



CUPRA coproduction

## RPM: What if emotions were forbidden?

- > This is the premise of the series in development “RPM”, co-produced by CUPRA with Vince Gerardis, co-executive producer of *Game of Thrones*, Infinito Studios and Startling Media
- > Set in the year 2101 and created by Albert Uría, the sci-fi series showcases a society where emotions are forbidden and a group of rebels battle to awaken humanity
- > Natalia Reyes, Eduard Fernández and Juana Acosta are part of the high-profile cast of this production in which the CUPRA e-Racer plays a leading role

**Martorell, 04/03/2021.** – What would happen if, in the future, emotions were outlawed? This is the plot of *RPM*, the new sci-fi series co-produced by Infinito Studios, Startling Media and CUPRA, along with *Game of Thrones* co-executive producer Vince Gerardis. Currently in development, the production will consist of an initial season of 11 episodes. The first teaser was unveiled exclusively at the digital event to mark CUPRA’s third anniversary.

- **Revolutions per minute.** In the year 2101 a cloud of toxic fog hangs over Barcelona. The city is now a dark place. This darkness becomes even more apparent in humanity: all emotions have been banned and controlled by a select few. However, there is a group of rebels who reject these terms and defy authority with adrenaline. They are the “RPM’s”, and they use cars from another era to compete in underground races. Their mission? To awaken humanity.

- **The thrill of driving.** The title of the series is no coincidence. “It’s named *RPM* after the revolutions per minute of car engines, but at the same time it talks about different revolutions, such as the emotional revolution of feeling alive while driving, and of being a rebel, of feeling human” says the series creator and director Albert Uría. In that sense, CUPRA has a key role to play in fulfilling the mission of the “RPM’s”. “Our cars, now and in the future, will always defend that driving is an emotion. This is very much



in line with the CUPRA philosophy” explains Antonino Labate, director of Strategy, Business Development & Operation at CUPRA. He adds: **“We’re a Tribe because we have feelings when we drive, and cars are very important for these emotions; technology without emotions is something that makes no sense to us.”** That’s why the protagonist, played by Natalia Reyes, drives a CUPRA e-Racer, the world’s first 100% electric touring racing car.

- **A dystopian future?** It is estimated that in a few years, technological implants will be a common solution to improve our health, connectivity and comfort. However, in RPM, technology takes control of humanity. For Uría, the storyline of the series **“is conceived as a projection with respect to artificial intelligence; we’ve calculated where we would be in 80-100 years through a sociological, neurological and anthropological study.”** In this scenario devoid of emotions, **“the RPMs are the only ones who can save the world; they are the only ones from the future who can connect with who we are right now”** says the director.

- **Game of Thrones and Goya awards fame.** Spanish director, screenwriter and producer Albert Uría (*Maradona, Sueño Bendito*; Amazon Prime), is the creator of the series and directed the teaser written by Daniel Posada (*El Chapo* and *Tijuana*, Netflix Originals). It also has Oriol Uría (*Maradona, Sueño Bendito*; Amazon Prime) and Vince Gerardis (*Game of Thrones*, HBO) as executive producers, and automotive brand CUPRA as co-producer. The cast includes leading actors such as Natalia Reyes (*Terminator*), Eduard Fernández (*30 Coins*) and Goya-nominated actress Juana Acosta. In addition, the Budapest Art Orchestra performed the trailer's soundtrack composed by Toni M. Mir.

For CUPRA, **“true innovation cannot exist without questioning and pushing the boundaries of existing conventions. This is our spirit and what drives us to redefine the expectations of what a contemporary brand is capable of. That’s why we’ve taken on this project, which I believe the audience will find magical”** concludes Ignacio Prieto, Head of Marketing of CUPRA.

**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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