



## CUPRA hungers to take a giant step in Hungary to be closer to conquer the PURE ETCR championship

- > Mattias Ekström and CUPRA lead the drivers' and teams' standings: The Swedish driver has been on the podium in every event so far this season
- > Dániel Nagy and Zengő Motorsport, CUPRA's partner in this adventure, competes at home
- > The PURE ETCR and WTCR share the same circuit – like in MotorLand-Aragon –, which is an extra challenge for Mikel Azcona and Jordi Gené

**Hungaroring, 19-08-2021** – The battle for the PURE ETCR title, the first multi-brand electric touring car championship, returns to action on the 21<sup>st</sup> and 22<sup>nd</sup> of August at the historic Hungaroring circuit. Located in the town of Mogyoród, just over 20 kilometers from Budapest, this track inaugurated in 1986 has witnessed memorable battles and victories of Formula 1 drivers such as Piquet, Senna, Schumacher, Alonso or Hamilton, and has been part of the calendar of the touring car championships of reference. Now, the CUPRA e-Racer and PURE ETCR will electrify this classic track with their 500 kW of maximum power and delight the public with a close fight for victory.

Hungary is the fourth and penultimate round of the inaugural PURE ETCR season, and the battle for the title couldn't be more exciting. While CUPRA X Zengő Motorsport and Mattias Ekström lead the teams' and drivers' championships respectively, the existing equality in the competition prevents anyone from relaxing because, as seen in Copenhagen - last race held so far -, any of the three teams involved in the PURE ETCR can get the victory.

"We reach the final part of the season at the top of the PURE ETCR championship, but as we have seen in the races held so far, the equality between



the different participants is total and nothing can be taken for granted," said Xavi Serra, Head of CUPRA Racing. "Our goal is to be among the top positions again throughout the weekend and fight for the victory in the Super Finals, as we have done so far in each event, as that will allow us to leave Hungary as leaders and face the last race of the season in first place."

Ekström, crowned "King of the Weekend" at Aragon (Spain) and third at Vallelunga (Italy) and Copenhagen (Denmark), has been on the podium in every event this season. The Swedish driver has exploited the potential of the CUPRA e-Racer in every condition and type of circuit, making the most of his extensive experience in the world of motor racing. These results have taken him to the top of the drivers' standings with 210 points, 24 more than Jean-Karl Vernay. One of Ekström's team-mates, Spaniard Jordi Gené, has been one of the most consistent drivers of the season: he is third, 43 points behind Ekström, having made a great adaptation to this new car and competition format. Behind Gené, in fourth position, is Mikel Azcona, the "King of the weekend" at Vallelunga, 49 points behind the leader.

The Hungarian event will be very exciting for CUPRA, as both driver Dániel Nagy and team partner Zengő Motorsport are competing at home. It will be a very special moment for them, as they will be able to thrill the Hungarian fans with short, closely-matched races while showing the possibilities of electric mobility for everyday use.

"This weekend I am competing for the first time at home with the CUPRA e-Racer and that is very special for me," said Nagy, who has raced at this circuit on several occasions, in championships such as TCR Europe or WTCR. "I know this track very well and I know that the fans will have a great time, at home and at the circuit itself, discovering this new type of racing. Both my team-mates and I will give everything this weekend to continue leading the two championships – teams and drivers – and remain the reference in electric motorsport".



For two of the CUPRA X Zengő Motorsport drivers, Azcona and Gené, Hungary is a double challenge, as it already happened at MotorLand-Aragon, since the PURE ETCR and the World Touring Car Cup (WTCR) share the same circuit this weekend. This means that their constant adaptation to the CUPRA Leon Competición and the all-electric CUPRA e-Racer will be key to obtaining the best results in both championships.

**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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