



PURE ETCR & WTCR

Electrifying victory for CUPRA and Mattias Ekström at MotorLand-Aragon

- > CUPRA wins in Spain and confirms the CUPRA e-Racer's good performance and reliability in extreme conditions
- > Mattias Ekström becomes "King of the Weekend" and takes over from Mikel Azcona, crowned at Vallelunga
- > Great performance also in the WTCR with the CUPRA Leon Competición: Azcona finished second on the podium

Martorell, 12-07-2021 – CUPRA continues dominating the PURE ETCR, the world's first all-electric multi-brand touring car championship, at their home race. After the victory achieved by the CUPRA X Zengő Motorsport team and Mikel Azcona at Vallelunga (Italy), Mattias Ekström was crowned "King of the Weekend" at MotorLand-Aragon (Spain), where both cars and drivers were pushed to the limit, with tarmac temperatures in excess of 50°C.

"Congratulations to Mattias for winning his race, thanks to Mikel, Jordi and Dániel for collecting points and thanks the entire CUPRA X Zengő Motorsport team! Winning in our home race is very exciting," said Dr. Werner Tietz, Executive Vice President for R&D at CUPRA, who collected the winner's trophy on behalf of the brand at the end of the event. "Innovation and competition are part of our brand's DNA, electrification and performance are a perfect match. Championships like PURE ETCR allow us to unite the two values to lead the new era of motorsport - victories are the greatest reward for all our hard work."

In the "Pool B" group, Ekström beat every driver he faced in Battles 1 and 2, at the wheel of the CUPRA e-Racer, whose performance in these rounds is limited to 300 kW (408 PS). In qualifying, with the full power (500 kW, 680 PS) available, the Swedish



driver took third place, putting him in an ideal position to fight for victory in Super Final B where, in addition to the 300 kW of power, drivers are allowed to use an extra providing up to 450 kW (612 PS) for 40 seconds. After a very close race, with wheel-to-wheel battles, Mattias took his first win in the championship.

"It was a great weekend and I am very happy. I am having more fun every PURE ETCR race, we are performing great battles" said Ekström, who, in addition to competing in this championship, also competes with CUPRA in Extreme E and is fully committed to electric racing. "I would like to see more and more manufacturers and drivers here to fight against each other, because this concept is fantastic and in just two events, we have shown that it is very exciting."

The winner at Vallelunga, Mikel Azcona, was also ideally placed to fight for the win in the Super Final of his group, Pool A. Mikel also won Battles 1 and 2, as well as setting the fastest time in qualifying. However, following an incident with another driver during the Grand Final, in which Mikel was not at fault, his chances of victory were wiped out and he finished tenth. Despite what happened, Azcona had a great result to celebrate on Sunday: he finished second in the first race of the World Touring Car Cup (WTCC) weekend, at the wheel of the CUPRA Leon Competición.

Jordi Gené and Dániel Nagy, the other two drivers of the CUPRA X Zengő Motorsport team, also fought great battles on the track at the wheel of the CUPRA e-Racer. Jordi Gené finished the second round of the season in sixth place, while Dániel Nagy was ninth.

Mattias Ekström and CUPRA lead the championship

After his uncontested victory, Ekström becomes the leader of the PURE ETCR drivers' championship with a total of 146 points. The Swedish driver finished third at Vallelunga and is now the driver to beat. Behind him, 37 points adrift and in third position, is Jordi Gené, who is putting in very consistent performances in this new adventure. Mikel Azcona, after the unfortunate incident in the Super Final A, is fifth, 42 points behind Ekström, and Nagy is tenth. CUPRA X Zengő Motorsport also leads the manufacturers' standings with 274 points.

The PURE ETCR now faces a one-month break until the next round of the season, which will be held in Copenhagen (Denmark) from 6-8th of August.



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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