



The brand presents the showboat's design in collaboration with the Barcelona shipyard

CUPRA takes its high performance DNA to the sea with the De Antonio Yachts D28 Formentor

- > The yacht's design is inspired by the iconic elements and colours of the CUPRA Formentor, the brand's first 100% model
- > This showboat is the precursor to the launch of a special limited edition of the D28 that will go on sale in late 2021
- > The De Antonio Yachts D28 Formentor is more than eight metres long and has a maximum power of 400PS
- > Griffiths, after enjoying the first few miles on board: "This is just the first project of many: we're already looking into the creation of an e-HYBRID yacht for next year"

Barcelona, 05-05-2021 – CUPRA continues to move forward in its goal to create a universe of experiences around the car. After announcing their partnership at the CUPRA Anniversary digital event last February, the unconventional challenger brand and De Antonio Yachts present their first collaboration to the world. The two brands have worked together on the design of the De Antonio Yachts D28 Formentor, a high-performance yacht inspired by the first model uniquely designed and developed for the automotive brand, the CUPRA Formentor. This showboat is a unique design exercise that will lay the groundwork for the launch of a special limited edition of the D28 in the iconic CUPRA colours and finishes that will go on sale at the end of 2021.

The result of the first collaboration between CUPRA and the Barcelona-based shipyard is a 400PS showboat capable of reaching a top speed of 40 knots. The exterior design stands out for its simple lines and dynamic character, while the Petrol Blue colour and the copper tone trim finishes add elegance and sportiness. The De Antonio Yachts D28 Formentor is currently exhibited at Marina Vela in the port of Barcelona together with the CUPRA Formentor VZ5, a special limited edition version of the high-performance crossover SUV equipped with a 390PS five-cylinder engine, of which only 7,000 units will be produced.

After enjoying the first few miles on board the De Antonio Yachts D28 Formentor, CUPRA President Wayne Griffiths said: "CUPRA is much more than a car brand, it's a lifestyle. It's living unique experiences, challenging the status quo and feeling emotions. Our cooperation with De Antonio Yachts is just one more proof of it, as we share the same values and ambition: to inspire the world from Barcelona. The De Antonio Yachts D28 Formentor, inspired by our CUPRA Formentor VZ5, will be just the first project of many. We are both



committed to sustainable mobility and already looking into the creation of an e-HYBRID yacht for next year.” Griffiths was accompanied by De Antonio Yachts’ co-founders Marc de Antonio and Stan Chmielewski, as well as the CUPRA Director of Strategy, Business Development and Operations, Antonino Labate.

The perfect combination of performance and design

The De Antonio Yachts D28 Formentor is 7.99 metres long, with the possibility of adding a half-metre stern platform. The exterior design has a distinctive Petrol Blue hull, several accents in black and carbon fibre along with a number of distinguishing elements, adding elegance and sportiness to the wheelhouse.

The V-shaped hull design enables a top speed of up to 40 knots at maximum power, as well as smooth sailing at cruising speed. Its generous beam and weight distribution provides for a spacious deck and stability when anchoring. The layout of the volumes enables you to comfortably move around the perimeter following the “walk-around” concept. The entire deck on this model is on the same level, divided into different sundeck areas with seating and tables both fore and aft, and it includes a fully equipped bathroom. The high degree of space utilisation offers an incomparable feeling of openness, with a maximum capacity of up to ten people.

Marc de Antonio, co-founder of De Antonio Yachts, pointed out that **“De Antonio Yachts was born out of a passion for the sea and an interest in innovating and building sporty yachts with contemporary design. CUPRA shares this same spirit; we’re both from Barcelona and believe in the city’s potential as a global hub for cosmopolitan design.”**

De Antonio Yachts co-founder Stan Chmielewski says: **“Both De Antonio Yachts and CUPRA are committed to a high level of technological development in our products, and in this collaboration we’ll work to apply innovation at its best in the nautical world. We’re very proud of this first showboat as the start of a promising collaboration.”**

The CUPRA lifestyle universe

CUPRA aims to collaborate with brands that speak its design language and share its way of creating experiences. In its commitment to create exclusive and limited product collections that represent the brand’s lifestyle, CUPRA has also collaborated with lighting company Marset to create *Chispa by Marset for CUPRA*, a portable, rechargeable, cordless designer lamp, which is now available on the market.

CUPRA also launched an exclusive sneaker collection with international fashion brand Mikakus. The Mikakus x CUPRA capsule is also inspired by the design of the CUPRA Formentor. In addition, the brand has developed exclusive collections of bags, accessories and sunglasses with the TRAKATAN and L.G.R. fashion brands.



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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