



CUPRA Garage Milano

CUPRA opens a new Garage at the heart of Milan

- > Just hours after the inauguration of the City Garage in Munich, CUPRA launches another unique space in the center of Italy's capital of fashion
- > The brand's objective is to build a solid network of CUPRA Garages worldwide. Madrid, Rotterdam, Lisbon and Berlin will follow soon
- > CUPRA continues to grow exponentially and has exceeded €1 billion turnover this year. The brand has sold more than 100,000 cars since its creation in 2018

Milan, 09-09-2021 – After opening the CUPRA City Garage in Munich at the Odeonsplatz, 1, CUPRA moves forward with its expansion in Europe, selecting iconic places in major cities with the inauguration of its new CUPRA Garage Milano at Corso Como, 1. With this unique space at the heart of the Italy's capital of fashion, the unconventional challenger brand continues with its goal of building a solid network across the continent.

The CUPRA Garage Milano becomes the brand's fourth exclusive representation worldwide, after Mexico City, Hamburg and Munich. CUPRA's plans include new locations in the cities of Madrid, Rotterdam, Lisbon and Berlin and the brand is also planning to open a City Garage in Sydney in 2022.

At the pre-opening event of the CUPRA Garage Milano, CUPRA CEO Wayne Griffiths explained: "We are bringing a piece of Barcelona to the heart of the fashion world during the Milan Design Week. The CUPRA Garage Milano is our fourth exclusive representation worldwide after Mexico City, Hamburg and Munich. Italy is CUPRA's fourth market worldwide and the brand is performing outstandingly in the country, growing from 200 cars sold from January to August in 2020 to 4,000 units sold in the same period of this year. This is thanks especially to the success of the CUPRA Formentor. Now we are preparing the launch of our first fully electric model, the CUPRA Born, which will reach the Italian market from November."

The CUPRA Garages are the home of the brand in top cities worldwide, always located in exclusive and iconic hotspots. With the City Garages, CUPRA wants to connect with the cities and their culture, hosting events and exhibitions as well as contributing to developing new local talents and collaborations. These new spaces will allow the brand to offer an unconventional and unique customer experience, putting people at the center of its distribution strategy.



The place to be in Milan

Located in Corso Como 1, the 350 square-meter space is divided into two levels: the street level is dedicated to products, gastronomy and lifestyle, while the basement is a modular and multidisciplinary space for lifestyle and business events. The space is designed to offer customers a unique, singular way of moving through an immersive brand experience.

Each City Garage has its own distinctive design respecting the area's history and inspired by the city where it is built, incorporating local design elements and work from local designers. The CUPRA Garage Milano has sophisticated design elements such as a copper blocks brand wall. It also features unique ceiling artwork, which represents a link to the electrification of the automotive industry. Along with a Chispa by Marset CUPRA lamp installation on the ground floor, and distinctive wall decorations and design furniture in the basement. All these elements represent CUPRA's contemporary interpretation of space sophistication and uniqueness.

CUPRA exceeds expectations

Since its launch only three years ago, CUPRA has exceeded all initial expectations, reaching more than 100,000 cars sold to date. Driven by the success of the Formentor, which represents two of every three cars sold by the brand between January and August this year, CUPRA registered a triple-digit growth compared to the same period in 2020.

CUPRA has also achieved its initial goal to reach a turnover of €1 billion in 2021. The brand has managed to establish a strong footprint in Europe in markets such as Germany, Spain, the United Kingdom and France, and it has expanded abroad to countries like Mexico, Israel and Turkey. Next year, the brand will start its operations in Australia as a key move towards expanding in the Asia-Pacific region.

With its new business model, CUPRA wants to expand its global network and reach 800 points of sale by the end of 2022. Also, the brand has the ambition to become a fully electric brand in 2030. After the launch of the CUPRA Born this year, the CUPRA Tavascan will arrive in 2024 and the CUPRA UrbanRebel will challenge the conventions of the electric era with its emotional interpretation of the company's urban electric car, due to be launched in 2025.

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 participates 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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