



The CUPRA Tribe's new podcast

How electric sound is Born

- > The elements of nature that characterize the brand inspire the AVAS sound of the first 100% electric CUPRA model
- > The sound is exclusively revealed on the world premiere of *The Impulse*, the CUPRA Tribe's new podcast, where Antonino Labate and Francesca Sangalli explain its creation process
- > The episode is now available on CUPRA's official channel on Spotify, Apple Podcasts, Google Podcasts and Ivoox

Martorell, 06/05/2021. – Although an electric car produces zero emissions, it can still generate an infinite number of emotions. This is the case of the CUPRA Born, the brand's first 100% electric model, which not only delivers excitement through its design, but also through its sound. The CUPRA team has designed an exclusive sound that has now been released for the first time in the premiere episode of the CUPRA Tribe's podcast, *The Impulse*, now available on Spotify, Apple Podcasts, Google Podcasts and Ivoox.

- **Thrills on display.** Antonino Labate, CUPRA Director of Strategy, Business Development & Operations, and Francesca Sangalli, Head of Colour & Trim Concept & Strategy, are the first guests on *The Impulse*. "Subtle is the right definition. Every time I listen to it, it's an emotion again and again." says Labate. "For me this is The Sound" he adds. "CUPRA is a highly emotional brand and when we talk about emotions, we also talk about senses" explains Sangalli. "When we design a car, we design all the senses that are involved: sight, touch... but we can go beyond them. Sound confirms everything that you see and touch" she says.

- **The importance of sound.** By not having a combustion engine, electric cars barely produce sound by themselves. For this reason, the European Union stipulates that all electric vehicles must make an AVAS (Acoustic Vehicle Alerting System) sound when



traveling at less than 20 km/h in order to alert pedestrians and other road users. In the case of the Born, its sound is clearly perceptible beyond 40 km/h. This acoustic novelty is part of the revolution of the car set to be the impulse of the company's electric transformation, according to Labate: **"the CUPRA Born is a new hero for a new generation, a gamechanger in its segment."** And its sound had to reinforce this essence. Sangalli describes it as **"super emotional, it has this luminous and metallic things, just like the car"**.

- **Born nature.** The AVAS of the Born was designed using four key materials for the CUPRA brand: stone, copper, wood and carbon fibre. The city of Barcelona also played an important role in giving the car its character: **"The CUPRA Born has the purpose to highlight the spirit that comes from Barcelona, and it's something that combines perfectly this with the unexpected emotion when you drive"** says Labate. **"this car represents the perfect match between performance and electrification"** he adds.

- **A participatory impulse.** In this first episode of *The Impulse*, the guests also spent some time answering questions from the company employees, for example about the inclusion of sound in the brand's digital areas or how sound will affect life in cities.

The next episodes of *The Impulse* will delve into different topics such as the new CUPRA TV series 'RPM', Extreme E competition, and the creation of a new brand with the fashion brand Mikakus. The first episode of *The Impulse*, 'How sound is Born' it's available on CUPRA's Spotify, Apple Podcasts, Google Podcasts and Ivoox channels.

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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