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The two plug-in hybrid variants arrive on the market

CUPRA boosts electrification and starts production of the Formentor e-HYBRID

- > **The brand's second plug-in hybrid model in its three-year history is now on sale**
- > **The CUPRA Formentor e-HYBRID, with its 204 and 245PS versions, starts with a production run that will reach 100 units per day in the first few weeks**
- > **Griffiths: "The CUPRA Formentor e-HYBRID will be key to the brand's sales success. Our target is for 50% of the Formentor's total sales to be plug-in hybrid versions"**

CUPRA starts production of the new Formentor e-HYBRID, which will be on the market starting from March. With the two new 204PS and 245PS plug-in hybrid versions, the first car uniquely developed and designed for CUPRA continues to prove that performance and electrification are a perfect match. The new CUPRA Formentor e-HYBRID, which in the first weeks will reach a daily production of 100 units, will contribute to reducing global CO₂ emissions and meeting European targets.

In addition, as of this month, the company is now taking orders for the CUPRA Formentor e-HYBRID in its 245 PS version, while the 204 PS version will be available in the coming weeks. With these two versions, which join the launches of the CUPRA Leon e-HYBRID and the CUPRA Leon e-HYBRID Break, the brand will have a total of six PHEV versions on the market. When the full range of powertrains is commercially available, CUPRA aims to reach total turnover of 1 billion euros. The future CUPRA el-Born, the brand's first all-electric model, will also be added to the portfolio later this year.

CUPRA and SEAT President Wayne Griffiths said **"the CUPRA Formentor e-HYBRID represents the essence of the brand and will be key to doubling sales volume compared to 2020. Our goal is for the Formentor to represent 50% of CUPRA sales in 2021, half of which will be plug-in hybrid versions". "Electric hybrid sales in Europe amounted to 11.9% of total sales in 2020, up from 5.7% in 2019. The market will continue to grow and enable the transition to electrification."**

The new CUPRA Formentor e-HYBRID integrates a system that combines a 150 PS (110 kW) 1.4 TSI petrol engine, a 115 PS electric motor and a 13 kWh capacity lithium-ion battery to deliver a combined output of 245 PS, peak torque of 400 Nm and a range of up to 55 kilometres in full



electric mode. Combining performance with efficiency, the 245 PS CUPRA Formentor e-HYBRID accelerates to 100 km/h in just 7.0 seconds and achieves fuel efficiency of 1.4 litres/100 km and emissions of just 31 g/km according to the official WLTP test cycle. In addition, the 204 PS version of the CUPRA Formentor e-HYBRID offers a maximum torque of 350 Nm and 0-100 km/h acceleration in 7.8 seconds.

The CUPRA Formentor e-HYBRID is produced at the brand's home in Martorell on the new line section created entirely for the production of electric hybrids, integrated into Line 2, that also produces the CUPRA Leon and its e-HYBRID version, as well as the CUPRA Formentor.

Formentor, the gateway to international markets

The Formentor is a key driver in CUPRA's globalisation strategy. With the launch of this model, the brand aims to consolidate its position in the main European markets and enter most electrified countries in Northern Europe, such as Norway. CUPRA also plans to expand its footprint into new international markets.

With its seven engines, including two plug-in hybrids, the CUPRA Formentor is the brand's entry into the CUV segment, which is set to double its market share in Europe in the next five years. This high-performance crossover, which was shortlisted as a finalist for the European Car of the Year (COTY) awards, combines the brand's unique DNA with cutting-edge technology, a dazzling and captivating exterior design, bespoke interior detailing and advanced, high-performance engine options.

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CUPRA is an unconventional challenger brand from the SEAT Group, based on stimulating style and contemporary performance. 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. Moreover, CUPRA has become the first automotive brand to participate in the electric SUV off-road competition Extreme E.

In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner and World Padel Tour's premium sponsor, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen, the Swedish pilot Mattias Ekström and five of the best padel players in the world, among others.

CUPRA