



CUPRA Master Challenge 2021

This is how CUPRA Masters are trained to deliver the Born experience

- > The CUPRA Masters, the brand's experts and salespeople from around the world, put their knowledge of the Born to the test in the CUPRA Master Challenge 2021
- > This online competition gathered more than 1,000 members of the CUPRA Tribe, connected from 43 countries
- > During the grand finale, Raúl Font, from Spain, was declared CUPRA Master 2021

Martorell, 03.12.2021 – Four weeks, a hundred tests, more than 1,000 participants from 43 countries and a fantastic digital challenge. This was the CUPRA Master Challenge 2021, a virtual competition whose outcome revealed this year's best CUPRA Master in the world.

CUPRA Masters are a key part of the CUPRA brand's distribution strategy; the only point of contact with customers, these product experts deliver the brand experience to them throughout the entire relationship. The worldwide CUPRA sales network was specifically trained for the launch of the brand's first 100% electric car, the CUPRA Born. How was this accomplished? Keep reading to find out.

- Engagement with the Tribe. The CUPRA Masters training was not limited to a single event but was a 4-week journey, during which participants were not only trained on the product and electrification: they were also able to share and participate with the rest of the Tribe and the brand, putting their expertise to the test. The goal was **"to generate engagement and enhance the CUPRA Masters' knowledge of the brand and our latest launch, the CUPRA Born, using gamification, personalisation and digitalisation, in order to offer the best experience to customers"** explains Khaled Soussi, Head of DND & Customer Experience at CUPRA.

-The title at stake. This is the new way of training in a digital world. A virtual platform was already used last year to prepare the launch of the Formentor, and this year CUPRA went a step further for the Born, not only to ensure full knowledge of the model but also to enhance the feeling of belonging to the Tribe. The first step was a kick-off event



on November 4th, where participants were introduced to and discussed the strategy with the president and CUPRA managers. Subsequently, a more personal and gamified study phase began through the Tribe App, with more than 70 multimedia capsules filled with preparation content, and various tests with which the Masters could earn points for the grand finale.

-The CUPRA Master of the year. Finally, the closing event took place on December 2nd, when the CUPRA Masters demonstrated their acquired knowledge and competed online to reveal the best CUPRA Master of the year worldwide. After a thrilling grand finale, Raúl Font, from Spain, won the title of CUPRA Master 2021, successfully completing 12 rounds and 82 questions.

-The importance of connecting with the Tribe. The competition was a huge success, with peaks of up to 1,500 people from 43 different countries simultaneously connecting to the CUPRA Master Convention 2021 to follow the finale. **“We believe it’s important to bring all the members of the CUPRA Tribe together, regardless of distance, and this is something that the digital world enables us to do”** says Olivia van Dalen, head of the CUPRA Tribe.

-Extending beyond borders. The CUPRA Master Convention 2021 confirms the key role of digitalisation and technology in generating emotions and fits perfectly with CUPRA’s digital native values: **“We want to attract the next generation of customers and to do so we need to speak their language. With these virtual experiences, on which we’ll continue to build next year, we go beyond borders, combining real and virtual worlds. We will create a place where everyone can choose who they want to be, how they want to be and what they want to do”** says CUPRA Director of Strategy, Business Development and Operations Antonino Labate.

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.

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