



Inspiring the world from Barcelona

CUPRA brings the thrill of the Clásico to CASA SEAT

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- > Koeman: "It's been a pleasure, I felt very welcomed. Change is a good thing, as well as holding the press conference in this building, CASA SEAT. I Hope we can continue with CUPRA for several more years"
- > The programme 'Barça LIVE from CUPRA Garage at CASA SEAT' will be broadcast live from the site dedicated to CUPRA

Barcelona, 09-04-2021 – With its mission to inspire the world from Barcelona, CUPRA is bringing the excitement of the Clásico to the city centre. The car brand, which is the official automotive and mobility partner of FC Barcelona, has organised coach Ronald Koeman's press conference at the CASA SEAT building together with FC Barcelona prior to the Clásico match between Real Madrid and Barça which is being played tomorrow at 9 pm CEST.

Koeman's press conference

For the first time ever, the FC Barcelona coach gave a press conference from CASA SEAT in the heart of the city which media from all over the world connected to via streaming. Following the press conference, the Dutch coach participated in the programme 'Barça LIVE from CUPRA Garage at CASA SEAT' where he shared his impressions of the brand. In addition, the premier league coach arrived at CASA SEAT in his own CUPRA Formentor, the vehicle designated as FC Barcelona's official car.

"It's been a pleasure, I felt very welcomed. Change is a good thing, as well as holding the press conference in this building, CASA SEAT. I Hope we can continue with CUPRA for several more years", said Ronald Koeman.

Barça LIVE from CUPRA Garage at CASA SEAT

The programme 'Barça LIVE from CUPRA Garage at CASA SEAT' is being broadcast live today and tomorrow from the space dedicated to the brand. In addition to Koeman's participation, the programme will also feature a live connection with Swedish race driver and CUPRA ambassador Mattias Ekström, who will explain his experience at the first race of the Extreme E off-road championship with the ABT CUPRA XE team which took place in Saudi Arabia last weekend.



This original content created by FC Barcelona will be broadcast live around the world via Barça TV+ and the club's official YouTube, Facebook and Twitter channels, which together have more than 170 million followers. The broadcast of this content will take place between 8 pm and 10:45pm CEST on the day of the match.

The Clásico, in the centre of Barcelona

As part of the global alliance between CUPRA and FC Barcelona, this initiative kicked off this Friday with a preview programme of the match on Barça TV+, the club's digital streaming platform, which included coverage of the team's final training session and the coach's press conference. The action continues tomorrow with live commentary of the match between Barça and the Madrid club.

CUPRA Director of Strategy, Business Development and Operations Antonino Labate said: "CUPRA aims to inspire the world from Barcelona with different experiences that make people feel special. With this initiative we aim to bring the excitement and passion of the brand closer to the players and their fans at this important match, and at the same time strengthen the awareness of CUPRA around the world."

The CUPRA range

CUPRA displayed its full range of vehicles, with the CUPRA Formentor, the first model specifically designed and developed for the brand; the two new versions of the CUPRA Leon, both in 5-door and Sportstourer bodystyles; and the CUPRA Ateca. The FC Barcelona players recently had the opportunity to configure their own versions of the brand's models and have already received their personalised vehicles.

In 2019, CUPRA and FC Barcelona joined forces in a global partnership for the next five years. Through this innovative agreement, the brand became the exclusive official automotive and mobility partner and one of the official global partners of the football club, with the goals of boosting the image of the city of Barcelona around the world, promoting talent and innovation, and creating unique experiences for its global community of fans.

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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