



CUPRA UrbanRebel, CUPRA Tavascan and CUPRA Terramar

CUPRA: seven seconds to fall in love

- > CUPRA Design Director Jorge Diez explains the key design features of the brand's future electrified models, such as the recently unveiled CUPRA UrbanRebel, CUPRA Tavascan and CUPRA Terramar
- > CUPRA's design team reinterprets the exterior of its vehicles with a strong character and new iconic features
- > Sustainability and technology define the new interiors where the driver is placed front and centre

PRENSA PREMSA NEWS PRESSE STAMPA

Martorell, 01.09.2022 – People usually think falling in love comes from the heart, but this isn't exactly the case. In fact, it's a process that starts in the brain, and when we fall in love, chemicals like dopamine, oxytocin and adrenaline are released within seconds. Something similar can be experienced when admiring CUPRA's future electrified models. The recently unveiled CUPRA UrbanRebel, CUPRA Tavascan and CUPRA Terramar succeed in making you fall in love in just seven seconds. CUPRA Design Director Jorge Diez tells us how the brand's future design hallmarks.

No looking back. The key starting point for CUPRA's design is being able to work with complete freedom. "Designing the future without looking to the past is a spectacular journey. Our ultimate goal is to make people fall in love with our cars, creating unique experiences. We don't necessarily want to appeal to everyone, but we want people to fall head over heels in love with our cars" says Jorge Diez. Thanks to this essence, CUPRA's first wholly-designed models, the CUPRA Formentor and the CUPRA Born, were awarded the prestigious Golden Steering Wheel in 2021, one of the automotive industry's most important accolades. On 7 June, CUPRA presented its electrified models of the future in Terramar (Sitges) showing its strong commitment to innovative design that aims to continue to break with the status quo. "We'll achieve this thanks to our own CUPRA design philosophy" adds the head of design at the brand.

Distinctive character and determination. The brand's future design is based on a philosophy defined by a strong character, evident in the new model's shapes and proportions. "Determination is very important in future CUPRAs. One of the areas where it clearly stands out is in the front of the car, where we've simulated shark-like features that give it a



character of its own” says Jorge. Another significant change on future models will be the new triangular headlights that give CUPRA a new look. “Our models will be instantly recognisable at a glance.”

Ever forward looking. CUPRA looks to the future, something that the design team wanted to reflect in a more than conceptual way. “The lines are very pronounced on the sides, always expressing a forward thrust. This gives our cars a sense of movement, even when stationary” according to Jorge. The cockpits of future cars like the CUPRA UrbanRebel, CUPRA Tavascan and CUPRA Terramar have been designed in line with this concept and will be launched in the coming years. “The cockpit feels like an uninterrupted space, similar to a ship’s hull. This also lends a feeling of speed” says Jorge.

An interior for people who love driving. “At CUPRA we’re wild about driving. Sitting behind the wheel of future models is going to be a sensory experience where everything is focused on driving enjoyment” says Jorge. All the interior elements have been designed to be driver-oriented. Sustainability is also an essential part of the new interiors, with the use of recycled materials and the application of new techniques like parametric design and 3D printing to give them a new value. “Technology and sustainability will go hand in hand, all aimed at generating instant emotions” concludes Jorge Diez.

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 the brand expanded 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 was also introduced. The CUPRA Tavascan, the brand’s second all-electric model, as well as the CUPRA Terramar, the electrified sport SUV that pays homage to the Terramar racetrack where everything started for CUPRA, 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 Street Artist TV Boy, 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.

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