



CUPRA Born

Marc ter Stegen answers 5 electric questions

- > The Barça goalkeeper answers five questions to mark the debut of his first 100% electric car, the CUPRA Born
- > Ter Stegen thinks Ousmane Dembelé is the most electric footballer he's ever seen play
- > With the Born's 440-kilometre 100% electric range, Ter Stegen would like to drive to Andorra or visit the Costa Brava

PRENSA PREMSA NEWS PRESSE STAMPA

Martorell, 19.01.2022 – It's a well-known fact that Marc ter Stegen is a figurehead on the pitch: his persevering attitude and saves are proof of that. However, what many don't know is that the FC Barcelona goalkeeper is a role model off the field as well. A great advocate of sustainability, he takes various steps in his day-to-day life to contribute to a cleaner world, like consuming local products, reducing his use of plastics and making a firm commitment to zero-emission transport. In fact, on the day he received his first 100% electric car, the CUPRA Born, we asked him five rapid fire questions about how he "electrifies" his own life.

-What's something you're plugged into lately? "I'm really interested in body stretching routines" the goalkeeper says. Ter Stegen started doing a series of exercises to recover from the knee injury that kept him side-lined all last summer, enabling him to get a lot out of the difficult situation: "I realised what works best for me, I learned quite a lot about my body, and I want to find out more" he adds.

- What's your favourite place to recharge your batteries in winter? "Andorra, because it's quite close" he says. "We used to go a lot to Austria, but this year we've stayed closer, as it's easier to travel with our son." That's not a difficult request for the CUPRA Born; its electric range of up to 440 km makes it possible to cover a round trip from Barcelona to Andorra without any problems.

-What about in summer? "We enjoy going to Ibiza, for the same reason: it's quite a short trip" says the CUPRA ambassador. But for overland journeys, "Italy is also very nice." The German goalkeeper and his family always make it a habit to visit "warm countries" in summer, so what could be better than driving around southern Europe in an electric car?



-Who's the most electric football player you've ever seen? "Without a doubt, Ousmane Dembelé" he's quick to answer. But the goalkeeper also has another Barça team-mate in mind: "And the most powerful player, Ronald Araújo." Electrification and power are a great combo, as seen in the 204 hp of electric power in the CUPRA Born.

-Where would you drive with the CUPRA Born's 440-kilometre range? "I really like to move within Catalonia" explains Ter Stegen. And he adds: "With this range, you can go anywhere you want in the territory." What's his next destination? "Probably the Costa Brava" he said.

CUPRA es una marca desafiante y alejada de lo convencional, basada en un estilo estimulante y en el rendimiento contemporáneo, que inspira al mundo desde Barcelona con vehículos y experiencias vanguardistas. Lanzada en 2018 como una marca independiente, CUPRA cuenta con su propia sede corporativa y con un taller de coches de competición en las instalaciones de Martorell (Barcelona), además de contar con una red de puntos de venta especializados alrededor del mundo.

En 2020, la marca mantuvo su tendencia positiva con un crecimiento del 11% y 27.400 vehículos vendidos, gracias al buen rendimiento del CUPRA Ateca y del CUPRA León y a la entrada en el mercado del CUPRA Formentor, el primer modelo específicamente diseñado y desarrollado para la marca. Para 2021, CUPRA quiere demostrar que la electrificación y la deportividad son una perfecta combinación con el lanzamiento de las versiones híbridas enchufables del CUPRA Formentor y del CUPRA León, así como con su primer modelo 100% eléctrico, el CUPRA Born. El CUPRA Tavascan será el segundo modelo eléctrico de la marca y llegará al mercado en 2024.

Este año CUPRA participa en la competición de turismos eléctricos PURE ETCR y en la competición off-road de SUV's eléctricos Extreme E. Además, es el partner oficial de automoción y movilidad del FC Barcelona y el patrocinador premium de World Padel Tour. La Tribu CUPRA está formada por un equipo de embajadores que comparten los valores de la marca, como el portero alemán Marc ter Stegen, la nueva estrella del fútbol Ansu Fati, el actor de Hollywood Daniel Brühl, el piloto sueco Mattias Ekström y ocho de los mejores jugadores de pádel del mundo, entre otros.

PRENSA PREMSA NEWS PRESSE STAMPA

CUPRA HQ Comunicación

Elisabet Anglada
Responsable de Activación de Contenidos
M/ +34 689 282 093
elisabet.anglada@seat.es

Rocío Soria
Generación de contenidos
M/ +34 689 28 14 32
rocio.soria@seat.es

Gemma Solà
TV y Activación de Medios
M/ +34 639 944 087
gemma.sola@seat.es