



CUPRA's CUV

The Formentor, seen for the first time in 360°

- > **The details of the CUPRA plug-in hybrid Formentor revealed from every angle, both inside and out**
- > **Electrification and sportiness come together in the brand's first model, which is equipped with a dual high-performance engine**
- > **CUPRA features exclusive standard equipment such as 19" wheels, Brembo brakes, and sports seats and steering wheel**

Martorell, 14/07/2020. – What does the new CUPRA Formentor look like? What will it feel like to sit behind the wheel of the brand's first model? Thanks to a 360° video, you can discover all its details from 6 different angles in an immersive experience, and advance orders can be placed starting on July 8th.

- **From the side.** The CUPRA Formentor makes its debut with a high-performance plug-in hybrid CUV. It is 4.45 metres long by 1.84 metres wide and 1.51 metres high. **"The Formentor is the first model designed exclusively for CUPRA; it is the next big step in extending the CUPRA portfolio and marks a new phase in the development of the brand and is a door opener to a new customer market"**, said Antonino Labate, Director of Strategy, Business Development and Operations at CUPRA.

- **The front end.** It is clearly defined by the angular LED headlights, to which additional round lights are added just below. Completing the picture is a robust bumper with air intakes that defines the vehicle's sporty character.

- **The rear end.** The lights once again feature prominently in this area, where the coast-to-coast light that connects the tail lights stands out. Lighting is one of the highlights of the new model, and not only on the outside, as new functions have been implemented on the inside as well, such as welcome and safety lights that will alert the driver in certain circumstances. In the rear



exterior design, the addition of an integrated diffuser with four exhaust pipes emphasises this sportiness.

- **At ground level.** 19" alloy wheels with copper details come as standard. So do the 18" Brembo brakes with matching copper finish. **"It's incredibly agile for a car of its size. A lot of work has been done on programming all the vehicle's electronics, including the driving aids, with a result that enhances the sportiness which was always the aim in the first place"**, explains Jordi Gené, CUPRA's test development driver.

- **Inside the Formentor.** Once inside, you can admire all the details of a high performance model: bucket seats as standard, 12" touch screen with navigation system, petrol blue dashboard with double copper stitching and sports steering wheel with integrated buttons and CUPRA mode.

- **What you can't see... but you can feel.** The only thing the cameras aren't able to capture is the Formentor's heart. The model is equipped with two high-performance engines, including a plug-in hybrid that delivers up to 180 kW (245 hp). Seven gears, all-wheel 4Drive... Electrification and sportiness combined in a car full of details from any angle.

A look at CUPRA's first CUV in figures

4,450 mm long

1,839 mm wide

1,511 mm high

180 kW (245 hp) power output

19" wheels

12" touch screen

18" Brembo brakes



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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