



IAA Munich 2023

## CUPRA unveils the DarkRebel Showcar to the public, following best ever delivery results

- > The CUPRA DarkRebel is the maximum provocation of CUPRA design, created in collaboration with the CUPRA Tribe through the brand's virtual Hyper Configurator.
- > CUPRA has delivered 150,000 cars so far in 2023, up 60% on the same period last year.
- > The challenger brand is working on its entry into North America as part of its globalization.

**Martorell/Munich, 04-09-2023** – At the IAA 2023 in Munich, CUPRA announced it has delivered over 150,000 cars globally to date in 2023. This represents a year-on-year increase of over 60% and confirms CUPRA's position as one of the fastest-growing car brands in Europe.

Driven by the success of CUPRA, SEAT S.A. posted record-breaking financial results in the first half of 2023. The company achieved a 371 million euros operating profit –468 million euros more than in the same period last year– and the return on sales has continued to rise and has already reached 5.0% (-1.8% in H1 2022). These results were fuelled by the continuing success of the CUPRA Formentor, the best-selling model in its segment and the all-electric CUPRA Born, which has doubled sales in 2023. Since its creation, over 400,000 CUPRA vehicles have been sold, with more than 25% of overall sales in the first half of this year alone.

The IAA in Munich also saw the world premiere of the new DarkRebel showcar, which pushes the boundaries of design and performance, and even questions the way that cars will be created for future generations of drivers.

More than 270,000 CUPRA configurations from the CUPRA Tribe, including brand ambassadors like FC Barcelona players Alexia Putellas, Marc ter Stegen, and the actor Daniel Brühl, helped shape the design of the CUPRA DarkRebel in CUPRA's virtual Hyper Configurator. The data was then collected and used to create the final design of the CUPRA DarkRebel, which has now moved from the virtual to the real world with the reveal of the physical version at the IAA in Munich.



According to Wayne Griffiths, CEO of CUPRA: "Thanks to the passion and creativity of the CUPRA Tribe, we have now been able to turn one of our most powerful obsessions into a real showcar. The CUPRA DarkRebel is the maximum provocation of CUPRA design. It is a rebel with a purpose: to prove that electric cars in the future can be sexy and emotional".

The 100% electric two-seat sports car with a shooting brake architecture reflects the passion and disruptive mindset of the CUPRA brand. Incorporating an enigmatic mercury-like exterior liquid body colour, light as a tangible material and heightened attention to sustainability.

According to Jorge Díez, Head of Design at CUPRA: "The Dark Rebel represents the ultimate expression of our CUPRA DNA, but now without limits. It's a car with one mission: to boost your emotions."

During the IAA, Wayne Griffiths also confirmed that CUPRA is planning the next step in its globalization, following the brand's successful launch in Australia last year.

"CUPRA's ambition is to be a truly global brand, which is why we are working on our entry into the North American market. Our plans are moving in a positive direction and I'm confident we have the right strategy in place to make CUPRA an American success story", he concluded.

CUPRA will be present in various spaces in Munich during the IAA:

- At the **CUPRA Open Space** attendees will have the chance to see the CUPRA DarkRebel Showcar, alongside the CUPRA Tavascan, CUPRA Raval and CUPRA UrbanRebel Racing.
- The **SUMMIT**: visitors can enter CUPRA Metahype with VR glasses, as well as see the CUPRA Tavascan.
- The **CUPRA Experience Center** will offer media the possibility to test the CUPRA Exponential Experience and see the new CUPRA Formentor VZ5 BAT x ABT, developed in collaboration with partner ABT.

**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 CUPRA Racing division 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 Saul Cravio, the German goalkeeper Marc ter Stegen, and two-time Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.

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