



CUPRA Racing

Laia Sanz, new CUPRA brand ambassador

- > The rider and CUPRA share the same values and passion for motorsport and competitiveness
- > Sanz has 18 trial and enduro world championship titles and is the only woman to have ridden over the Dakar Rally finish line eight times
- > Her next sporting challenge will be on four wheels, for which she has joined the inspiring sporty spirit of CUPRA

Martorell, 12-07-2018. – Motorcycle racer Laia Sanz (Corbera de Llobregat, 1985), a high profile international motorsport competitor has been chosen to be a CUPRA ambassador in order to strengthen the sporty positioning of the brand. Their partnership includes collaborating at brand events and in joint activities, such as Sanz participating at the wheel of a CUPRA TCR in some of the scheduled races, a goal she is getting ready for by training at the Montmeló circuit.

Sanz is a role model in every aspect, and she shares common values with CUPRA such as a passion for competition racing that enabled her to chalk up eighteen world championship titles. Her list of wins includes thirteen Trial and five Enduro World Championships, as well as a prominent ninth place finish at the 2015 Dakar Rally, an event she has participated in and completed eight times. The rider, just like CUPRA, leaves conventionalities aside and has cleared the way for women who want to dedicate themselves to the world of motorsport. Reinventing her position in the world of competition is a value she shares with CUPRA, and it is the reason why she is embracing future challenges on four wheels.

Fulfilling a dream

In collaboration with CUPRA, Laia Sanz is going to race a CUPRA TCR alongside Jordi Gené, Alba Cano and Francesc Gutierrez at the 24 Hours of Barcelona endurance race on the Barcelona-Cataluña circuit (8-9 September), one of the most enticing events on the national and international scene. It will be the first participation by a team made up of two male and two female drivers. The



CUPRA/ Monlau Competición team is a demonstration of the competition's ground-breaking, innovative nature that so characterises the brand.

After signing with CUPRA, Laia Sanz, who has been linked to SEAT in recent years, said that **“being an ambassador of a brand such as CUPRA is a great honour for me. CUPRA has great ambitions to reinvent the world of competition, and being a part of a project like this is a unique, stimulating experience.”**

Furthermore, CUPRA Racing director Jaime Puig pointed out that **“we are proud to have Laia as a CUPRA ambassador, as both she and the brand love competition racing and maintain a constant sporting spirit.”**

With this designation, Laia Sanz joins Jordi Gené, Jorge Lorenzo and Andrea Dovizioso as international ambassadors of the Spanish brand.

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

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