



The brand expands around the world

## CUPRA opens its first CUPRA Garage worldwide in Mexico

- > The CUPRA brand makes its debut in Mexico with the launch of the CUPRA Ateca
- > The CUPRA Garage is located in an exclusive part of Mexico City
- > CUPRA also opens six CUPRA Corners in the Mexican market
- > Mexican premiere of the CUPRA Formentor and the CUPRA Ateca Limited Edition

**Mexico City, 27-11-2019** – CUPRA is revving its engines in Mexico. As part of its expansion strategy, the new brand is making its debut in the country by opening its first global flagship store and with the market launch of the CUPRA Ateca.

CUPRA has chosen Mexico City as the location of the world's first CUPRA Garage, a space that is exclusively dedicated to the brand where a unique experience awaits car enthusiasts. At the same time, the brand has installed six CUPRA Corners throughout the SEAT dealership network in Mexico.

CUPRA CEO Wayne Griffiths was on hand to officially open the brand's first global flagship venue, joined by other corporate executives and investors. "Mexico is a key market for CUPRA, and the inauguration of the CUPRA Garage is an important step for the brand's expansion. Our models have always had a great acceptance in this market. In 2018, one of every three units sold of the SEAT Leon was a CUPRA, the highest mix worldwide", Griffiths pointed out.

The inauguration event was also attended by CUPRA race drivers Mattias Ekström and Jordi Gené, as well as the brand's padel family of ambassadors Fernando Belasteguín and Pablo Lima, who are competing this week in the Mexico Open 2019 World Padel Tour.

### **A new concept**

The CUPRA Garage is a 300 square metre street-level venue featuring a contemporary design inspired by the brand values of uniqueness, sophistication and performance. Its open plan floor has enough room to display up to six vehicles and the store is staffed by a team of four CUPRA Masters and a sales manager.

The first CUPRA Garage is located in Colonia Roma, one of the most exclusive areas of Mexico City. The locale is equipped with a digital experience zone with an 85-inch screen and tablets where customers can configure their next car, and a display of different kinds of upholstery.



Furthermore, the CUPRA Garage also features a Racing area, where the CUPRA TCR race car will be exhibited, as well as a selection of racing products and accessories. CUPRA has also set up a space with direct access to the street for new car delivery and test drives. Finally, the CUPRA Garage also has a SEAT Corner, with one of the company's demonstration models.

The contemporary design of the CUPRA Garage combines with state-of-the-art technology which enables visitors to attend a virtual reality demonstration of the CUPRA Formentor and the CUPRA Tavascan Concept. In addition, customers can scan a QR code to access full information about the brand and the CUPRA Garage.

Besides this new venue, CUPRA currently has six CUPRA Corners throughout the SEAT dealership network in Mexico, with 13 CUPRA Masters who provide customers with the brand experience in Mexico City, Puebla and Guadalajara.

### **CUPRA, full speed ahead**

The carmaker has begun its journey in Mexico with the launch of the CUPRA Ateca. After taking Europe by storm, the 300 hp output of this SUV has crossed the pond to take to the streets of Mexico. The huge response to the pre-orders campaign, which kicked off last October, is a sign that it will be well-received by Mexican car lovers.

The company's arrival in Mexico and the inauguration of its first CUPRA Flagship coincide with the first time that the CUPRA Formentor reaches the country. Mexican customers can enjoy seeing the first plug-in hybrid vehicle developed by the brand, in addition to the CUPRA Ateca Limited Edition. With regard to the limited edition of 1,999 units of the CUPRA Ateca, 51 units have been allocated to Mexico and will be on the market early next year.

### **Mexico joins the CUPRA Tribe**

After a little more than a year and a half in operation, CUPRA has achieved sales records every month, reaching 20,600 units sold until October 2019, which is 78.9% more than in the same period the prior year.

This puts CUPRA on the right track to fulfilling its goals for this year, which consist in strengthening the position of its range of models on the market, completing the implementation of the distribution network, which currently features 243 CUPRA Corners, and furthering the training of the more than 240 CUPRA Masters.

Moreover, the brand has its sights set on completing its European offensive, where Germany continues in the lead of CUPRA's main markets with more than 8,700 units sold, followed by the UK, Spain and France. Switzerland and Austria also stand out with triple digit growth so far



this year. At present, CUPRA is expanding its international presence with the opening of its first exclusive store in Mexico.

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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