



Red Dot winner

CUPRA Formentor wins the Red Dot Award for Product Design 2021

- > The CUV won the accolade after convincing the 50-strong international judging panel of its excellence
- > The CUPRA Formentor came out on top thanks to its ability to mix the needs of the everyday with the passion and emotion of a performance vehicle
- > Winning the Red Dot Award for Product Design is another milestone in the CUPRA Formentor's journey

Martorell, 12-04-2021 – The CUPRA Formentor is continuing its astonishing success by taking home the Red Dot Award for Product Design 2021. The CUV has already exceeded all expectations by finishing on the podium in this year's Car of The Year award – an amazing achievement given the brand is only three years old.

Taking home the Red Dot Award is another sign that CUPRA, and the Formentor more specifically, is offering a unique proposition in the segment. It's also huge recognition for the whole CUPRA Tribe and design team.

The Red Dot Award for Product Design award is presented to the year's best product, whether it's for being aesthetically appealing, functional, smart or innovative, highlighting outstanding design quality.

"The Red Dot Award for Product Design is a highly respected award and truly highlights the degree to which the CUPRA Formentor excels across all industries with its incredible design," said Wayne Griffiths, President of CUPRA and SEAT. "This important award reinforces the fantastic work the CUPRA Tribe is doing."



The CUPRA Formentor's ability to meet the demands of shifting market trends, technical innovation, safety, affordability and the introduction of electrification mean it's a vehicle that delivers on every level.

Underpinned by the MQB EVO platform, combined with the CUV body-style, it delivers the perfect package; the sportiness and dynamism of a hatchback with the practicality, comfort and roominess of an SUV. Something the Red Dot Award judging panel saw too.

The Red Dot Jury is made up of 50 international experts who test, discuss and appraise each entry individually.

The award's evaluation process is based on a variety of criteria and provides an orientation framework, complemented by each juror according to their expertise. The judging criteria includes topics such as: degree of innovation, functionality, ergonomics, symbolic and emotional content and ecological compatibility.

The CUPRA Formentor has come out on top thanks to its ability to mix the needs of the everyday with the passion and emotion of a high-performance vehicle.

The history-making CUPRA Formentor is destined to be an important part of the CUV segment, which is predicted to double its sales in Europe in the next 5 years, making it an incredibly important part of the brand's future. Winning the Red Dot Award for Product Design is another milestone in the vehicle's journey.

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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