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The automotive brand pairs with the padel federation until 2020

#### **CUPRA teams up with the IPF to drive padel to the next level**

- > **CUPRA becomes the main sponsor of the International Padel Federation (IPF)**
- > **Both sides commit to supporting the international expansion of the racquet sport**
- > **The brand was the title sponsor of the CUPRA European Padel Championship 2019**

CUPRA smashes it again on the padel court. After incorporating four of the world's best players into its tribe and signing a special partnership with the World Padel Tour until 2021, the brand expands its presence in the racquet sport by becoming the main sponsor of the International Padel Federation (IPF) until the end of 2020.

The special collaboration between CUPRA and the IPF was revealed at the CUPRA European Padel Championship, a tournament where 16 national teams and 280 athletes compete to become padel's European champion country. The brand was the title sponsor of the event which took place in Rome from the 4<sup>th</sup> to the 9<sup>th</sup> of November.

The agreement was signed by Antonino Labate, CUPRA director of Strategy, Business Development and Operations, and IPF President Luigi Carraro during the celebration of the CUPRA European Padel Championship.

#### **The world of padel sports the CUPRA badge**

Last May, CUPRA took the padel court by storm by assembling a unique team of ambassadors with Fernando Belasteguín, Pablo Lima, Alejandra Salazar and Ariana Sánchez. In June, CUPRA announced its partnership with the World Padel Tour (WPT) for the next three years. Throughout 2019 the brand has been present at the international tournaments of the professional circuit, but beginning next year it will also become the premium sponsor of all official WPT competitions until 2021.

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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.

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