



Digital debut of the CUPRA Leon Competición and CUPRA e-Racer

## CUPRA launches its own Simracing series

- > The brand bets on e-sports with the creation of the CUPRA Simracing Series
- > CUPRA ambassadors Marc ter Stegen, Mattias Ekström and Jordi Gené will participate in a VIP race next May 21<sup>st</sup>
- > The brand also creates the world's first electric touring car virtual race, the CUPRA e-Racing Competition
- > CUPRA doesn't step off the podium at the TCR Simracing official competitions

**Martorell/Weiterstadt, 20-05-2020** – CUPRA has decided to bring the excitement of racing tracks to the digital world by launching its own Simracing series. In collaboration with RaceRoom, the official WTCR licensed racing simulator, the brand has created the CUPRA Simracing Series, a 13-race competition where motorsport fans around the world can demonstrate their driving skills from home.

CUPRA Director of Strategy, Business Development and Operations Antonino Labate says: "The creation of the CUPRA SimRacing Series shows our vision for developing new experiences in the world of motorsport. We believe in the potential of e-sports to raise brand awareness among the new generation of car drivers, as it is becoming a central form of entertainment around the world."

Jaime Puig, CUPRA Racing Director, adds: "The Simracing series will mark the digital debut of the brand new CUPRA Leon Competición, which real car will be delivered to customers by June, and the CUPRA e-Racer, in the final phase of its development to prepare for the PURE ETCR. We are ready to return to competition."

Until May 24<sup>th</sup>, racing enthusiasts can participate in the time attack event on a virtual Nürburgring and collect points in individual races with fast laps. The fastest 24 drivers will qualify for the multiplayer race and will compete against each other on May 30<sup>th</sup> at the historic German racetrack, including warm-up and qualifying. The season finale will take place in October 31<sup>st</sup> virtually on the Macau track. All races will be broadcast live on the CUPRA YouTube channel.

### **CUPRA VIP Simracing**

The CUPRA Tribe will also sit behind the wheel as part of the new CUPRA Simracing Series. A professional driving simulator has been installed in the homes of CUPRA global ambassador and FC Barcelona goalkeeper Marc ter Stegen, as well as the German actor



and musician Tom Beck, who will challenge their virtual driving abilities against professional drivers.

The starting grid will be completed by Jordi Gené, World Touring Car Champion, Mikel Azcona, TCR Europe Champion, as well as the experienced touring race car drivers Mikaela Ahlin-Kottulinsky and Sebastian Stahl. The event will also count with the participation of CUPRA brand ambassador Mattias Ekström, Rally Cross and DTM Champion. This race, which will take place on the virtual racetrack of Spa-Francorchamps, will be broadcast live on the official CUPRA YouTube channel on May 21<sup>st</sup> at 8 pm CEST.

### **The CUPRA e-Racing Competition**

In addition to the brand's Simracing series and the VIP race, CUPRA is also launching the world's first electric touring racing series, the CUPRA e-Racing Competition, which will feature the new CUPRA e-Racer, the first-ever 100% electric touring race car. The time attack session will begin in the second half of the year on the Shanghai circuit, while the final multiplayer race will be broadcast live on YouTube on December 19<sup>th</sup>.

### **On the virtual podium**

While real competitions remain suspended, CUPRA maintains its racing spirit alive in several virtual racing competitions. After two races of TCR Europe SimRacing the brand has not stepped off the podium, with Mikel Azcona and Tamas Tenke occupying the second and third position in the overall standings.

Furthermore, the Spanish CUPRA Racing driver is the winner of the Corona Champ WTCR virtual championship, which took place in March and April and where Azcona won eight of the ten races in which he participated.

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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