



Doubles its commitment to padel with four new players

## CUPRA expands its Tribe in the world of padel

- > Agustín Tapia, Federico Chingotto, Juan Tello and Paula Josemaría join the brand
- > CUPRA strengthens its involvement in padel
- > Labate: “We’ve brought together a team that combines youth and experience, which is the key to success in achieving our goals”
- > The players will sport the CUPRA emblem at the first tournament of the 2021 World Padel Tour season

**Martorell, 08-04-2021** – With the start of the 2021 World Padel Tour (WPT) season, CUPRA doubles its commitment to the world of padel. The automotive firm has expanded its Tribe with four new additions: Agustín Tapia, Paula Josemaría and the pairing of Federico Chingotto and Juan Tello. The four new CUPRA members are set to become the next generation of champions of the four-wall court sport.

With these additions, the CUPRA padel Tribe expands to eight members, all of them among the top ten padel players in the world, joining Alejandro Galán, current world number one; Fernando Belasteguín, the active legend of this sport who held the top spot in the world ranking for 16 consecutive years; Pablo Lima, who will be paired this year with Agustín Tapia; and Ariana Sánchez, number one in the female ranking, who will be paired with Paula Josemaría. The eight players will wear the CUPRA logo in their t-shirts at all WPT tournaments they play this year.

CUPRA Director of Strategy, Business Development and Operations Antonino Labate said: “We’re delighted to welcome four new players from the world of padel to the CUPRA Tribe. These new members will be part of the new generation of young challengers looking to be the impulse of transformation in the era of electrification. We’ve brought together a team that combines youth and experience, which is the key to success in achieving our goals. CUPRA is the brand with the broadest presence in the world of padel because we believe in the international potential of this sport and we want to contribute to it becoming an Olympic discipline.”

### **CUPRA in the world of padel**

CUPRA jumped onto the padel court in 2019 by becoming the premium sponsor of all official WPT competitions. In addition, last year the CUPRA Formentor became the official car and is displayed at all professional padel circuit tournaments. Moreover, the automotive brand is the main sponsor of the International Padel Federation (FIP). This collaboration aims to support the international expansion of the sport of padel and its professional development.



Last February, in the framework of the brand's third anniversary, CUPRA announced its partnership with the Wilson sports brand. The two firms have co-created a padel racket that will be used by Fernando Belasteguín in some of the WPT tournaments.

### **The CUPRA Tribe**

The CUPRA Tribe is made up of a team of champions who share the brand's values and aim to be the driving force behind transformation. In addition to the eight padel players, the brand is represented by FC Barcelona players Marc ter Stegen and Ansu Fati, actor Daniel Brühl and race drivers Mattias Ekström, Jordi Gené and Mikel Azcona, among others.

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 Born. The CUPRA Tavascan will be the brand's second all-electric model and will reach the market in 2024.

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 football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and four of the best padel players in the world, among others.

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