



The brand's flagship model, ever closer

Countdown to the new CUPRA Formentor

- > Pre-orders will be available from next July
- > It will be produced in line 2 at the Martorell plant
- > The first model developed exclusively for CUPRA will be seen on the streets in autumn

Martorell, 25-06-2020 – Final stretch for the launch of the new CUPRA Formentor. This week, CUPRA CEO Wayne Griffiths tested the Formentor at the brand's facilities in Martorell, accompanied by CUPRA driver and World Touring Car Championship winner Jordi Gené. The test drive, which was carried out following all the required health safety protocols, kicked off the countdown to the start of production of this new model, which will be on the road next autumn.

After the world premiere of the CUPRA Formentor last March and the presentation of the new CUPRA Leon family on February at the CUPRA Garage opening event, the company's plans continue to move forward. The first model developed exclusively for CUPRA will be manufactured on line 2 at the Martorell factory. For those car lovers who want to be the first ones to drive the brand's flagship model, the period for advance orders will open next July.

Wayne Griffiths emphasised that **"the Formentor is the first model exclusively designed for CUPRA and represents a turning point in our goal to conquer car enthusiasts around the world. Following the inauguration of the CUPRA Garage and the presentation of the CUPRA Leon, the Formentor signals the beginning of an exciting stage and will become a pillar of the brand."**

Innovation and sophistication

The CUPRA Formentor, the first 100% CUPRA model, is set for market launch in autumn and will be available with a wide range of engines, including a 310HP petrol variant, and from 2021, a PHEV plug-in hybrid with a combined total power of 245HP and a range in electric-only mode of approximately 50 kilometres.

This high-efficiency crossover combines the brand's own DNA with cutting-edge technology, a dazzling and captivating exterior design, a bespoke detailed interior and advanced, high-performance mechanical options. The Formentor, which is named after the landmark cape on the island of Mallorca, integrates the latest connectivity and safety technology, such as a new infotainment system with a 12" screen and the most innovative driving assistants.



The CUPRA Formentor is therefore a model that combines sophistication, innovation and a dynamic and intuitive driving experience. The new CUPRA Formentor targets the market's trending CUV segment, which is expected to continue to grow in the coming years.

Successful initiative

The first match at the Camp Nou saw the launch of the CUPRA initiative 'Let's win this match together', in collaboration with FC Barcelona. Fans around the world who sent in photos cheering on their team from home were virtually present during the game and brought their warmth to the players in their return to the stadium.

Since the launch of this initiative on May 15th, CUPRA has received more than 25,000 photos from fans around the world. FC Barcelona supporters can keep sending their photos to the [CUPRA official website](#).

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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