



From 0 to 100km/h in 3.2 seconds

CUPRA creates a new path in the TCR series

- > The first electric touring car championship, the ETCR, has been presented today in Barcelona
- > For the first time, the CUPRA e-Racer is presented in front of the most demanding public: car lovers attending the TCR Europe's final
- > e-Racer technology sets the base for the future championship that will start in 2020
- > CUPRA driver Mikel Azcona wins the TCR Europe Championship at the wheel of the CUPRA TCR

Martorell, 21-10-2018. - The new era of touring car competition has officially started today – WSC Technology has presented the ETCR series, the first ever electric, multi-brand touring car championship that will kick off in 2020.

With the e-Racer, CUPRA has done a pioneering work in the TCR racing history by building the first touring car that complies with the requirements of the new ETCR championship starting in 2020. During the past months, the CUPRA team has conducted exhaustive performance tests, confirming the great success.

Although the e-Racer weights 400 kilos more than the current CUPRA TCR, it shows excellent performances on the track with a 0 to 100 km/h acceleration in 3.2 seconds and a 0 to 200 km/h in 8.2 seconds. The engines of the e-Racer are located over the rear axle and deliver up to 500 kW (680 horsepower), which is 242 kW (330 HP) more than the classical CUPRA TCR, and is additionally equipped with an energy recovery system.

Antonino Labate, director of Strategy, Business Development and Operations at CUPRA, affirmed that **“the racing is a part of CUPRA’s DNA. CUPRA is creating a new path and is bringing the TCR competition to the next level. This is a perfect example for what the CUPRA brand stands for and is reflecting the values we believe in.”**



Jaime Puig, director of CUPRA Racing added: “We are so proud to be front-runners who develop new experiences around global motorsport. Electric races were something from the distant future but we brought them closer. One of the main challenges of an electric car is to find a balance between power and range, but this is what makes it so exciting.”

WSC Technology President Marcello Lotti emphasised that “our ultimate goal is to show fans that electric car races are just as entertaining as those with internal combustion-engine. And we would like to highlight the deep involvement of CUPRA in the overall project from a technical point of view.”

Further details on the event format and the calendar of the ETCR global championship’s debut season will be unveiled in due course.

CUPRA driver Mikel Azcona wins the TCR Europe championship

The final round of the TCR Europe Championship was held in the Barcelona-Catalunya circuit this weekend.

The CUPRA brand continues writing history: In addition to the first electric touring car presented by the brand during the TCR Europe championship today, CUPRA Racing continues to take a leading role in petrol powered competitions. The car’s outstanding performance and perfect teamwork along the whole season enabled the CUPRA Driver Mikel Azcona to finish the year leading the overall ranking.

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 240 specially selected SEAT dealerships all across Europe.

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