



With the slogan *'Let's win this match together'*

CUPRA launches an initiative to cheer on FC Barcelona in closed-door matches

- > Barça fans can send pictures to support their team
- > The images will be projected on LED screens around the pitch during the home games once the competition returns to the Camp Nou
- > CUPRA global ambassador Marc ter Stegen encourages supporters to send their messages so that players can feel the warmth of the fans
- > The brand wants to transmit a message of hope and positivity beyond football

Martorell, 15-05-2020 –CUPRA has launched an initiative in collaboration with FC Barcelona that will bring the warmth of the supporters to the Camp Nou pitch once the football competition returns. Under the slogan *'Let's win this match together'*, Barça's official automotive and mobility partner is calling on fans around the world to send in photos cheering on their team from home. These images, which can be sent through the [CUPRA official website](#), will be projected on the LED screens located around the pitch during closed-door matches at the Camp Nou.

CUPRA Director of Strategy, Business Development & Operations Antonino Labate highlights: "CUPRA feels the responsibility of sending a message of hope and positivity to the society. Besides seeking to convey the competitive spirit and passion from the digital world to the playing field, this initiative also goes beyond football, as we want to express that despite the current challenges we will come back stronger if we act together".

A very special initiative

All the material received will be used to create an audiovisual presentation that will be broadcast during the game at regular intervals, up to a total of ten times. Thank to the CUPRA initiative, the fans will be able to feel a little closer to their club and their stadium and cheer on their players from anywhere in the world.

FC Barcelona goalkeeper and CUPRA global ambassador Marc ter Stegen invites all Barça fans to fill Camp Nou with messages of support: "Playing at our Camp Nou is always special where the support of our fans is important. This CUPRA initiative is great as it allows us to feel their presence. We need to adapt to the situation and in this way we can create a winning atmosphere for our home matches. Força Barça!"



A global partnership

Last August 2019, CUPRA and FC Barcelona joined forces in a global alliance. Through this innovative agreement, it became the exclusive Official Automotive and Mobility Partner and one of the football club's Global Official Partners. With the aims of boosting the image of the city of Barcelona around the world, promoting talent and innovation and creating unique experiences for its global community of fans, the two organisations will collaborate over the next five seasons.

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.

Cristina Vall-Llosada

Head of Corporate Communications
Phone: +34 646 295 296
cristina.vall-llosada@seat.es

Sergio Ripollés

CUPRA Communications
Phone: +34 683 121 236
sergio.ripolles@seat.es

<http://seat-mediacycenter.com>