



At an event held at the Ciutat Esportiva Joan Gamper

FC Barcelona players dive into the CUPRA World and customise their own cars

- > Barça players configure their versions of the CUPRA Formentor, CUPRA Leon and CUPRA Ateca
- > 19 players decided to participate in the brand event, including Gerard Piqué, Sergio Busquets and CUPRA global ambassador Marc ter Stegen
- > Marc ter Stegen: “I’m very happy that my teammates had the chance to discover the CUPRA World and to personalise their perfect model”
- > CUPRA displayed its full range together with the competition cars and the CUPRA Tavascan Electric Concept

Sant Joan Despí (Barcelona), 20-01-2021 – FC Barcelona players dive into the CUPRA World. The club’s official automotive and mobility partner organised an event at the Ciutat Esportiva Joan Gamper training centre which brought together 19 footballers. Barça players got the chance to experience the universe of the progressive brand, feel the contemporary design of its models and digitally customise their perfect car, in an activity inspired by the fitting events of the fashion industry.

Captains Gerard Piqué and Sergio Busquets, new signings Sergiño Dest and Miralem Pjanic, Dutch midfielder Frenkie de Jong and CUPRA global ambassador Marc ter Stegen are some of the players who decided to get closer to the space that the brand set up in the club’s training centre. CUPRA showcased its full range of vehicles, with the CUPRA Formentor, the first model uniquely designed and developed for the brand, the two new versions of the CUPRA Leon, both hatchback and Sportstourer, and the CUPRA Ateca. The event was held following all the necessary health and safety measures.

“CUPRA and FC Barcelona share the vision of inspiring the world from Barcelona through stimulating style and contemporary performance. Our global partnership aims to create emotional experiences for our community of fans, therefore it’s key that the players feel part of this goal and connect with the values of the brand. It was amazing to see how involved they were in this activity, which recreated the experience our customers have when visiting one of our CUPRA Garage around the world by mixing the digital experience with the human touch, thanks to the attention provided by the CUPRA Masters” explained Antonino Labate, CUPRA Director of Strategy, Business Development and Operations.



A contemporary experience

Inside the space created by CUPRA, players were able to personalise their own versions of the models step by step in an interactive way using the digital tools that the brand has in its network of more than 500 specialised points of sale around the world, and with the advice of the brand's experts, the CUPRA Masters.

In addition to presenting its four vehicle line-up at the FC Barcelona facilities, CUPRA wanted to show the Barça players its vision of electrified sportiness by exhibiting the CUPRA Tavascan Electric Concept. The brand also showcased its Racing DNA with the world's first 100% electric touring racing car, the CUPRA e-Racer, and the CUPRA Leon Competición.

CUPRA global ambassador and FC Barcelona goalkeeper Marc ter Stegen said: "I'm very happy that my teammates have the chance to discover the CUPRA World and to customise their perfect model. Several players had asked me about the features of each vehicle, but now they were able to get a first-hand look at the entire range. I have decided to renew my CUPRA Formentor with the new 245PS plug-in hybrid version, which will allow me to continue enjoying a sporty drive while minimizing the impact on the environment. I am now looking forward to seeing some of my teammates driving their new CUPRA models around Barcelona".

The CUPRA range

Choosing among the four CUPRA vehicles, FC Barcelona players like Sergio Busquets, Frenkie de Jong, Sergiño Dest or Miralem Pjanic decided to customise their own CUPRA Formentor. The model designated as the official car of FC Barcelona has a broad range of seven engines, including two plug-in hybrid variants that will reach the market in the first quarter of this year. This high performance crossover is named after the renowned cape on the island of Mallorca, and combines a contemporary exterior design in a nine-colour palette with a sophisticated interior and high quality materials, as well as a high level of connectivity thanks to the CUPRA Connect system, which enables certain functions to be controlled via remote access from a smartphone.

Furthermore, Barça footballers also had the chance to customise the two versions of the CUPRA Leon, the brand's best-selling model. It is the first CUPRA plug-in hybrid vehicle and is already on the market in both the 5-door version and the Sportstourer body style. With its combined power output of 245PS, the CUPRA Leon e-HYBRID makes it possible to travel around the city with a fully electric range of up to 52 km according to the WLTP cycle (68 km in the NEDC cycle), and at the same time enjoy a sporty drive when taking to the open road. The new model will also offer a wide range of petrol engines with three options of 245, 300 and 310PS, the latter only in its Sportstourer version and mated to an all-wheel 4Drive transmission.



Finally, Clement Lenglet and Junior Firpo chose the new CUPRA Ateca. The first vehicle launched on the market under the CUPRA brand now comes with a revamped design but maintains its commitment to high performance. This 300PS SUV is a unique product on the market that has boosted CUPRA's growth since its launch in Europe and outside the continent in countries such as Mexico.

With this range, CUPRA expects to achieve a turnover of 1 billion euros when all engines are available on the market. These four vehicles will be joined by the CUPRA el-Born, the brand's first 100% electric vehicle, which will change the dynamic perception of electrically powered vehicles with its emotional sportiness.

CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and sportiness are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric model, the CUPRA el-Born.

CUPRA will participate this year in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the Swedish driver Mattias Ekström and five of the best padel players in the world, among others.

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