



During this season

CUPRA, sponsor of the World Superbike Championship

- The new brand debuts as a sponsor at the MotorLand circuit in Aragon
- This year the Leon CUPRA is once again the safety car at the production bike world championship
- Precision and sportiness, values that CUPRA shares with WorldSBK

Martorell, 20/04/2018.– CUPRA made its debut as sponsor of the Superbike World Championship at the MotorLand Aragon circuit, which was held last weekend. The new brand was featured on the Pirelli Aragon Round, which is furnishing the SEAT Leon CUPRA as the official safety car during the production bike racing world championship.

The SEAT Leon CUPRA will be on the track during the warm-up lap prior to each race in all categories. With its 300 hp and 0 to 100 km/h acceleration in 4.9 seconds, this model delivers the necessary performance to ensure that safety is maintained at the 13 championship events.

According to CUPRA director of Strategy, Business Development and Operations Antonino Labate, with this partnership the recently created Spanish brand stays **“true to one of its pillars, which is its competitive spirit”**. **CUPRA’s aim is to captivate racing enthusiasts, such as fans of Superbike, which shares its values of precision and sportiness.”**

The sponsorship agreement with Dorna Sports also includes CUPRA signage on the podium and billboards at the circuits where the championship is being held. **“We welcome CUPRA to the Superbike World Championship”**, says WorldSBK Commercial and Marketing Director Marc Saurina. **“The CUPRA values are a**



perfect match for our championship, where a great fan experience is an essential part of our identity.”

Following the third championship race at MotorLand Aragon, there are still 10 more Superbike World Championship events on this season’s calendar, which will take the SEAT Leon CUPRA to 11 countries on three continents as the official safety car.

CUPRA is a special brand for unique people designed to captivate customers looking for what the new brand has to offer: Uniqueness, Sophistication and Performance. The time has come for car lovers to get involved with a new brand that meets their expectations. Along with the launch of new models, CUPRA will also keep the motorsport and racing spirit alive by participating in the TCR series. The CUPRA world is alive and ready to conquer a new group of enthusiasts in more than 260 specially selected SEAT dealerships all across Europe.

SEAT Communications
Gemma Solà
Content&Platforms Management
T/+34 639 944 087

gemma.sola@seat.es

Vanessa Petit
Content Generation
T/+34 680 153 938

vanessa.petit@seat.es

<http://www.seat-mediacycenter.com>

PRENSA PREMSA NEWS PRESSE STAMPA

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