



A unique experience

Conquering the Parisian skies

- > The first racetrack built on a rooftop in the French capital is the backdrop for a new CUPRA challenge
- > The CUPRA Ateca demonstrates its 300 hp output on a track built 27 metres in the air featuring a special curve with a 21 degree incline
- > WTCR World Touring Car racer Mikel Azcona switches from the CUPRA TCR to the CUPRA Ateca for this unique experience

Martorell, 14/11/2019. – The Eiffel Tower is the symbol of Paris and its most famous landmark. Its 324 metre iron structure can be seen from almost everywhere in the city and for a few days it had a lofty companion - the CUPRA Ateca driving around the first race track ever built on the rooftop of an eight floor building.

- **More than a century apart:** The Eiffel Tower has crowned the Parisian skies for 120 years, while CUPRA launched the brand's first model just one year ago. This model was inspired by racing, yet designed for the city. Now it leaves the streets behind to return to its origins, on a race track that was built in just six days in the centre of the Paris.

- **120 kilometres per hour and 27 metres above the ground:** Far from measuring up to the landmark monument of the French capital, this track will be remembered as the first ever to be built on the rooftop of an eight floor building in Paris, featuring a final curve on a 21 degree incline. **"I've been on racetracks all over the world, but never on one like this with such spectacular views"**, admits racer Mikel Azcona.

- **7,300 tonnes as opposed to 300 hp output:** The Eiffel Tower was built using iron and was a revolutionary centrepiece for the 1889 World's Fair. The CUPRA Ateca rolled out into the world of SUVs in 2018 delivering 300 hp, which made quite an impression on Azcona during the event. **"What impressed me the most is the aggressiveness it displays and its power output, in addition to how agile it is in the curves."**



- **Resistant to the passage of time, despite the rain:** It rains an average of 111 days every year in Paris and the Eiffel Tower has withstood the ongoing effects of corrosion on its metallic structure. On a slick track where water also wanted to leave its mark on this experience, the rain was no impediment for the CUPRA Ateca equipped with its 4Drive four-wheel drive. **“Driving in the rain was even more amazing, but it had surprising grip on this slippery track - it was incredible.”**

- **Record-setting figures:** Every year more than 7 million tourists visit the Eiffel Tower, making it one of the most visited monuments in the world. CUPRA's SUV model also boasts record figures, with more than 7,600 units sold since its launch.

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A unique experience in facts and figures

The Eiffel Tower

300 metres (324 with the addition of the aerial)

7,300 tonnes of wrought iron

Painted 19 times since 1889

Built in 2 years, 2 months and 5 days

The CUPRA Ateca

300 hp – 0 to 100 km/h acceleration in 4.9 seconds

Six driving modes

More than 7,600 units sold since 2018

Accent features in carbon fibre

Mikel Azcona

23 years old; the second youngest WTCR racer



TCR Europe champion in 2018

2019 champion at the WTCR event in Vila Real (Portugal)

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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