



CUPRA celebrates its 4<sup>th</sup> anniversary with an ambitious vision for 2022

## CUPRA's unstoppable impulse continues with CUPRA<sup>2</sup> and the launch of Metahype

- > The unconventional challenger unveils CUPRA<sup>2</sup>: its bold ambition to enter a new dimension
- > CUPRA intends to double its sales, turnover, and global network of CUPRA Masters and CUPRA City Garages this year
- > The brand also announces two new CUPRA models, doubling its line-up
- > 2022 will see CUPRA take another step beyond the automotive industry with the launch of Metahype, a new collaborative space in the metaverse
- > The CUPRA<sup>2</sup> Experience, one of the first racing experiences to combine the real and virtual worlds, will also arrive later this year

**Martorell, 22-02-2022** – CUPRA never stops taking its emotional experiences to the next level, and on its 4<sup>th</sup> anniversary, the unconventional challenger has shared its ambitious vision for the year ahead: CUPRA<sup>2</sup>. [At a special online event](#), the brand not only announced that two new models will join its already expanding line-up, but it will also take its emotional experiences into a whole new dimension with the launch of Metahype, a collaborative new platform in the metaverse.

### **CUPRA<sup>2</sup>: An ambitious vision for 2022**

“Our 4th anniversary has a special significance. The plans we have in store for 2022 include the intention to double our sales, double our turnover and double our sales network. This is why we’re calling our ambition CUPRA<sup>2</sup>,” said Wayne Griffiths, CEO of CUPRA. “Four years ago, many people doubted us, but we never doubted ourselves. This year, we’ll prove once again that nothing can hold back our unstoppable impulse.”

CUPRA also intends to double its global network of CUPRA Masters and CUPRA City Garages, bringing these unique offerings to more CUPRA Tribe members around the world.

### **Doubling the CUPRA line-up**

Griffiths also revealed that CUPRA will launch two new models, doubling its existing portfolio. This comes after last year’s announcement that the CUPRA Tavascan, the



brand's second 100% electrified vehicle after the CUPRA Born, will come to the market in 2024, followed by its electric vehicle inspired by the UrbanRebel, in 2025.

### **Metahype: Taking CUPRA's emotional experiences to the next level**

Unique emotions are at the heart of CUPRA, and later this year, its emotional experiences will exist in an entirely new space as the brand enters the metaverse.

"[Metahype](#) is our interpretation of this new universe. It's a collaborative space where brands, startups, and content creators can host a wide variety of events and experiences for individuals to create and share culture," Griffiths added. "With CUPRA's entry into the metaverse, we're proving once again that we're a brand that goes beyond the automotive industry."

Developed in partnership with VISYON, an award-winning creative immersive company and part of the Mediapro Group, Metahype is all about collaboration. Beginning with brands from the worlds of music and entertainment, such as Primavera Sound and UBEAT, CUPRA will team up with partners from multiple fields to inspire the new generation. Speaking with globally recognised futurist and Chief Metaverse Officer Cathy Hackl, Griffiths revealed that brands and individuals will be able to showcase artistic material such as NFTs, display digital and physical products, and stream content within Metahype.

CUPRA will have its own hub within the platform – a place where it can create new and spectacular experiences for the CUPRA Tribe at different points throughout the customer journey.

"With virtual worlds brands have the opportunity to create completely new, immersive experiences for their existing and future customers. This is a great opportunity for CUPRA to engage with its communities in innovative and truly authentic ways via Metahype", said Hackl.

### **CUPRA<sup>2</sup> Experience: Racing like never before**

Not satisfied with bringing its emotional experiences to the metaverse, CUPRA also gave a glimpse of a whole new way of racing, combining the real and virtual worlds: the CUPRA<sup>2</sup> Experience.

"With our all-electric UrbanRebel, we're bringing the CUPRA<sup>2</sup> Experience to the world, a unique racing experience where what you drive is real, but what you see is virtual," explained Antonino Labate, CUPRA's Director of Strategy, Business Development & Operations. "With the CUPRA<sup>2</sup> Experience, we're ready to shake up the traditional motorsports formats."



Ahead of the CUPRA<sup>2</sup> Experience's launch, CUPRA will auction its first NFT of the UrbanRebel. The successful bidder will be given the opportunity to be one of the first pilots of the CUPRA<sup>2</sup> Experience.

With the launch of Metahype, the CUPRA<sup>2</sup> Experience and with two new models on the horizon, CUPRA celebrates its 4<sup>th</sup> anniversary by showing once again that it's the progressive brand that never stops moving.

**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 factory in Martorell (Barcelona), in addition to a global network of specialised points of sale.

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 won the PURE ETCR electric touring car championship in 2021 and continues to participate in Extreme E, the off-road electric SUV competition. The brand 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. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are the German goalkeeper Marc ter Stegen; Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas; and Olympic gold medallists Adam Peaty, Melvin Richardson and Saúl Craviotto,

**Cristina Vall-Llosada**

Head of Corporate Communications  
M/ +34 646 295 296  
cristina.vall-llosada@seat.es

**Owen Prowel**

Corporate Communications  
T/ +34 683 157 186  
owen.prowel@seat.es

<http://seat-mediacenter.com>