



FC Barcelona's star forward and the car brand, together in the new year campaign

CUPRA and Ansu Fati send a message of optimism for 2021

- > FC Barcelona's young star is the main character of the brand's new spot
- > Ansu: "My wish for 2021 is to see the Camp Nou full of fans again and that we all become the impulse the world needs"
- > The brand is set to launch the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric car, the CUPRA el-Born

Martorell, 07-01-2021 – CUPRA is starting the new year with a message of optimism alongside a young star. The automotive firm welcomes an electrifying 2021 with the campaign 'Going Forward' featuring FC Barcelona footballer Ansu Fati. The Barça forward stars in the new CUPRA spot and shares his wishes for this year, after completing the best season of his professional career.

The youngest ever player to score a goal in the UEFA Champions League has earned a place in FC Barcelona's first team and has made his debut with the Spanish national team: "I'm glad to start 2021 by sending this message to the world together with CUPRA. It's been a very difficult year of mixed feelings, as I've been able to fulfill unthinkable dreams but where many others have suffered. My wish for 2021 is to see the Camp Nou full of fans again and that we all become the impulse the world needs" said Ansu.

CUPRA President Wayne Griffiths also shared his feelings about the spot: "It's great to have Ansu Fati sending a message of optimism for 2021. We at CUPRA share his positive spirit and ambition as we begin a new era with the CUPRA el-Born, the brand's first 100% electric vehicle. With this car we aim to contribute to the electrification of Spain and the world through emotional sportiness, and we want the next generation of young challengers to be part of this transformation. We are both two young success stories who will continue inspiring the world from Barcelona".

Going Forward

The FC Barcelona forward is the star of the new CUPRA campaign. After a year full of milestones for both the footballer and the brand which was tarnished by the COVID-19 pandemic and its consequences, the spot reveals Ansu Fati's wishes for 2021: that life returns to parks and restaurants; that players get back to the pitch and spectators cheer at stadiums, cinemas and theatres. The campaign encourages everyone to be the impulse the world needs to not only get back to normal, but to move forward.

CUPRA faces a 2021 loaded with novelties in which it aims to demonstrate that electrification and sportiness are a perfect match. The automotive brand is going to kick off the year with the launch of two plug-in hybrid versions of the CUPRA Formentor with



204 and 245PS. CUPRA will also make its debut in the Extreme E electric SUV off-road competition, which this year will travel the world on a five-event global journey, taking advantage of its entertainment platform to promote electrification, sustainability and equality. Finally, CUPRA will also present its first 100% electric model, the CUPRA el-Born, a car that will change the dynamic perception of electrically powered vehicles with its emotional sportiness.

A growing brand

CUPRA completed a 2020 full of landmarks, which began with the inauguration of its new headquarters, the CUPRA Garage, a building whose design evokes a racing paddock and where the brand invested 5.3 million euros. In addition, CUPRA expanded its international footprint by developing its own network of points of sale offering flexible new formats, beyond the traditional dealership, to enable customers to experience the brand's universe. After Mexico City, CUPRA opened its first CUPRA Garage in Europe, in the city of Hamburg. Today, CUPRA has more than 500 points of sale, where more than 600 CUPRA Masters guide customers through the brand experience.

After the summer, the brand started production of the CUPRA Formentor in Martorell, which represents more than 10% additional production volume for the factory. CUPRA closed the year in style with the launch of three models: the first 310PS version of the CUPRA Formentor; the brand's first electrified model, the CUPRA Leon e-HYBRID; and the renewed CUPRA Ateca. With this product offensive, CUPRA aims to grow its position in the main European markets and expand into new overseas countries.

CUPRA is an unconventional challenger brand from the SEAT Group, based on stimulating style and contemporary performance. 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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