



The impulse towards a new era

CUPRA and SEAQUAL INITIATIVE team up to create bucket seats for the CUPRA Born - using sustainable materials sourced from the Mediterranean Sea

- > With the CUPRA Born, the brand's first 100% electric vehicle, CUPRA reinvents contemporary design through recycled materials
- > The CUPRA Born's standard seats will be produced with recycled SEAQUAL® YARN polymer fibre fabric, sourced from material found by fishermen and volunteers in seas, oceans, rivers and estuaries
- > With this collaboration, CUPRA aims to drive innovation and the circular economy, while preserving the Mediterranean's natural resources
- > The CUPRA Born's world premiere is taking place next May 25th

Martorell, 20-05-2021 – For the world premiere of the CUPRA Born next May 25th, which ushers a new era with the brand becoming the impulse behind the electric transformation, CUPRA is joining forces with SEAQUAL INITIATIVE to manufacture the standard production seats for CUPRA's first 100% electric model. The new bucket seats will be created from a recycled polymer fibre fabric, SEAQUAL® YARN, made from plastic extracted from the Mediterranean and other seas, oceans, rivers and estuaries. This innovative material, which is in keeping with CUPRA's design style and high-quality standards, is produced thanks to the collaboration of fishermen, various NGOs and local communities, who collect the material.

In line with CUPRA's commitment to innovation, this sustainable project includes the use of state-of-the-art recycled materials in the standard seats. Based on the circular economy, this joint project with SEAQUAL INITIATIVE also contributes to the continuous cleaning of our seas, rivers and oceans.

CUPRA Director of Strategy, Business Development and Operations Antonino Labate commented: "With the CUPRA Born, our first 100% electric vehicle, we're entering a new electric era. The partnership with SEAQUAL INITIATIVE to create the seats for this new model demonstrates that sustainability, innovation and contemporary design are a perfect combination. CUPRA is a brand that inspires the world from Barcelona, which is why we are committed to circular-economy projects and helping preserve a natural resource which is very close to us, the Mediterranean."



SEAQUAL INITIATIVE Managing Director Michel Chtepa pointed out that “we’re delighted to be involved in the launch of CUPRA Born, the brand’s first 100% electric vehicle. We’re very proud to partner with CUPRA and make a difference in contributing to a cleaner ocean and a cleaner environment.”

A story of circular economy

SEAQUAL INITIATIVE works with NGOs, fishermen, authorities and local communities to help clean up the seas and oceans. Marine litter from our beaches, ocean and seas floor and surface, rivers and estuaries is collected through clean-up programmes. After sorting the different types of materials, the plastic is cleaned and transformed into recycled marine plastic, which is used to create SEAQUAL® YARN.

CUPRA Born, the first net CO2 neutral concept car

In addition to demonstrating that electrification and performance are a perfect match, the CUPRA Born will be the brand’s first vehicle to be delivered to customers with a net CO₂-neutral concept. To this end, the new vehicle is produced in Zwickau (Germany) based on the modular electric platform (MEB), where energy from renewable sources is used in the supply chain and raw material production. The remaining emissions are offset by environmental and project investments certified to the highest standards.

In this way, the new CUPRA Born will contribute to reducing global CO₂ emissions and meeting European targets. From now on, thanks to the collaboration with SEAQUAL INITIATIVE, the brand will also contribute to the circular economy and to the protection of the Mediterranean and its surroundings.

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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