



The first 100% electric CUPRA

CUPRA Born: the sound of nature

- > The sound of crackling wood, stones rubbing against each other, or wind rushing over the surface of a piece of copper are all sensations that inspired the sound of the CUPRA Born
- > Together, CUPRA's team of designers and engineers tackle the challenge of transmitting emotion through the model's electric sound
- > The brand's first 100% electric car will be heard on streets and roads around the world starting this November

Martorell, 17.11.2021 – In a melody, musical notes combine to convey emotion. And what happens in nature? The sound of wood crackling, stones rubbing against each other or wind rushing over the surface of a copper part are all sensations that can now be felt in the CUPRA Born. This is how CUPRA's team of designers and engineers have managed to turn nature's music into CUPRA's electric sound.

-A holistic experience. Achieving a whole that goes beyond the sum of its parts. This was CUPRA's approach to creating the sound of the Born. The brand's first 100% electric vehicle has zero emissions but will generate a myriad of emotions. To achieve this, the design team created a whole sensory universe. "CUPRA's design is inspired by nature. Not in its romantic version, but in its most authentic, unrefined one: in stones, wood, minerals... And this inspiration shaped its design, materials and colours, and the sound it makes as well. We created a holistic experience, where everything tells the same story" says Francesca Sangalli, head of CUPRA's Color&Trim team.

-Emotions that can be heard. From this inspiration, CUPRA's sound engineers applied the latest technologies in the search for these emotions. The musical notes were defined, and with them the score had to be written. "In many ways the creative process was similar to music production, using a dynamic combination of recorded natural sounds and electronically synthesised ones. It was quite a fascinating and



totally novel process and we believe the result will be equally thrilling for drivers and onlookers as it drives past” says CUPRA sound engineer Adrián Mateo.

-Nature in motion. As in the wild, CUPRA’s electric sound is not static, but transforms and evolves. “We worked closely with the engineers to develop the three pillars we rely on to generate these emotions: mystery, tension and expression” explains Francesca. In doing so, they created a dynamic sound that flows between these three concepts. “We wanted the sound to convey different emotions dynamically, depending on how the vehicle is being driven at any given moment. For example, it can evolve more or less rapidly depending on the acceleration, producing different sensations associated with these three concepts” Adrián adds.

-Sound for the CUPRA universe. This sensory creation can already be heard as the new CUPRA Born takes to the streets and roads around the world, starting this November, and will be the hallmark of the brand’s electric models. “I think we’ve achieved an amazing sound, with metallic tones, without being harsh, and the warmth of wood, which is calmer and softer. And then there’s the copper, which generates a lot of light. It’s really a very well-orchestrated experience” Francesca concludes.

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.

CUPRA HQ Communications

Elisabet Anglada
Head of Content Activation
M/ +34 689 282 093
elisabet.anglada@seat.es

Rocío Soria
Content Generation
M/ +34 689 28 14 32
rocio.soria@seat.es

Gemma Solà
TV & Media Activations
M/ +34 639 944 087
gemma.sola@seat.es

PRENSA PREMSA NEWS PRESSE STAMPA

CUPRA