



PURE ETCR

CUPRA and Mattias Ekström increase their championship lead on the Copenhagen streets

- > Mattias Ekström finishes third in Copenhagen (Denmark) and scores important points in the championship battle
- > Jordi Gené and Mikel Azcona also fighting for the victory in the Danish capital and are among the top four in the overall standings
- > Ekström sets fastest time of the weekend and wins the TAG Heuer Best Lap Trophy

Copenhagen, 09-08-2021 – Mattias Ekström and CUPRA are still on the podium at PURE ETCR. At the wheel of the all-electric CUPRA e-Racer, Mattias finished third in the third round of the PURE ETCR season, held in the city of Copenhagen (Denmark), allowing both the Swedish driver and CUPRA to extend their lead at the top of the two championships at stake.

Ekström, third at Vallelunga (Italy) and winner at MotorLand-Aragon (Spain), continues his good run of results. In Copenhagen, the CUPRA driver finished second in the first battle and won the second, before leading the qualifying session, in which he extracted the best performance from the CUPRA e-Racer with the full power available for this event (300 kW). Mattias set the fastest time of the weekend, which enabled him to win the TAG Heuer Best Lap Trophy for the best lap, beating, among others, Jean-Karl Vernay, his main rival in the championship.

In the “Pool A” Super Final, Ekström fought for the victory from start to finish and he had an intense battle for the first place with Luca Filippi, who snatched the victory after overtaking him on the last lap. The Italian crossed the finish line just one tenth of a second ahead of the CUPRA driver.



"Overall, I'm happy with our result and performance this weekend: we were on the podium and also the fastest team on track," said Ekström, the PURE ETCR championship leader. "We always want to win, but what counts at the end of the season are the points you have in total, and we in Copenhagen have extended our lead. I'm happy and I'm already thinking about fighting for the win again in a few weeks in Hungary," he said.

In the "Pool B", which included Jordi Gené and Mikel Azcona, the differences between drivers were also very small. The two Spaniards fought for the victory, although Philipp Eng, who made his debut this event with the Romeo Ferraris team and ended up crowning himself "King of the weekend", was unreachable for them. Jordi finished second and Mikel third.

In Copenhagen's final classification, bringing together all the weekend's results, Ekström finished third behind the winner, Eng, and Luca Filippi. Jordi Gené finished fifth, Mikel Azcona sixth and Dániel Nagy tenth. These results allow Ekström to extend his lead in the drivers' championship to 24 points over Vernay, and both Gené and Azcona remain in the fight for the title, in third and fourth positions respectively in the standings. CUPRA X Zengő Motorsport is the leader in the manufacturers' classification, 46 points ahead of Romeo Ferraris.

Having passed the halfway point of the championship in the city of Denmark, PURE ETCR will return to action at a historic circuit, Hungaroring (Hungary), from 20-22nd of August. It will be the fourth and penultimate round of the season, before the grand finale at the Inje Speedium in South Korea.

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-mediacycenter.com

PRENSA PREMSA NEWS PRESSE STAMPA