



## CUPRA confirms its participation in Extreme E for 2022, strengthening its commitment to electrification and sustainability

- > CUPRA heads to the Jurassic Coast, in the south-west of the United Kingdom, for the finale of the inaugural Extreme E season, to fight for the podium in the championship
- > Teammates Mattias Ekström and Jutta Kleinschmidt have built a solid foundation for the ABT CUPRA XE team
- > CUPRA is working hard with partner ABT for next year, and challenge for more podiums in 2022

**Dorset, 16th of December 2021** - The ABT CUPRA XE team continues its fight for a race victory as it heads into the Jurassic X Prix: the final round of the inaugural Extreme E Championship.

Team drivers Mattias Ekström and Jutta Kleinschmidt have built a solid foundation, pushing the ABT CUPRA XE team forward in one of the most challenging race series imaginable at the wheel of the e-CUPRA ABT XE1, the team's 400kW (550PS) 100% electric off-road SUV.

The team comes into the final round bolstered after standing second on the podium at the Island X Prix, which took place in Sardinia (Italy) in October. The result pushed ABT CUPRA XE to fifth place in the Teams' Championship standings, just 10 points away from the podium.



But as the curtain comes down on the sustainable, electrified motor racing series' inaugural season, attention begins to shift to next year.

The inaugural season has given CUPRA and partner ABT a springboard from which to work even harder for 2022, so it can challenge for the title when the lights go green.

Mattias Ekström, ABT CUPRA XE driver, said: "The inaugural Extreme E Championship has been an exciting year, where we discovered a new style of racing while also highlighting some incredibly important environmental issues around the world.

His team-mate, Jutta Kleinschmidt, adds: "Extreme E has been a great discovery; the technology, the cars, the places we compete. A few weeks ago, we got on the podium in Sardinia and we don't want to get off it in England."

The Extreme E Championship is a wake-up call on the climate crisis and is the first sport built out of concern for what's happening to ecological systems around the world. Its goal is to use electric racing to highlight natural environments under threat from climate change issues, encouraging us all to take positive action to protect our planet's future.

Extreme E is a powerful mix of thrilling sports action, scientific education and storytelling to accelerate EV adoption in order to reduce CO<sub>2</sub> emissions and achieve a more sustainable lifestyle.

Season two of the Extreme E Championship starts in February next year.

**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 is proving 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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