



High five

## CUPRA Formentor VZ5: the maximum expression of combustion performance for car enthusiasts

- > CUPRA Formentor, the first vehicle uniquely developed for the brand, now beats with a five-cylinder heart
- > The World Premiere will take place on February 22<sup>nd</sup>, coinciding with CUPRA's 3<sup>rd</sup> anniversary as a stand-alone brand

Martorell, 04-02-2021 – CUPRA has never been afraid to redefine segments, introduce new ideas and challenge the status quo. The CUPRA Formentor delivers a vehicle with the attributes of an SUV, with the sporty essence of a hatchback, in a coupe shape.

It's a design that matches the needs of today's customers but with the strength and range of offerings that set it apart. And it's destined to take the brand beyond limits as CUPRA approaches its third anniversary.

The CUPRA Formentor VZ5 will harness the power of five cylinders, giving it even greater performance, enhancing an already exhilaratingly dynamic ride, and propelling it to the maximum expression of combustion performance for car enthusiasts. And it's the ultimate technology transfer between the racing world and the road cars.

**"The CUPRA Formentor represents the essence of the brand, but the addition of an even more extreme five-cylinder engine to the family – along with seven other powertrains including performance PHEV - will mark it out as a true enthusiast's vehicle – something the CUPRA Tribe is dedicated to delivering and will allow us to reach new customers,"** said Wayne Griffiths, President of CUPRA and SEAT.



So, it's time to save the date and get ready to hear more about the CUPRA Formentor VZ5, the ultimate expression of CUPRA with a beating heart made from five-cylinders.

On the 22<sup>nd</sup> of February, coinciding with CUPRA's third anniversary, the brand will unveil this unique and limited addition to the CUPRA Tribe, amongst other big announcements.

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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