



World's top football player and Spanish brand break barriers together

## CUPRA & Alexia Putellas join forces to inspire a new generation

- > Collab marks the beginning of a new era and partnership between CUPRA and the soccer superstar
- > Ballon d'Or and FIFA The Best-winning FC Barcelona and Spanish national team player is the latest member of the CUPRA Tribe
- > Together CUPRA and Alexia want to redefine what a role model looks like

**Martorell, 21-01-2022** – CUPRA and Alexia Putellas have joined forces for the first time since the FC Barcelona and Spanish national football team player became the newest member of the brand's Tribe. CUPRA X ALEXIA PUTELLAS combines the duo's dynamism and progressiveness to inspire a new generation to be the impulse for change.

### Breaking Barriers

Progress is built on the impulse to break barriers. This ethos lies at the heart of the CUPRA brand, as the young challenger leading a new era of electrification. Similarly, Putellas, disrupts the status quo by bringing increased female representation to football and redefining the image of the sport. CUPRA X ALEXIA PUTELLAS brings to life their collective efforts to push new boundaries.

### A New Era

2022 marks the beginning of a new era, following a historic year for both CUPRA and the renowned soccer Captain. In addition to winning over 30 international awards, 2021 saw CUPRA launch the CUPRA Born, its first 100% electric vehicle. The footballing ace also celebrated an exceptional year, winning multiple accolades, including the Ballon d'Or, UEFA and Globe Soccer's Women's Player of the Year and FIFA's The Best awards. CUPRA X ALEXIA PUTELLAS seizes this moment to celebrate these achievements, while looking ahead at those to come in 2022.

The collaboration forms part of CUPRA's #ImpulseOfANewGeneration series, which puts the emotion and electric performance of the CUPRA Born front and centre. With new videos and content rolling out across CUPRA and the



midfielder's social media channels, followers can participate by sharing pictures of their inspirational role models via Instagram using a unique CUPRA-branded image of Alexia.

CUPRA is committed to women in sport and already counts top-level Padel players Ari Sánchez and Paula Josemaría as members of its Tribe.

**"I'm very proud to kick off 2022 with CUPRA, a brand which brings increased visibility to a new breed of sportspeople that represent the world we live in" said Alexia Putellas. "Together, want to redefine what a role model looks like for the next generation".**

**CUPRA** is the unconventional challenger brand that brings together emotion, electrification, and performance to inspire the world from Barcelona. Launched in 2018, CUPRA has its corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a global network of specialised points of sale, CUPRA City Garages

In 2021, CUPRA maintained its upward trend, tripling sales with 80,000 vehicles delivered, driven by success of the CUPRA Formentor. CUPRA proves that electrification and sportiness are a perfect match, and in 2022 will expand the range of the CUPRA Born, the brand's first 100% electric vehicle, with models with different battery capacities, as well as a more powerful e-Boost version. An exclusive, limited edition version of the CUPRA Formentor VZ5 will also be introduced. The CUPRA Tavascan, the brand's second all-electric model will reach the market in 2024, followed by the brand's first urban electric car, inspired by the CUPRA UrbanRebel concept, in 2025.

CUPRA is FC Barcelona's official automotive and mobility partner, the World Padel Tour's premium sponsor and the official sponsor of the eSports Club Finetwork KOI. Collaborating with brands such as Primavera Sound and De Antonio Yachts, it has created the CUPRA lifestyle universe to generate unique experiences. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are Olympic gold medalists Adam Peaty, Melvin Richardson and Saúl Craviotto, the German goalkeeper Marc ter Stegen, and Ballon d'Or winning footballer Alexia Putellas.

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