



IAA in Munich

## CUPRA shows a glimpse of the company's future urban all-electric car, with the CUPRA UrbanRebel Concept

- > This all-electric concept car represents CUPRA's most radical interpretation of an urban electric performance car
- > The concept car gives an idea of the future design language of the urban electric vehicle, which will be launched in 2025
- > The CUPRA UrbanRebel Concept will make its world debut at this year's IAA Munich International Motor Show

**Martorell, 26-08-2021.** – CUPRA is pushing the limits with its most radical interpretation of an urban electric performance car.

The CUPRA UrbanRebel Concept mixes pure electrification, sustainability and performance with the thrilling aesthetics of the virtual world. It gives an idea of the future design language of the urban electric vehicle, which will be launched in 2025.

Racing is a key part of CUPRA's DNA and that's why the company decided to present the vision of its 100% all-electric urban vehicle first as a race car with bold, thrilling, sharp looks: the CUPRA UrbanRebel Concept.

The CUPRA UrbanRebel Concept will be digitally unveiled next week and will make its world debut at this year's IAA Munich International Motor Show.



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.

PRENSA PREMSA NEWS PRESSE STAMPA

**Fernando Salvador**  
Head of Product & Events Communications  
T/ +34 609 434 670  
[fernando.salvador@seat.es](mailto:fernando.salvador@seat.es)

**Arnaud Hacault**  
Head of Product Communications  
T/ +34 659 134 804  
[arnaud.hacault@seat.es](mailto:arnaud.hacault@seat.es)

Jan Conesa

Product Communications

T / +34 650 659 096

[jan.conesa@seat.es](mailto:jan.conesa@seat.es)

[www.seat-mediacenter.com](http://www.seat-mediacenter.com)

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