



Next Tuesday 29th September at 11:30 am CEST

Register now for the 'CUPRA Formentor Start of Production' digital event

- > The link to register for the live broadcast of the event is now available**
- > Participants must register 12 hours prior to the event to be eligible to ask questions**

Martorell, 25-09-2020 - 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 reveal the latest information about its first uniquely designed model.

The next SEAT President and CUPRA CEO Wayne Griffiths and SEAT Vice-president for R&D Werner Tietz will participate along with the car's design and production experts. The event will also be attended by several other special guests, who will be joining Griffiths at a Q&A session exclusively dedicated to the media for questions.

You can now register on the event's broadcast platform, which will be available in English with simultaneous translation in Spanish, German, French and Italian. To ask questions during the Q&A session, you must register 12 hours prior to the event by clicking on "Register for the Q&A".

HOW TO CONNECT TO THE DIGITAL EVENT

- Tuesday, 29th September at 11:30 am CEST
- Link to follow the live digital event and language selection: <https://cupraformentorsopevent.max-videosound.com/>

Click on "Enter" to follow the press conference and select a translation language.

We look forward to sharing some special news with you!

CUPRA



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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