



The CUPRA e-Garage in Cape Formentor

CUPRA strengthens its digital strategy with the launch of an interactive virtual platform

- > The brand aims to open the immersive virtual space to all its customers in the future
- > More than 600 CUPRA Masters have already been trained on the platform
- > CUPRA's digital strategy includes the creation of a live concert platform, bringing music lovers their favourite artists
- > The brand will also co-produce a high-performance vehicles TV series for an on-demand video platform

Martorell, 05-11-2020 – To support the launch of its new range of vehicles, CUPRA presented a digitalisation strategy today which it will implement in all its business areas. To spearhead this digital action plan, the automotive brand has created a virtual platform called 'CUPRA e-Garage in Cape Formentor'.

Developed together with Barcelona-based Mediapro Group and its innovation services company Visyon, the online platform is an immersive, virtual space where users can set up their own avatar and interact with other people using both voice and chat functionality.

This digital world recreates the spaces dedicated exclusively to CUPRA that exist around the world, and is virtually located on the island that inspired the creation of the brand's first exclusive model, the Formentor. Users are free to explore CUPRA models as well as discover the lifestyle collections and all kinds of brand content. The space also has an auditorium to host live presentations.

"CUPRA is a contemporary brand created in the 21st century, and as a digital native it seeks to take advantage of technology to place people and emotions at the centre of its strategy. With our new models we have the opportunity to address a broader audience in a different way. In this sense, the CUPRA e-Garage in Cape Formentor is the beginning of our journey to create new digital experiences. The goal is to make this platform a meeting point for the CUPRA Tribe, so it will be open to all our customers around the world in the future" announced CUPRA Director of Strategy, Business Development and Operations, Antonino Labate.



New digital initiatives

During the interactive press conference that took place on the virtual platform, the brand executives previewed some of the exciting projects that form part of CUPRA's digital strategy. The head of Marketing, Ignasi Prieto, said that the brand is working on the development of a live concert broadcasting platform, where music lovers can interact with their favourite artists and enjoy exclusive content. In addition, another of the digital experiences that CUPRA has prepared for the coming months includes the co-production of a television series focused on high-performance cars, which will be broadcast on an on-demand video platform.

Prieto also announced that the brand's ambassadors, such as Marc ter Stegen, Mattias Ekström and Fernando Belasteguín, will be the next to join the virtual world of CUPRA with their own avatars.

CUPRA Master Convention

On the 28th October, the CUPRA e-Garage in Cape Formentor hosted the first CUPRA Master Convention. More than 600 CUPRA Masters from 35 different countries came together virtually to receive essential training to become specialist salespeople for the brand. As explained by the head of dealer network development and customer experience Khaled Soussi, the brand made use of technology and gamification to deliver an interactive learning experience, where the CUPRA Masters had the opportunity to learn about the brand's strategy from the CUPRA Experts and test their knowledge in a knockout contest, all from their homes.

After the opening of the first CUPRA Garage in Europe in Hamburg, Germany the brand continues to create an exclusive distribution network with flexible new formats that go beyond the traditional dealership. CUPRA is expanding its network to reach around 520 CUPRA Specialists worldwide by the end of the year, and is in the process of recruiting even more CUPRA Masters.

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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