



The brand celebrates its first anniversary by showing its vision of the future

CUPRA Formentor: a unique concept-car for a special brand

- > CUPRA celebrates its first anniversary with the unveiling of the concept-car CUPRA Formentor
- > It is the first model developed specifically for the brand
- > The new model integrates the latest technologies to provide the most unique driving experience, with CUPRA's high-performance plug-in hybrid engine at its heart
- > The Concept-car will make its world debut at this year's Geneva Motor Show

Martorell, 22-02-19 – CUPRA is marking its first anniversary by taking the covers off its most stunning, dynamic and eye-catching vehicle yet; the concept-car CUPRA Formentor.

CUPRA's first year of operations has proved its potential in the market, as sales in 2018 increased by 40% compared to last year, with up to 14,400 units sold. After releasing its first model, the CUPRA Ateca, now the brand's plan to double sales within the next three to five years will materialize with the unveiling of the CUPRA Formentor.

Wayne Griffiths, CEO and member of the Board of CUPRA, highlighted that "CUPRA's current success is a clear reflection of the brand's popularity in the market". Griffiths also stated: "CUPRA's response is exceeding all of our expectations and we want to continue consolidating this special brand, which is winning over the most demanding car enthusiasts. Now is the time to go full throttle with CUPRA."



With a dazzling exterior design that instantly captures the attention, an interior that cocoons the driver and passengers and integrates the latest technologies and a powertrain that provides conscientious performance, the CUPRA Formentor is a window into the future of the high-performance brand.

The vehicle brings together the benefits of a performance car with the qualities of an SUV, at a time when the CUV segment is destined to see incredible growth. It demonstrates the ambition, expressiveness and inspiration that the brand inherently holds and underlines the CUPRA's position as a technology brand with one eye on the future.

Designed to be noticed

The CUPRA Formentor is a concept-car full of character, one sculpted to emphasise its varied attributes and the last word in sophistication, one that exudes emotion.

The CUPRA Formentor is closer to the ground to highlight its sportiness, with a visual emphasis placed towards the rear of the vehicle while at the same time accentuating the length of the bonnet, underscoring its dynamic proportions.

“The CUPRA Formentor’s strong design points are the beauty of its proportions, the strength of its lines, the refinement of its surfaces and the sublime colour concept. I truly believe that CUPRA Formentor inspires pure desire,” said Alejandro Mesonero-Romanos, Director of Design.

The two-tone body is reminiscent of a robust all-terrain vehicle, but the CUPRA Formentor’s design uses the aesthetic technique to lighten the vehicle’s silhouette. But unlike the toughened, rough finish on a traditional SUV, the CUPRA Formentor uses a seamless design, greatly amplifying the vehicle’s exterior quality.



The feeling of high quality is strengthened with the integration of the rear infinite light concept that magnifies the distinctive look of the rear of the vehicle, while the overall design is heightened by the matt petrol blue exclusive exterior colour.

Interior sophistication

The CUPRA Formentor's expressive exterior design is matched by its high quality interior. The vehicle's cabin provides a sense of modernity and sportiness with a unique take on the feel of the CUPRA brand.

From the moment the door is opened and the unique welcome light is projected, to the CUPRA steering wheel and the leather-clad bucket seats, the CUPRA Formentor's occupants are cocooned in a high-end interior that wraps around the driver and their passengers.

The dashboard seemingly floats, providing a horizontal line from each door across the front of the cabin, helping maximise the vehicle's expressiveness. Interior use of dark chrome and black high gloss accents aid the cabin's premium feel. The carbon-backed sports bucket seats give a sense of lightness while also highlighting the performance credentials of the CUPRA Formentor as the driver sits lower, in a more ergonomic position.

Technology is at the forefront inside the vehicle with the integration of the digital cockpit putting all the necessary driving information right in front of the driver, and a 10" panoramic floating navigation system providing a near endless source of functionality and connectivity to the occupants.

Engineered for the future

The CUPRA Formentor is engineered to take the brand into the future, incorporating one of the most advanced propulsion systems and providing the performance the CUPRA badge demands, but in a sustainable manner. Powering the CUPRA Formentor is the high-performance plug-in hybrid engine, a powertrain designed to meet today's requirements for performance and efficiency and begin the electrification of the brand.



Mixing the technology of an advanced high-performance plug-in Hybrid petrol engine with a high power output, with the high-torque characteristics of an electric motor allows the CUPRA Formentor to surpass the performance expectations of the driver.

Linked to a dual-clutch DSG transmission the total output of 180kW/245PS is delivered seamlessly to the wheels. The intelligent DCC chassis setup and differential lock mean that the vehicle performs majestically no matter what the driving conditions or driving style as the driver directs the car with its progressive steering.

But while the CUPRA Formentor is developed to offer the highest levels of dynamics, the combination of electric and combustion energy also allows the car to reduce the overall fuel consumption of the vehicle, and significantly lowers carbon emissions. And with the advantage of a large integrated battery pack, the CUPRA Formentor can drive in pure electric mode for up to 50km in the new WLTP cycle (equivalent to a range of around 70km in the NEDC cycle).

The CUPRA Formentor will make its world debut at this year's Geneva Motor Show, where the public will be able to see the concept-car for the first time, giving a taste of the high-performance brand's future.

CUPRA is an exclusive brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. It has not taken long for CUPRA's results to prove highly successful since its creation, as sales in 2018 went up by 40% compared to last year, reaching 14,400 units sold. Along with the launch of new models, CUPRA will also keep the motorsport and racing spirit alive by participating in the TCR series. The CUPRA world is alive and ready to conquer a new group of enthusiasts in close to 280 specialised corners and stores around the world.

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