



With CUPRA global ambassador Marc ter Stegen

## Inspiring the world from home

- > Marc ter Stegen joins the CUPRA initiative #Backtothegarage and reveals one of his little-known creative passions from his home
- > The FC Barcelona goalkeeper demonstrates his cooking skills by making homemade granola
- > The brand brought together 60,000 fans in a virtual get-together with the German footballer
- > Marc ter Stegen joined the CUPRA Tribe last February

**Martorell, 24-04-2020** – As it prepares its return from the garage, CUPRA has launched a very special story on its social media. With the slogan '*Inspiring the world from home*', the brand's global ambassador Marc ter Stegen shares one of his secret, non-career related passions.

The German international, who joined the CUPRA Tribe last February, has parked his CUPRA Ateca Limited Edition in the garage and opens the doors of his home to reveal one of his hidden passions: healthy cooking. In this episode, the footballer trades his FC Barcelona goalkeeper's gloves for oven mitts to share his personal recipe for homemade granola.

In the privacy of his kitchen, Marc shows he is also a great stickler for detail and accuracy in his daily life. Off the pitch, he has a high appreciation for fresh, healthy goods, such as granola, a blend of oats, walnuts, dried fruits, salt and cinnamon. **"These days it's more important than ever to eat well. In addition to physical exercise, granola gives me the healthy energy source I need to stay fit and return to the field in the best shape to pursue our goals. Until then, it's time to indulge in other passions"**, says ter Stegen. With this story, the brand aims to show that we all have hidden passions that we can explore from home, while the engines of the CUPRA models rest in the garage.

### **Virtual get-together**

CUPRA also recently organised a virtual get-together with Marc ter Stegen on the brand's Instagram channel, '[cupra\\_official](#)'. More than 60,000 fans from all over the world connected to interact with the FC Barcelona goalkeeper, who answered all sorts of questions with agility and quick reflexes.

The German goalkeeper reviewed his professional career and highlighted that the best moment was winning the Champions League in 2015. Ter Stegen also revealed his taste for



sports cars by praising the striking design of the CUPRA Formentor as well as highlighting the interior style of the new CUPRA Leon. Both models will be launched to the market in the second half of this year.

Ter Stegen has been a CUPRA global ambassador since February, when the brand introduced the new CUPRA Leon family and inaugurated its new headquarters, the CUPRA Garage. Since then, the German goalkeeper has been driving one of the 1,999 units of the CUPRA Ateca Limited Edition and enjoying the eye-catching design and sound experience of this high-performance SUV, which in this limited edition features 20" copper-coloured alloy wheels and carbon-fibre elements, providing added elegance and improved aerodynamic capability.

The CUPRA Ateca Limited Edition is an unparalleled vehicle that combines an impressive 2-litre, four-cylinder, direct-injection, turbocharged TSI petrol engine, which generates no less than 300 PS and 400 Nm of maximum torque, with a seven-speed DSG transmission, the 4Drive all-wheel traction system, an Akrapovic exhaust system and progressive steering.

Along with Marc ter Stegen, CUPRA has put together an elite team of champions who share the brand's values: passion, determination and high performance, including award-winning race driver Mattias Ekström and four of the world's best padel players, Fernando Belasteguín, Pablo Lima, Alejandra Salazar and Ariana Sánchez.

CUPRA is a brand from the SEAT Group, based on the contemporary design and sporty performance of its electrified models. Since its launch as an independent brand in 2018, sales have shot up and CUPRA closed 2019 with a growth of 72% over the previous year with nearly 25,000 units sold. In 2020, the CUPRA Leon and the CUPRA Formentor, the first model designed specifically for the brand, will hit the market. CUPRA has nearly 250 specialized points of sale throughout the world.

Coinciding with its second anniversary, CUPRA has inaugurated its new headquarters in Martorell (Barcelona), the CUPRA Garage, a 2,400 square meter building located next to SEAT's corporate headquarters. CUPRA also has a racing car workshop, the CUPRA Racing Factory, where it developed the first 100% electric touring racing car, the CUPRA e-Racer.

In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen or the Swedish pilot Mattias Ekström, among others.

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