



CUPRA renews its partnership with the World Padel Tour for the next three years

- > The brand demonstrates its commitment to the expansion of the fastest-growing sport in Europe
- > The partnership was renewed during the Estrella Damm World Padel Tour Master Final in Madrid
- > CUPRA boasts eight of the best players in the world within its Tribe

Madrid, 20/12/2021 – CUPRA has reinforced its commitment to the world of padel by renewing its sponsorship of the World Padel Tour (WPT) for the next three years. Following a productive three -year partnership with the WPT, CUPRA's renewal of the sponsorship demonstrates its commitment to the expansion of the fastest-growing sport in Europe.

The brand will continue to be the Official International and Premium Sponsor of all competitions (national and international) organized by the WPT for the next three seasons. The renewal agreement was formalized during the Estrella Damm Master tournament in Madrid. The event was attended by Antonino Labate, CUPRA's Director of Strategy, Business Development and Operations, and Mario Hernando, World Padel Tour CEO.

"Padel is in a constant state of growth, just like CUPRA. This is why we believe that these two success stories joining forces is the ideal formula to contribute to the growth of padel around the world and, ultimately, help it become an Olympic sport," said Antonino Labate, Director of Strategy, Business Development and Operations at CUPRA. "At CUPRA we are passionate about supporting partners with big ambitions who share our values and want to challenge the status quo."

After the renewal of the agreement, Mario Hernando, CEO of World Padel Tour, said: "This is an important event for the Tour. CUPRA has accompanied World Padel Tour on its path of development and growth to occupy a privileged position in professional sport. We are proud to continue to maintain the trust of a leading brand in its sector, a benchmark in design that is firmly committed to the Tour."

Firm commitment to padel

CUPRA jumped onto the padel court in 2019 by becoming a premium sponsor of all official WPT competitions and the main sponsor of the International Padel Federation (FIP). In 2020, the CUPRA Formentor became the tour's official car and is displayed at all tournaments on the professional padel circuit.



The CUPRA Tribe boasts eight of the top-ranked padel players in the world. At the start of the 2021 season, Agustín Tapia, Paula Josemaría, Federico Chingotto and Juan Tello were added to the team, joining Alejandro Galán, the current world number one, Fernando Belasteguín, Pablo Lima and Ariana Sánchez. CUPRA has activated partnerships in ten countries and has a sponsorship presence in more than 100 padel clubs and two national teams.

CUPRA: sponsor and official vehicle of the Master Final in Madrid

The Spanish brand played an important role this weekend at the World Padel Tour Master Final in Madrid. The new CUPRA Born was the star of the tournament, as the brand's first 100% electric model took on the role of the event's official car and drove through some of the most iconic streets and locations in Madrid. In collaboration with the World Padel Tour, CUPRA offered a free shuttle service to all tournament attendees with tickets, with pick-up points in the centre of the Spanish capital. CUPRA also held an exclusive sale of the Wilson/Bela x CUPRA padel racket, previously announced on CUPRA Spain's social media.

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 will participate 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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