



CUPRA electrifies

CUPRA shows a glimpse of its vision of the future with an exclusive all-electric concept-car

- > The brand's all-electric concept represents the vision of how CUPRA wants to reinvent sportiness
- > The high-performance vehicle accentuates the sleekness of a sports coupe, with the presence of an SUV
- > The CUPRA Concept will make its world debut at this year's IAA Frankfurt International Motor Show

Martorell, 22-07-2019. – CUPRA is meeting the demands of the future, linking high-performance with advanced powertrain technology and sophisticated, emotional design.

Bringing together the silhouette of a four-door crossover, with the presence of an SUV and the sleekness of a sports coupe, CUPRA unveils its vision of the future with an exclusive concept. It is the first road CUPRA to use a 100% electric powertrain and its proportions are accentuated and emboldened by its electric heart.

The vehicle's exterior mixes uniqueness and sophistication, bringing athletic proportions and a new kind of energy to the segment. The front of the vehicle is a balance of the aesthetic and performance, each vent providing efficiency increases to allow the vehicle to drive further, and its electric personality emphasised by the illuminated CUPRA logo that sits low, providing a focal point for the eyes.



At the rear, with no need for exhausts, the diffuser provides functional aerodynamics, but also creates an emotional feeling of performance, heightened by the elegant, coast-to-coast rear light, that spans the width of the vehicle, and incorporates the CUPRA logo.

The CUPRA Concept will make its world debut at this year's IAA Frankfurt International Motor Show.

CUPRA is a special brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. In its first year of life, CUPRA sales in 2018 went up by 40% compared to last year, reaching 14,400 units. 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.

SEAT Communications

Arnaud Hacault

Head of Product Communications

T / +34 659 13 48 04

arnaud.hacault@seat.es

Jaume Rabassa

Product Communications

T / +34 619 61 64 70

jaume.rabassa@seat.es

www.seat-mediacyber.com