



The first ever high-rise speed loop set up in the French capital

CUPRA goes sky high on a Paris rooftop race track

- > The brand wins the heart of Paris with a very special driving event
- > The CUPRA Ateca soars over the French capital with Mattias Ekström at the wheel
- > CUPRA doubles its sales in France, one of the brand's five fastest growing markets
- > The brand now has 235 CUPRA corners worldwide

Paris, 03-10-2019 – After presenting the CUPRA Tavascan Concept at the Frankfurt International Motor Show (IAA), CUPRA headed to Paris to organise a very special driving event. The brand set up a race track on a rooftop in Paris and named the unique event "CUPRA: THE ROOFTOP DRIVING EXPERIENCE".

The rooftop of the Expo Porte de Versailles Parc des Expositions exhibition centre was the backdrop of the first high-rise speed loop ever set up in the French capital. All guests had the chance to enjoy the 300 hp of the CUPRA Ateca and a unique immersive experience with panoramic views of the Eiffel Tower. With this event, CUPRA took its racing DNA to new heights in the city of Paris.

The brand's five models and prototypes were present at the two-day event – the Leon CUPRA, CUPRA Ateca, CUPRA e-Racer and the CUPRA Formentor and CUPRA Tavascan concept cars. The new brand ambassador, Mattias Ekström, did not want to miss out on this celebration of speed either and harnessed the 247 km/h top speed of the CUPRA Ateca in the Parisian sky.

A growing brand

Barely a year and a half old, CUPRA has become one of the fastest growing car brands in Europe. In the first eight months of 2019 it sold 17,100 cars, a figure that represents a 70% growth compared to the same period the year before.

CUPRA CEO Wayne Griffiths points to the following keys to success: "The first CUPRA model, the CUPRA Ateca, has boosted sales of the brand with close to 7,500 units sold since its market launch. Our European offensive is proving to be successful, and France is a case in point, where our sales have doubled in 2019 compared to the previous year."



CUPRA posted a 166% growth in France in the first eight months of 2019, making it one of the five fastest growing countries for the brand. Germany continues to spearhead CUPRA's main markets with more than 7,200 units sold, followed by the UK and Spain. Furthermore, Switzerland and Austria also stand out for their triple-digit growth so far this year.

A global strategy

In addition to strengthening the presence of the brand in Europe, one of CUPRA's goals for 2019 was to roll out an extensive network of specialised points of sale, called CUPRA corners. To date, the new brand has 235 corners all over the world, including 18 in France.

After consolidating its management team and announcing the inauguration of its new headquarters next year, CUPRA aims to expand its presence in the strategic regions of North Africa and Latin America, with special attention paid to Mexico.

The brand is demonstrating its potential to the world through recent collaborations with FC Barcelona and the World Padel Tour as the automotive official partner of both institutions. Furthermore, CUPRA recently announced the integration of Mattias Ekström as official driver of the CUPRA e-Racer, the world's first fully electric touring racing car. The Swedish champion is going to lead the brand's electric racing strategy.

CUPRA is an exclusive brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. In its first year of life, CUPRA sales in 2018 went up by 40% compared to last year, reaching 14,400 units. 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 close to 280 specialised corners and stores around the world.

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