



'Drive, Live, Feel Another Way with the new CUPRA Formentor'

CUPRA launches the Formentor with *Game of Thrones* actress Nathalie Emmanuel and rapper Loyle Carner

- > World premiere of the CUPRA Formentor launch campaign
- > The brand's new spot features actress Nathalie Emmanuel
- > British rapper Loyle Carner has composed the song exclusively for the campaign
- > It was filmed on Cape Formentor, which inspired the creation of the first 100% CUPRA model

Martorell, 26-10-2020 – CUPRA presents the Formentor launch campaign starring actress Nathalie Emmanuel and with the collaboration of rapper Loyle Carner. The spot was filmed at Cape Formentor on the island of Mallorca, the iconic location that inspired and gave its name to the first model developed exclusively for the brand, as well as in different locations of Barcelona. The campaign made its television debut last weekend during the broadcast of El Clásico between FC Barcelona and Real Madrid.

Called 'Drive, Live, Feel Another Way with the new CUPRA Formentor', the model's launch campaign reflects on the emotions that make us feel alive. Through a visual metaphor, the *Game of Thrones* and *Fast & Furious* actress Nathalie Emmanuel plunges into the void on an introspective journey from the stratosphere to Cape Formentor, where she discovers the new CUPRA model. This fall takes the protagonist back to her childhood to remind her that there is something inside her that drives her to live so intensely, in a parallel with the adrenaline and excitement felt when driving the Formentor. The campaign features a song composed by British rapper Loyle Carner.

The CUPRA Formentor challenge

The campaign makes its debut at the same time as the market launch of the CUPRA Formentor, which will reach dealers all over the world in the coming weeks. The spot will be broadcast on television stations throughout the world. Similarly, the brand's message will be reinforced with a digital campaign on CUPRA's social media and on all kinds of visibility platforms.

In this respect, CUPRA Director of Strategy, Business Development and Operations Antonino Labate stated: "With the launch of the CUPRA Formentor we're reaching a key milestone in the young history of CUPRA. The first 100% CUPRA model is the perfect embodiment of the brand and its attributes of modernity, performance and unconventionalism. This vehicle will be a key driver of the brand's globalisation



strategy, since its wide range of seven engines will allow us to exceed our initial goal of doubling sales volumes. With this campaign we aim to reclaim and transmit the emotions of driving”.

In addition, SEAT and CUPRA Global Marketing Director Jason Lusty said: **“The campaign brings to life CUPRA’s ambition of being an unconventional and emotional challenger brand. CUPRA Formentor clearly reflects this brand essence: The progressive design is not only eye-catching, but underlines the strong character and attitude as well as the sensual experience you are immersed in when seeing, feeling or driving the car.”**

This is the third promotional piece that the automotive brand has launched regarding the CUPRA Formentor, following the film commercial that recreated the first ever El Clásico match and the pre-booking campaign for the model. Starring the German goalkeeper and CUPRA global ambassador Marc ter Stegen, the spot last July designated the Formentor as the official car of FC Barcelona, forming part of the global alliance between the two brands.

A model with 100% CUPRA DNA

The CUPRA Formentor is the first vehicle uniquely designed and developed for the brand. The new model will arrive at dealers in the coming weeks in its 310PS version, with a wide range of up to seven engines, including plug-in hybrid variants following from the beginning of next year.

The CUPRA Formentor signals 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 combines the brand’s own DNA with cutting-edge technology, a dazzling and captivating exterior design, a custom detailed interior and advanced, performance-oriented powertrain options.

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 is expanding its dealer network to reach nearly 520 specialized points of sales around the world by the end of 2020.

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.



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-mediacenter.es>

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