



The brand's best-seller is now available in dealerships

Hollywood actor Daniel Brühl joins the CUPRA Tribe for the launch of the CUPRA Leon e-HYBRID

- > World premiere of the launch campaign for the brand's first plug-in hybrid model: the CUPRA Leon e-HYBRID
- > Spanish-German actor Daniel Brühl stars the spot and becomes new CUPRA ambassador
- > American jazz star Kamasi Washington composed the song exclusively for the campaign
- > The new CUPRA Leon and CUPRA Leon Sportstourer e-HYBRID start the brand's journey towards electrification

Martorell, 02-12-2020 – CUPRA presents the launch campaign of its first electrified model, the new CUPRA Leon e-HYBRID. The spot stars Daniel Brühl, known from films such as *Inglourious Basterds*, *Rush* and *Good bye, Lenin!* and TV shows like *The Alienist*. The Spanish-German Hollywood actor joins the CUPRA Tribe as the brand's latest ambassador. In addition, the commercial score was exclusively composed, arranged and produced by the award winning jazz star Kamasi Washington.

With the slogan 'There is a time when you drive for others, and a time when you drive for yourself', the launch campaign for the CUPRA Leon e-HYBRID reflects the discomforts of urban life, such as traffic jams and stress at the wheel. Daniel Brühl appears driving the new CUPRA model, whose plug-in hybrid engine provides sporty driving pleasure but minimises the vehicle's impact on the environment.

The campaign makes its debut this week in CUPRA's main markets using a multi-platform strategy, and will be reinforced with a digital campaign on social networks. The spot follows the premiere of the CUPRA Formentor launch campaign, starring *Game of Thrones* actress Nathalie Emmanuel and featuring music by rapper Loyle Carner.

The CUPRA Tribe continues to grow

Daniel Brühl is the latest star name to join the CUPRA Tribe, made up of people who share the brand's values of passion, determination and high performance. This year, CUPRA brought FC Barcelona's German goalkeeper Marc ter Stegen into the Tribe as a global ambassador. The brand also signed Swedish race driver Mattias Ekström as a high voltage ambassador, and has joined forces with racquet sport padel, working with five of the best players in the world.



After being named the latest CUPRA ambassador, Brühl said “I am looking forward to joining the CUPRA Tribe, a contemporary brand from my hometown of Barcelona that shares my lifestyle and values. Times are changing and nowadays for me when choosing a car the most important factor is sustainability. As a sports enthusiast, I need a high-performance vehicle that not only speeds up in the shortest possible time, but also minimises its impact on the environment in the broadest sense. In this sense, the new CUPRA Leon e-HYBRID is the perfect choice.”

Antonino Labate, Director of Strategy, Business Development and Operations, said: “We’re very excited to have Daniel Brühl as our brand ambassador for the launch of the CUPRA Leon e-HYBRID. We like to call this model the *King of Leons*, as it’s the sportiest and best designed Leon ever. It’s been our best-seller for the past two years with more than 50,000 units sold of its latest generation. Adding a high-performance plug-in hybrid engine reinforces CUPRA’s commitment to proving that electrification and sportiness are the perfect combination.”

The electrification of a best-seller

The brand’s best-selling model starts CUPRA on the road to electrification. The CUPRA Leon comes to the market with a plug-in hybrid engine in both the 5-door and Sportstourer body styles, which is reaching the dealers this month.

When speed is not a priority, the driver can use the vehicle’s all-electric range for up to 52 km according to the WLTP cycle (68 km in the NEDC cycle) to get around town with zero emissions. When you take to the motorway, the high-performance power unit enables you to enjoy a sporty drive thanks to its combined output of 245PS. Moreover, the new model will also offer a wide range of petrol engines with three options of 245, 300 and 310PS available, the latter only in its Sportstourer version and with 4Drive all-wheel drive system.

The brand’s first electrified model, the CUPRA Leon e-HYBRID, will be joined next year by the two plug-in hybrid versions of the CUPRA Formentor, the first model exclusively designed and developed for the brand, and the CUPRA el-Born, the first 100% electric vehicle. Together with the new CUPRA Ateca, the brand will have a complete range with which it expects to reach a turnover of one billion euros when all the engines are available on the market.

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. Moreover, CUPRA has become the first automotive brand to participate in the electric SUV off-road competition Extreme E.

In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner and World Padel Tour's premium sponsor, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen, the Swedish pilot Mattias Ekström and five of the best padel players in the world, among others.

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