



The German footballer joins the CUPRA Tribe

CUPRA expands its tribe with Marc ter Stegen

- > CUPRA signs FC Barcelona goalkeeper ter Stegen as new global ambassador
- > The company teams up with the German international player to boost its brand awareness
- > Ter Stegen will drive one of the 1,999 units of the CUPRA Ateca Limited Edition
- > He will be presented at the World Premiere of the new CUPRA Leon family during the inauguration of the CUPRA Garage

Martorell, 13-02-2020 – CUPRA has added a new member to its tribe, German footballer Marc ter Stegen. Widely acclaimed as one of the best goalkeepers in the world, ter Stegen becomes a CUPRA global ambassador to boost awareness of the brand around the world.

Last August, CUPRA became FC Barcelona's Official Automotive and Mobility Partner. After closing 2019 with almost 24,700 units sold, a 71.8% increase compared to the previous year, the brand is now reinforcing this alliance by partnering with one of the club's most prominent football players.

"We are extremely happy to welcome ter Stegen to the CUPRA Tribe. While everyone is familiar with Marc's superb performance on the pitch, we were impressed by his exceptional personality, which made us feel instantly confident that we can start great projects together. Furthermore, while 2020 is the year CUPRA is going to demonstrate its capabilities in the market with a strong product offensive, teaming up with a first-class player who inspires the world from FC Barcelona's goal will give us more visibility in our key markets, such as Germany or Spain", said CUPRA CEO Wayne Griffiths.

An example beyond the realm of football

Marc ter Stegen (Mönchengladbach, 1992) has had a massively successful football career so far. The professional player has won no less than 14 titles within the last five years, including a UEFA Champions League (2015) as well as four Spanish Leagues. He has also made 24 appearances for the German national team.

While the CUPRA brand's essence is based on contemporary sportiness, ter Stegen is widely regarded as a modern goalkeeper, possessing an agile style, quick reflexes and high foot accuracy. His strong personality makes him a key player in FC Barcelona's starting line-up, as well as a charismatic figure in the city, whose culture he has always shown appreciation for.



“I’m proud to become a CUPRA global ambassador. I truly identify with its brand values of passion, determination and high performance, as well as its connection to Barcelona. I share the brand’s attention for fine details, high regard for exclusivity and sporty performance. I’m looking forward to enjoying this successful unique partnership where I will be actively engaging in upcoming CUPRA projects and driving their special models”, Marc said.

Ter Stegen will be presented as CUPRA global ambassador at the World Premiere of the new CUPRA Leon family, as part of the CUPRA Garage inauguration next February 20th, an event which also marks the second anniversary of the brand.

CUPRA is lining up an elite team of champions who share the brand values of passion, determination and high-performance. Last year, CUPRA signed multiple award-winning touring car racer Mattias Ekström as a high voltage ambassador, as well as other personalities such as Olympic medallist Saúl Craviotto or race driver Mikaela Kottulinsky. The automotive brand is also present in the popular sport of padel with four of the best players in the world.

The CUPRA Garage

CUPRA is inaugurating its new headquarters, the CUPRA Garage, on February 20th and the new CUPRA Leon family is going to be presented on the occasion of such a milestone with the new versions of the CUPRA Leon, both hatchback and Sportstourer, as well as the racing cars CUPRA Leon Competición and CUPRA e-Racer. The CUPRA Formentor Concept, the first model developed specifically for the brand, and the CUPRA Tavascan Concept, the brand’s first all-electric concept car, will also be exhibited at the event.

Located next to the SEAT headquarters, the CUPRA Garage is a multipurpose building whose design evokes a racing paddock. Featuring 2,400 square meters of open-plan space, the building will be divided into two floors and house the brand’s operations centre of its sales, marketing, purchasing and finance departments. Located on a 10,500 square meter plot of land surrounded by nature, it will feature a large patio and a grand terrace for outdoor events, designed as a backdrop for presentations of future models.

At the wheel of the CUPRA Ateca Limited Edition

As part of this long-term partnership, Marc ter Stegen will be handed one of the 1,999 units of the CUPRA Ateca Limited Edition. Barça’s goalkeeper will enjoy its eye-catching design and resonating sound on his way to matches and training sessions.

The CUPRA Ateca Limited Edition made its world premiere at the 2019 Geneva Motor Show. With this car, the brand gives increased levels of sophistication to the definitive high-performance SUV. This limited run features newly designed, exclusive 20” copper alloy



wheels and carbon fibre elements for added aesthetic finesse and improved aerodynamic performance.

The CUPRA Ateca Limited Edition fuses its advanced 2-litre, four-cylinder, direct-injection turbocharged TSI petrol engine delivering a remarkable 300PS output and 400Nm of torque, with a seven-speed DSG transmission, 4Drive system, Akrapovic exhaust system and progressive steering to create a vehicle like no other.

CUPRA is a special brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. In its second year of operations, CUPRA sales shot up by 71.8% in 2019, reaching almost 24,700 units thanks to the success of the CUPRA Ateca. 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 250 CUPRA Specialists around the world.

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