



19th of May 2021
CU21/20E

The brand's first all-electric vehicle

CUPRA Born makes its unconventional Digital World Premiere on May 25th

- > **CUPRA Born is the perfect match between electrification and performance**
- > **CUPRA Born delivers contemporary sportiness thanks to its combination of DCC adaptive chassis control, sport suspension and ESC Sport**
- > **New technologies such as the augmented reality head-up display highlights its ability to deliver the highest levels of connectivity and safety**
- > **The World Premiere will be transmitted via YouTube Live at 12:00pm CEST: <https://youtu.be/xt4EeqKYgrQ> as well as on the brand's social media channels: Twitter (@CUPRA) and LinkedIn (CUPRA)**

CUPRA is challenging the market, mixing performance and electrification to take its journey into a new era with the launch of the CUPRA Born. The first 100% electric vehicle from the unconventional challenger brand delivers a stimulating design and electrifying performance, leading the brand's expansion into new markets and kicking off a new business model.

The CUPRA Born is set to be the impulse of the company's electric transformation. Bringing together advanced powertrain, battery management technologies to deliver instantaneous performance, with design that helps CUPRA stand out.

The digital world premiere will be held next Tuesday, 25th May at 12:00pm CEST via YouTube Live (<https://youtu.be/xt4EeqKYgrQ>) as well as on the brand's social media channels: Twitter (@CUPRA) and LinkedIn (CUPRA).

The CUPRA Born will be presented in an unconventional way, linking the unveiling of the brand's first all-electric model to the Primavera Sound Line-up, that will be announced at the same time. CUPRA and Primavera Sound join forces to closely collaborate and inspire the world from Barcelona.



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CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and sportiness are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric model, the CUPRA el-Born.

CUPRA will participate this year in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the Swedish driver Mattias Ekström and five of the best padel players in the world, among others.