



Tomorrow, Tuesday 29th September at 11:30 am CEST

Marc ter Stegen, special guest at the digital event 'CUPRA Formentor Start of Production'

- > CUPRA global ambassador Marc ter Stegen will pick up his own Formentor
- > The brand's driver Jordi Gené is also taking part in the event
- > Last day to register on the live broadcast platform and participate in the Q&A session

Martorell, 28-09-2020 – Tomorrow, Tuesday 29 September at 11:30 am CEST, CUPRA is broadcasting live the digital event 'CUPRA Formentor Start of Production' from the CUPRA Garage headquarters in Martorell. The carmaker is going to reveal the latest novelties about the brand's first exclusive model.

Together with the next President of SEAT and CUPRA CEO Wayne Griffiths and SEAT Vice-president for Research and Development Werner Tietz, the event will be attended by CUPRA's global ambassador Marc ter Stegen. The FC Barcelona goalkeeper will pick up his very own new Formentor, which was designated as the club's official car last July.

CUPRA driver Jordi Gené is also participating in the event, and will be joining Griffiths and ter Stegen in a Q&A session dedicated exclusively to the media. In order to take part, registration is required 12 hours prior to the event by clicking on "Register for the Q&A".

Follow these steps and you won't miss any detail of the event:

- Link to follow the press conference live and language selection:

<https://cupraformentorsopevent.max-videosound.com/>

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

- In order 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".

The media can broadcast the presentation on their own channels via the embedded code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/ZUC9TSwJuYU"
frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope;
picture-in-picture" allowfullscreen></iframe>
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We look forward to seeing 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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