



Set to reach the market next week

CUPRA kicks off production of the new Formentor

- > The first car uniquely developed and designed for CUPRA
- > It will be available with a wide range of up to seven engines, including plug-in hybrid versions
- > It will represent more than 10% additional production volume for the Martorell plant
- > Griffiths: "we aim to exceed our initial goal of doubling CUPRA's sales volume with the launch of the Formentor"
- > CUPRA global ambassador Marc ter Stegen took delivery of his own Formentor

Martorell, 29-09-2020 – CUPRA is starting production of the new Formentor. The first vehicle uniquely designed for the brand is ready to hit the market next week in its 310PS version and will feature a wide range of up to seven engines, including plug-in hybrid versions from next year.

The CUPRA Formentor becomes the sixth model to be produced in Martorell and will represent more than 10% additional production volume for the plant. The next SEAT President and CUPRA CEO, Wayne Griffiths, wanted to send out a message of confidence and informed that the plant is already operating at full capacity for the production of this car and the company's other models.

From Martorell to the world

In total, manufacturing the first exclusive CUPRA model requires the participation of 3,000 workers on line 2 of the plant, divided into three shifts. Initial production of the Formentor will kick off with 160 units per day.

"The new Formentor is a big step for CUPRA. As its first uniquely developed car, it will make the brand grow, be more visible and more desirable. We aim to exceed our initial goal of doubling CUPRA's sales volume with the launch of this car and break into new international markets thanks to its wide range of seven engines. Moreover, this car will also represent more than 10% additional production volume for the Martorell factory and will make its production line to work at full capacity. I am convinced that this model will change the future of the CUPRA brand." highlighted Wayne Griffiths.



A pillar for CUPRA

The Formentor is a key pillar in CUPRA's globalisation strategy. With this new model, the brand plans to consolidate itself in the major European markets and enter the most electrified countries, such as Norway. CUPRA will also expand its intercontinental footprint across new Latinamerican markets, as well as Turkey and Israel, as Griffiths stated.

The first model to be homologated under the CUPRA brand joins the CUPRA Ateca and the CUPRA Leon, whose new versions are also entering the market in the last quarter of 2020. The brand thus begins its product offensive after selling 55,000 units since its creation in 2018 until the end of September, exceeding all initial expectations.

In addition, CUPRA will begin its journey towards electrification with the arrival of the first plug-in hybrid variants of the CUPRA Leon, before the end of the year, and the CUPRA Formentor, in early 2021. These will be joined by the CUPRA el-Born, the first all-electric model, which will also be launched on the market next year. The brand expects to reach one billion euros of SEAT's total turnover when its entire range is available.

After inaugurating the first CUPRA Garage in Europe in the city of Hamburg, Griffiths also announced that for the launch of the Formentor the brand is creating a dedicated CUPRA network with new and flexible formats that go beyond the traditional dealer. The brand is expanding its network to reach close to 520 CUPRA Specialists across the world by the end of the year, and it's in the process of recruiting more CUPRA Masters to reach a total number of 600 worldwide by the end of 2020.

A Formentor for ter Stegen

The brand's new model, recently designated as the official car of FC Barcelona, was delivered to the club's goalkeeper and CUPRA global ambassador Marc ter Stegen. The German player received the keys to his Formentor as part of the digital event to celebrate the start of production of this new model, which was held at the CUPRA Garage in Martorell.

Ter Stegen, who was one of the first people to sit behind the wheel of the Formentor when he participated in the pre-reservation campaign for the new model, emphasised "Since I saw the Formentor for the first time I was convinced to start a collaboration with CUPRA, as I strongly identify with its sporty spirit and sophisticated design. I appreciate attention to detail, and the Formentor combines all the elements I look for in a vehicle. I'm looking forward to driving it on the streets of Barcelona."

Entering a new segment

The CUPRA Formentor marks the brand's entry into the CUV segment, which is expected to double its market share in Europe over the next five years. This high performance crossover, which is named after the iconic cape of the island of Mallorca, combines the brand's own DNA with cutting-edge technology, a dazzling and captivating exterior



design, a custom detailed interior and state-of-the-art, high-performance engine options.

The Formentor will be available in a wide range of seven engines, including a 310PS petrol variant, and from 2021, a PHEV plug-in hybrid with a combined total power of 245PS and a range of approximately 50 kilometres in electric-only mode. The exclusive colour of the launch edition is Petrol Blue Matt and its starting price is 43.953 euros.

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 more than 320 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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