils the DarkRebel, a fully virtual sports car with unfiltered CUPRA DNA
- > CUPRA officially launches Metahype and invites collaboration for the CUPRA DarkRebel, which can be configured by the CUPRA Tribe
- > The brand's unique racing concept, the Exponential Experience, featured by the CUPRA UrbanRebel Racing Concept is now a reality

**Berlin/Martorell, 21-04-2023** – CUPRA has unveiled the next stage of its evolution at its Exponential Impulse event in Berlin, just ahead of the Formula E weekend. With the brand marking its fifth anniversary this year, it showcased the world premiere of its first all-electric SUV coupe, the CUPRA Tavascan, to be launched to the market in 2024.

CUPRA also revealed the CUPRA DarkRebel, a virtual sports car designed for a future city that is no longer contained by physical limits, which can be configured by the CUPRA Tribe.

CUPRA also officially goes live with the Metahype, the brand's experience space in the metaverse.

Finally, the brand launched the Exponential Experience – a unique experience at the wheel of the CUPRA UrbanRebel Racing Concept, where the physical and the digital worlds meet.

"Today is all about CUPRA's passion to transform dreams into a reality," said Wayne Griffiths, CEO of CUPRA. "CUPRA is still a young brand. And yet, in just five years we have hit one record after another at a remarkable pace, thanks to our drive and determination. Since the launch of the brand, CUPRA has sold over 300,000 cars and is the fastest growing brand in Europe. The brand achieved record sales in Q1 2023 with over 46,500, driving the profitability of SEAT".



## World premiere of the CUPRA Tavascan

The main highlight of the Exponential Impulse event was the world premiere of the CUPRA Tavascan, the brand's first all-electric SUV coupe, and its second fully electric model after the CUPRA Born. It embodies CUPRA's electrified vision and remains faithful to the 2019 concept car, proving that the Tavascan is not a response to change, but a vehicle that creates it.

"Back when we presented the Tavascan concept at the IAA in Frankfurt 2019, it was our dream car – a manifesto for everything we wanted CUPRA to become," said Wayne Griffiths. "Since then, we've kept believing that if we dream it, we can create it. Well, today, that dream comes true."

The CUPRA Tavascan represents the impulse for a new striking design language: the exterior design delivers athletic and sporty proportions. From the front, the matrix LED with the three-triangle eye signature is instantly recognisable. The interior is a piece of architecture thanks to the characterful central spine together with the slim air vents – almost invisible.

As an emotional and driving oriented SUV, the CUPRA Tavascan features DCC Sport dynamic chassis technology, sport suspension and progressive steering. These attributes, and the addition of performance tyres mounted on 21" forged alloy wheels deliver a unique sporty driving experience.

Based on the Volkswagen Group's MEB platform, the brand's first all-electric SUV coupe will be available with two power outputs: 210kW (286PS) and 250kW (340PS); the higher power output version adds dual-motor all-wheel drive, delivering performance with maximum traction. The CUPRA Tavascan VZ can reach 50km/h in just 2.4seconds (0 to 100km/h in just 5.6 seconds).

It also provides enough capacity for a range of around 550km thanks to the 77kWh net capacity battery pack. The CUPRA Tavascan can add an additional 100km of range in as little as 7 minutes. And when the battery drops to only 10% it can be replenished to 80% in just under half an hour using at least a 135kW charging point.

The CUPRA Tavascan features a 15" infotainment system – the largest so far in a CUPRA model – with a newly designed and developed Human Machine Interface (HMI). The CUPRA Tavascan also integrates for the first time ever a high-fidelity 12-speaker audio sound system developed in collaboration with premium audio firm Sennheiser.



Designed and developed in Barcelona, the CUPRA Tavascan will be produced at the Volkswagen Group's Anhui factory in China, a state-of-the-art innovation hub for e-mobility, and will be launched in 2024, with a yearly target of more than 70,000 cars sold.

[If you want to learn more about CUPRA Tavascan, click here to access the full PRESS KIT.](#)

### CUPRA DarkRebel virtual sports car

The Exponential Impulse event was also the platform chosen to unveil the CUPRA DarkRebel, a fully virtual sports car with unfiltered CUPRA DNA.

The CUPRA DarkRebel brings CUPRA's DNA to the maximum without any boundaries. It is not a prediction, but rather a provocation, showing that design is a dialogue, not a process, the ultimate interpretation of our vision.

The CUPRA DarkRebel is defined by its sharp lines and the athletic proportion of a sports car combined with a shooting break architecture.

With the CUPRA DarkRebel, CUPRA goes beyond the constraints of materiality and expands the design into the intangible, intensifying the experience. The potential of the virtual world enhances creativity, boosts imagination, and amplifies the senses.

That's why, CUPRA has created a Hyper Configurator, where the CUPRA tribe can push their creativity without the limitations of the physical feasibility in the material world.

CUPRA's Hyper Configurator enables the CUPRA Tribe to create their very own versions of the show car and influence the final design of a physical model that will be presented in the near future.

"We have created an entirely new way of collaborating and developing the future of our sports cars," said Jorge Diez, Director of Design CUPRA. "We are inviting everyone to create their own version of the CUPRA DarkRebel and influence in the final design of the car. It is entirely CUPRA style, a complete challenge of the norm."

The CUPRA DarkRebel can be configured through the Metahype, the brand's space in the metaverse, or in [www.cupraofficial.com](http://www.cupraofficial.com).

[To learn more about CUPRA DarkRebel, click here.](#)



## Metahype

The Exponential Impulse event was also the official launch of CUPRA's Metahype, an ever-expanding virtual island where brands, creators and communities get together to socialize, collaborate, create, and live emotional experiences.

After much anticipation following Metahype's announcement last year, in Berlin CUPRA unveiled five unique spaces that make up the CUPRA Metahype District and Experiences:

1. **CUPRA Plaza:** the meeting point for the CUPRA Tribe to connect and socialise
2. **CUPRA Racing:** a place to live the brand's racing DNA with gamified racing games where users driving skills will be challenged in 2 different games
3. **CUPRA Metahype City Garage:** a place to discover and explore CUPRA's models, meet CUPRA masters and experience the latest CUPRA Tavascan
4. **CUPRA Hub:** the space where we showcase CUPRA beyond the automotive world –browse the CUPRA Collection Boutique, or take part in Dancing Challenges curated by Primavera Sound
5. **CUPRA Next:** where the users can influence the future design of the CUPRA DarkRebel

Metahype is all about collaboration and that's why Primavera Sound is one of the first brands to join Metahype from the very beginning; more partners will follow soon. Primavera Sound will offer always-on music related content in the platform and a gamified DJ academy to impulse the New Generation of music lovers.

Metahype will be accessible via desktop at [Metahype.com](https://www.metahype.com) and soon also available via Mobile. To sign-up and start discovering the island: [www.metahype.com](https://www.metahype.com)

[To learn more about Metahype, click here.](#)



## The Exponential Experience

CUPRA also introduced the Exponential Experience, a unique racing concept merging the virtual and physical worlds. Designed mixing a combination of a virtual reality headset and the CUPRA UrbanRebel Racing concept, it is the first electric racing experience that lies beyond the limits of the physical world.

“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.

CUPRA Racing ambassador Adrien Tambay explained the experience on stage, while Jordi Gené stepped into the CUPRA UrbanRebel Racing concept – which delivers up to 320kW at its peak – to showcase the experience wearing a high-definition mixed reality headset, driving from Barcelona to Berlin in a dynamic, gamified virtual world.

[To learn more about the Exponential Experience, click here.](#)

**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 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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