



Partnering with one of Europe's leading festivals

CUPRA and Primavera Sound join forces and will closely collaborate to inspire the world from Barcelona

- > The automotive brand and the music festival sign a partnership agreement for the next three years
- > CUPRA and Primavera Sound begin a new era for the festival, aiming at organizing its most ambitious event ever in 2022
- > The two brands will reveal the festival's artist line-up on May 25th powered by the CUPRA Born, the brand's first 100% electric model

Barcelona, 12-05-2021 – CUPRA and Primavera Sound are kicking off a new era together to inspire the world from Barcelona. The automotive brand and the music festival will closely collaborate for the next three years to explore new ways of experiencing music. Ahead of the next edition of Primavera Sound in 2022, the two brands have unveiled a teaser of the artist line up powered by the CUPRA Born, the brand's first 100% electric model, which will also make its world premiere this month.

CUPRA and Primavera Sound begin their collaboration at a key moment for both brands. The automotive firm is about to present the CUPRA Born, its new model which is set to be the impulse of a new era in the electric market thanks to its stimulating design, inspired by the city of Barcelona, and its contemporary performance. At the same time, Primavera Sound will return in 2022 in what will be its most ambitious event ever.

CUPRA President Wayne Griffiths said: "CUPRA is an unconventional challenger brand that inspires the world from Barcelona with progressive cars and experiences. Primavera Sound has become the city's most iconic festival with a global reach. This collaboration is a unique opportunity to inspire the world together and explore new ways of experiencing music, while increasing the global awareness of both brands. This is just the first step for CUPRA in the world of music and the beginning of a long-term partnership with Primavera Sound."

Alfonzo Lanza, co-Director of Primavera Sound, explained: "It is a privilege for Primavera Sound finding in CUPRA an ally who perfectly understands both the identity and the aspirations of the festival. Together we can face this new and ambitious growth stage and make the festival a benchmark for the whole planet from our city, Barcelona."



Two brands, a new era

CUPRA and Primavera Sound begin their collaboration with a view to the festival's next edition in 2022. Its long-awaited 20th anniversary is set to become the world's urban festival of reference and the largest open-air cultural event in southern Europe. The partnership between CUPRA and the festival, which will run for the next three years, shows the automotive firm's support to one of the greatest annual highlights of the music industry.

After more than a year without being able to enjoy live music, CUPRA and Primavera Sound aim to create new musical experiences that will generate emotions for the fans. Beyond the presence that CUPRA will have at the festival, the two brands are working on new projects to take the musical experience further, allowing music lovers from all over the world to experience it in a different way.

The line-up of artists participating in Primavera Sound 2022 will be announced on Tuesday 25 May powered by the CUPRA Born.

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 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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