



Shown on Barça TV+ and FC Barcelona's social media

The CUPRA Garage hosts the broadcast of El Clásico's 'Barça LIVE' programme

- > The programme will be broadcast live from the brand's headquarters on Barça TV+ and the club's Youtube, Facebook and Twitter official channels, with more than 170 million followers
- > CUPRA global ambassador Marc ter Stegen is expected to connect to the programme and forward Martin Braithwaite will be part of a surprise
- > FC Barcelona training football director Patrick Kluivert participated on this Friday's pre-match review programme
- > FC Barcelona's solidarity jersey with the CUPRA logo went up for auction to fight COVID-19

Martorell, 23-10-2020 – CUPRA opens the doors of its headquarters as the backdrop for the 'Barça LIVE' TV programme for the El Clásico match between FC Barcelona and Real Madrid on Saturday 24 October at 16:00 CET. An original content created by FC Barcelona and broadcast live around the world through Barça TV + and the club's official YouTube, Facebook and Twitter channels, with more than 170 million followers. The broadcast will take place between 15:00h and 18:45h CET, the same day of the match.

German goalkeeper and CUPRA global ambassador Marc ter Stegen is expected to connect live during the broadcast, as well as Danish forward Martin Braithwaite to join the program with a surprise content.

The CUPRA playing field

The event, which is part of the global alliance between CUPRA and FC Barcelona, kicked off this Friday with a pre-match review programme on Barça TV+, the club's digital streaming platform, which included coverage of the first team's last training session and the press conference of its coach Ronald Koeman. The action will move to Saturday with the live commentary of the match between FC Barcelona and Real Madrid. Along with the hosts of this Friday's preview programme, the former player and current FC Barcelona training football director, Patrick Kluivert, was also present.

CUPRA Director of Strategy, Business Development and Operations Antonino Labate commented on this initiative: "Being able to broadcast the 'Barça LIVE' programme on the El Clásico at our headquarters is a special moment in the strategic alliance



between CUPRA and FC Barcelona. At a time when the seats at the Camp Nou stadium are empty, we wanted to open the doors of the CUPRA Garage to transmit the emotion and passion of the brand to the players and supporters in this important match. At the same time, this event will enable us to strengthen the image of the brand all over the world. This time, El Clásico is being played at CUPRA.”

The CUPRA range

The audience will have the opportunity to discover the new CUPRA range; four vehicles being launched in the last quarter of the year. Along with the new CUPRA Ateca and the two versions of the CUPRA Leon, the model named FC Barcelona’s official and already driven by Marc ter Stegen, the CUPRA Formentor, will also be displayed during the programme.

Solidarity initiative

One of the latest initiatives CUPRA has developed together with FC Barcelona and the Barça Foundation is the creation of a special limited edition solidarity FC Barcelona jersey with the CUPRA logo. Jerseys worn by Barça players during the 55th edition of the Joan Gamper Trophy were signed by the players and are now being auctioned through [United Charity](#), a public platform specialising in sports auctions. The joint charitable initiative between the two partners aims to raise funds to support projects for children and young people in vulnerable situations.

In addition, SEAT and CUPRA’s 15,000 employees can now join in with this solidarity initiative by buying this unique jersey through the company’s internal channels. For each jersey purchased by a worker, money will be donated to the fight against the virus, led by Dr. Bonaventura Clotet, President of the Fight against AIDS and infectious diseases Foundation and member of the SEAT Healthy Company Scientific Committee and to programmes that assist children and young people who are in a situation of vulnerability due to COVID-19.

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 is expanding its dealer network to reach nearly 520 specialized points of sales around the world by the end of 2020.

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.



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