



CUPRA Born World Premiere

The CUPRA Born with cinematic flair

- > The Born district and the CUPRA Garage of CASA SEAT in Barcelona are the settings for the world premiere of the CUPRA Born
- > Actor and CUPRA ambassador Daniel Brühl participates in the production directed by the Spanish film academy award winning director Kike Maíllo
- > The brand's first 100% electric model will hit the streets by the end of the year

Martorell, 28/05/2021 – The Paseo del Born, one of Barcelona's most popular tourist areas, gets transformed into a film set, with cameras and spotlights ready to turn a terrace into the backdrop for a meeting between CUPRA President Wayne Griffiths and actor and CUPRA ambassador Daniel Brühl. This is how the world presentation of the brand's first 100% electric model begins, in a production with motion picture overtones designed to inspire from Barcelona.

- **Born, a source of inspiration.** Filming starts in the heart of this Barcelona neighbourhood, with the aim of taking the model to the streets that inspired its creation. When the camera rolls, Daniel Brühl and Wayne Griffiths talk about what an environment like this means to them. **"Creativity and design motivate me as a person. There are so many things in Barcelona that inspire me and inspire CUPRA"** says the President of CUPRA, to which the actor adds: **"I do believe in the city's creativity and beauty. It frees your mind and fills your head with ideas."**

- **A set filled with natural light.** The light of the city also inspired the director of the short film. Behind the cameras, film director Kike Maíllo, winner of a Goya, the Spanish film academy, for best newcomer director for *EVA*, gives orders to the production team, paying attention to the details and the photography. **"We wanted to capture the colour and light of Barcelona, bringing these two characteristic elements of the**



city to the screen” explains Maíllo between each take. This is a sentiment he shares with Francesca Sangalli, head of Color&Trim Concept&Strategy. **“To create the elements of the car, we worked on the model’s mood board at the Design lab, drawing inspiration from the light, shadows, reflections and the rhythm of the Born’s narrow streets”** she explains during the filming.

- **Brühl, at the wheel of the CUPRA Born.** The actor was also one of the first to try out the brand’s first 100% electric car, taking advantage of a scene with the President of CUPRA. **“Great power and very instantaneous acceleration. Electric but sporty, at the same time”** says the actor. **“I’m very happy to be back in Barcelona for the presentation of the CUPRA Born, and also to film in one of my favourite places in the city”** he concludes after the shoot.

After its world premiere, the CUPRA Born will hit the streets later this year.

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.



CUPRA HQ Communications

Elisabet Anglada

Head of Content Activation

M/+34 689 282 093

elisabet.anglada@seat.es

Gemma Solà

TV & Media Activations

M/ +34 639 944 087

gemma.sola@seat.es

PRENSA PREMSA NEWS PRESSE STAMPA

CUPRA