



The Impulse

RPM: CUPRA enters sci-fi

- > Film director Albert Uría and CUPRA's Head of Marketing, Ignasi Prieto, talk about the series *RPM* on 'The Impulse'
- > The guests debate whether entertainment has become a new form of communication and analyse the limits between reality and fiction
- > The new episode of the CUPRA Tribe podcast is now available on the brand's official channels on Spotify, Apple Podcasts, Google Podcasts and Ivoox

Martorell, 21-07-2021 – It's increasingly common to see automotive brands involved in racing competitions, sponsoring football matches or as official cars for events. But few automotive brands have entered the unrelated industry of audio-visual fiction production. Until now. CUPRA is set to co-produce a fictional TV series called *RPM* about a dystopian society where emotions are forbidden. The premiere of the show's trailer is set for release in autumn.

The director and creator of the series, Albert Uría, and CUPRA's Head of Marketing, Ignasi Prieto, share their thoughts on the show in a brand new episode of *The Impulse*.

- **The story of a collaboration.** *RPM* ("Revolutions Per Minute") is a series co-produced by Infinito Studios, Startling Media, CUPRA and *Game of Thrones* co-executive producer Vince Gerardis. But how did this unique collaboration come about? "It's not easy to enter such a different industry, like co-producing a TV series, from car manufacturing" says Prieto. "We tried to create something new, something special, in an effort to communicate with the consumers of our brand in a new way" he adds. To which Uría points out: "This series talks about rebels in humanity. And I always joke that the real rebels are the CUPRA Tribe".

- **Emotion as a driving force.** Natalia Reyes, Eduard Fernández and Juana Acosta are part of this production's star-studded cast. Set in 2101, the series depicts a society where emotions are forbidden, and a group of rebels fight to awaken humanity. "And they do that by driving, in an era where all cars are autonomous" Uría says. For Prieto,



the key is this emotion: “We really embrace technology at CUPRA, but we think that technology without emotion makes no sense”.

- A dystopian future... or a realistic one? Although the plot of *RPM* might seem more akin to science fiction, Uría says the aim of the show is to “raise awareness” about what could happen if technology isn’t used properly: “That’s something to think about right now, because in the future then we will need rebels to make a revolution, but now there’s still time”.

You can listen now to the new episode of *The Impulse*, available on CUPRA’s Spotify, Apple Podcasts, Google Podcasts and Ivoox channels.

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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 performance are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and the CUPRA Leon as well as with 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 participates this year in the electric touring car competition PURE ETCR, and 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 eight of the best padel players in the world, among others.

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