



CUPRA and Mikel Azcona defend the PURE ETCR lead at their home race

- > PURE ETCR arrives at Motorland-Aragon (Spain), the home race for CUPRA and two of its drivers, Mikel Azcona and Jordi Gené
- > Azcona leads the championship after being crowned "King of the weekend" a few weeks ago in Vallelunga (Italy) and the CUPRA e-Racer is the car to beat
- > The World Touring Car Cup (WTCR) will also race in Aragon and local drivers Azcona and Gené will participate in both championships

Martorell, 08-07-2021 – The present and the future of racing meet this weekend at the Motorland-Aragon Circuit (Teruel, Spain). The World Touring Car World Cup (WTCR), contested by the most advanced combustion touring cars in the world, and the PURE ETCR will share the same circuit in an event where CUPRA takes to the track in pursuit of the best results in both championships.

Mikel Azcona and CUPRA proved at the inaugural PURE ETCR meeting in Vallelunga (Italy) a few weeks ago that they are ready to fight for the first drivers' and teams' title in an electric touring car championship with the CUPRA e-Racer, its first electric racing car, capable of delivering up to 500kW (680 PS). Mikel scored maximum points at the Italian event (77) and was joined on the final podium by his team-mate Mattias Ekström, who also had a great performance. Jordi Gené, fourth, and Dániel Nagy, ninth, completed a good start to the new championship for CUPRA.

The Zengo Motorsport X CUPRA team is aiming to once again fight for the victory in PURE ETCR. The track promises to offer short and intense races between different cars, with which to thrill both the public in the grandstands and those watching the race from home on television.



Aragon will represent an additional challenge for two of the CUPRA team drivers, Azcona and Gené, as they will also be taking part in the WTCR event at Motorland-Aragon at the wheel of their CUPRA Leon Competición cars. When they jump out of the 500kW (680 PS), rear-wheel drive electric car, they will have to change their mindset to adapt to the front-wheel drive, 380 PS internal combustion vehicle.

"We come to Aragon as PURE ETCR leaders after our victory at Vallelunga and our main goal is to leave the circuit in the same position. We are ready to fight for victory with the CUPRA e-Racer and continue to prove that electric touring car racing is very exciting," says Mikel Azcona, CUPRA driver in PURE ETCR and WTCR. **"I know I will have to do double duty, combining both championships, but at CUPRA we love challenges and I also have very good memories of this circuit, as last year we achieved the first victory for CUPRA Leon Competición in the WTCR... we want to get back on top of the podium!"**

Aragon is also special for Jordi Gené, who has returned to racing full-time this season with an intense programme that combines traditional touring car racing and the future of motorsport. "I'm looking forward to getting out on track at Motorland-Aragon to try to score as many points as possible in both championships. We are going to give it our all at our home race," said the Spaniard.

A very special event for CUPRA

This race is very special for CUPRA, as the Motorland-Aragon circuit is just over 200 kilometers away from the brand's headquarters and the place where both the CUPRA Leon Competición and the CUPRA e-Racer have been designed, developed and produced.

In addition, Mikel Azcona and Jordi Gené will also be competing at home, in front of the public that will fill the grandstands for the first time in a long time and who will discover first-hand the excitement of electric technology in racing. The presence of the fans will be an additional boost for both as they fight for podium finishes in the two championships in which they are competing.



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.

Fernando Salvador
Head of Product & Events Communications
T/ +34 609 434 670
fernando.salvador@seat.es

Arnaud Hacault
Head of Product Communications
T/ +34 659 134 804
arnaud.hacault@seat.es

Jan Conesa
Product Communications
T / +34 650 659 096
jan.conesa@seat.es
www.seat-mediacenter.com