



Next Tuesday 29th September at 11:30 am CEST

Connect with us to the CUPRA Formentor Start of Production digital event

- > Login to the live streamed event on September 29th at 11:30 am CEST
- > The brand will comment on the production of the brand's first uniquely designed model

Martorell, 22-09-2020 – Next Tuesday, 29th September at 11:30 am CEST, CUPRA will be airing its digital event “CUPRA Formentor Start of Production” live from the CUPRA Garage headquarters in Martorell. The automotive brand is going to offer new information on the launch of its first uniquely designed model.

CUPRA CEO Wayne Griffiths and SEAT Vice-president for R&D Dr. Werner Tietz will participate in the digital event along with the car's design and production experts. The event will also be attended by several other special guests. There will be time exclusively dedicated to the media for questions at the end of the session.

We invite you to follow the live event next **Tuesday, 29th September starting at 11:30 am CEST**. The broadcast will be available with simultaneous translation in Spanish, German, French and Italian.

The link to connect to the livestreaming platform and to register for the Q&A session will be provided next Friday, 25th September.

We are looking forward to sharing some special news with you!

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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