



Joint charity action of the two partners in the fight against COVID-19

CUPRA and FC Barcelona join forces against COVID-19 with a solidarity jersey at the Joan Gamper Trophy match

- > The players will wear a special edition of CUPRA branded Barça jerseys and several units will be publicly auctioned in the weeks following the match
- > The more than 15,000 SEAT and CUPRA employees will be able to join the initiative by buying an exclusive jersey
- > The proceeds from both actions will be given to initiatives selected by CUPRA and the Barça Foundation to mitigate the medical impact of the coronavirus through the #YoMeCorono campaign and its social effects by supporting projects for children and young people in a situation of vulnerability due to COVID-19

Barcelona, 18-09-2020 – CUPRA and FC Barcelona join forces in the 55th edition of the Joan Gamper Trophy, which is taking place on Saturday 19 September, with the presentation of a special edition solidarity football jersey. The aim of the joint charity action of the two partners is to mitigate the impact of the coronavirus by supporting the #YoMeCorono campaign in its work of researching and developing a vaccine against the virus, and promote projects that assist children and young people who are in a situation of vulnerability.

To this end, the team coached by Koeman will take to the field wearing a special solidarity edition of the 20/21 season jersey, which features the CUPRA logo on the right sleeve. In the next few weeks, some of these special edition jerseys signed by the players will be auctioned through United Charity, a public platform specialising in sports auctions, to raise money in the fight against COVID-19.

At the same time, the carmaker is also giving the more than 15,000 SEAT and CUPRA employees the chance to join in on this solidarity action by buying this unique jersey through internal corporate channels in the weeks following the match. An amount of money from the sale of each jersey will be donated to fight the Coronavirus.

The proceeds from both actions will be given to projects selected by CUPRA and the Barça Foundation to help mitigate the impact of the coronavirus, specifically to the #YoMeCorono project, led by Dr. Bonaventura Clotet, President of the Fight against AIDS and infectious diseases Foundation and member of the SEAT Healthy Company Scientific



Committee and to programmes that assist children and young people who are in a situation of vulnerability due to COVID-19.

According to Antonino Labate, CUPRA director of Strategy, Business Development and Operations: **“We are proud to activate this double solidarity action as part of the global partnership between CUPRA and FC Barcelona. The proceeds from these special edition jerseys will enable us to help young people in vulnerable situations and we will continue to contribute to the #Yomecorono campaign in the fight against the virus.”**

FC Barcelona Commercial Division Vice-president Oriol Tomàs highlighted that **“the Joan Gamper Trophy is a very special event for the Club and for Barça fans. Therefore, together with CUPRA we’re proud to promote a solidarity action in this special scenario and to continue supporting the fight against COVID-19, in line with the different initiatives launched by the Club since the beginning of the pandemic.”**

Jerseys with the CUPRA logo on the right sleeve will not be sold through the usual sales channels and will only be available to CUPRA and SEAT employees as part of this initiative, as well as for the charity auction to be held in the coming weeks.

This solidarity initiative is framed within the global partnership with FC Barcelona, which designated CUPRA as the club’s official automotive and mobility partner and specifically, the CUPRA Formentor as the official car of FC Barcelona.

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.

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
T: +34 646 295 296
cristina.vall-llosada@seat.es

Sergio Ripollés
CUPRA Communications
T: +34 683 121 236
sergio.ripolles@seat.es

<http://seat-mediacenters.es>