



CUPRA launches the new model's pre-booking campaign

The CUPRA Formentor becomes the official car of FC Barcelona

- > Customers can pre-book an exclusive launch edition of the car through an online platform starting tomorrow
- > It's the first-ever model to be selected as the football club's official car
- > CUPRA global ambassador Marc ter Stegen will be one of the first to drive the Formentor

Martorell, 07-07-2020 – In the final stretch to the launch of the CUPRA Formentor, CUPRA is starting the pre-booking campaign of the first model developed specifically for the brand. As part of the global alliance with FC Barcelona, which established CUPRA as the football club's Official Automotive & Mobility Partner, the automotive brand has decided to name the CUPRA Formentor the official car of FC Barcelona.

This move comes in light of the opening of the CUPRA Formentor pre-booking platform, which will be available from tomorrow July 8th. After collecting close to 20,000 expressions of interest by potential customers, the brand has decided to launch an online platform where car lovers will be able to pre-book an exclusive launch edition of the car from their homes and be the first ones to drive the most emotional model in the brand's range.

A natural move

The CUPRA Formentor becomes the first-ever model to be selected as FC Barcelona official car. On the announcement, CUPRA CEO Wayne Griffiths highlighted that **"naming the CUPRA Formentor as FC Barcelona's official car is a natural move. This model has been designed, developed and will be produced in Barcelona, the city where these two brands were born and from where we want to inspire the world. This assignation will boost the car's global visibility and places us one step further in making CUPRA a desirable brand for car lovers."**

Oriol Tomàs, FC Barcelona's Vice president of the commercial area, added: **"It will soon be one year since we started the strategic alliance between FC Barcelona and CUPRA. An alliance based on shared values such as ambition, effort and teamwork, as well as a common desire to strengthen the image of the city of Barcelona around the world. An alliance which makes us very proud and which we have continued strengthening in recent months by developing new unique experiences that allow us to continue to inspire our fans and bring the club closer to them. Undoubtedly, the**



fact that CUPRA has decided to name its new Formentor model as the official car of FC Barcelona is another example of this commitment”.

As part of the partnership between CUPRA and FC Barcelona, the CUPRA Formentor will be delivered to the football club for institutional uses. Moreover, the partnership also provides that those players who would like to enjoy the new model will have the option of customising their own CUPRA Formentor, thanks to its high level of personalisation with a broad colour palette and several other design elements. One of the first players to express his desire to get his hands on the brand’s flagship model is the German goalkeeper Marc ter Stegen, who became a CUPRA global ambassador last February.

Pre-booking campaign

The motto of the CUPRA Formentor pre-booking campaign praises people who fight for their own dreams despite all obstacles and being questioned for their passion and dedication. The official spot was filmed in Barcelona and features the participation of FC Barcelona’s first team players, including Marc ter Stegen at the wheel of the CUPRA Formentor. It will be broadcast on TV in all the main markets of CUPRA as well as through the brand’s social media networks. The campaign video will be premiered tonight on CUPRA CEO Wayne Griffiths’ LinkedIn account, as well as it will be showed tomorrow at the company’s press conference at CASA SEAT.

Additionally, CUPRA will develop joint visibility actions with FC Barcelona to raise awareness of the brand’s new model around the world, which includes showcasing the CUPRA Formentor at the Camp Nou as soon as fans can return to the stadium.

An exclusive launch edition

The CUPRA Formentor will be the first 100% CUPRA model to be produced in Martorell and it will be manufactured on line 2 of the plant. The brand’s flagship model combines the advantages of a performance car with the qualities of an SUV in the growing CUV segment.

In its launch edition, the Formentor features a 2.0 I TSI Turbocharged petrol engine with a total output of 310PS (228kW) and 400Nm of torque. The exclusive Petrol Blue Matt exterior color brings an additional visual elegance and personality to the vehicle, magnified by the distinctive look of the copper 19” alloy wheels, that hold the 18” performance Brembo brakes. The CUPRA Formentor’s sporty exterior design is matched by its modern interior, which includes Petrol Blue leather bucket seats as well as crafted copper details and highlights painted in dark aluminium.

The launch edition of the CUPRA Formentor will hit the streets next autumn. From 2021, a PHEV plug-in hybrid version will also be launched onto the market, with a combined total power output of 245HP and a range in electric-only mode of approximately 50 km.



CUPRA is a brand from the SEAT Group, based on the contemporary design and sporty performance of its electrified models. Since its launch as an independent brand in 2018, sales have shot up and CUPRA closed 2019 with a growth of 72% over the previous year with nearly 25,000 units sold. In 2020, the CUPRA Leon and the CUPRA Formentor, the first model designed specifically for the brand, will hit the market. CUPRA has nearly 250 specialized points of sale throughout the world.

Coinciding with its second anniversary, CUPRA has inaugurated its new headquarters in Martorell (Barcelona), the CUPRA Garage, a 2,400 square meter building located next to SEAT's corporate headquarters. CUPRA also has a racing car workshop, the CUPRA Racing Factory, where it developed the first 100% electric touring racing car, the CUPRA e-Racer.

In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen or the Swedish pilot Mattias Ekström, among others.

PRENSA PREMSA NEWS PRESSE STAMPA

Cristina Vall-Llosada
Head of Corporate Communications
Phone: +34 646 295 296
cristina.vall-llosada@seat.es

Sergio Ripollés
CUPRA Communications
Phone: +34 683 121 236
sergio.ripolles@seat.es

<http://seat-mediacycenter.com>

CUPRA