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Race the all-electric off-road CUPRA Tavascan XE in Extreme E series on the new Forza Horizon 5 Xbox game

- > **CUPRA strengthens its metaverse virtual connection via the latest Forza Horizon 5 on Xbox game**
- > **Fans can compete in the CUPRA Tavascan XE on virtual Extreme E X Prix races**
- > **Players will test their skills on the world’s most gruelling all-electric off-road races, just like ABT CUPRA XE team drivers Nasser Al-Attiyah and Jutta Kleinschmidt.**

Fans will be able to test their skill and all-electric off-road race craft in a CUPRA Tavascan XE, just like ABT CUPRA XE team drivers Nasser Al-Attiyah and Jutta Kleinschmidt, in the latest version of Forza Horizon 5 game.

The Forza racing franchise is the official gaming partner of Extreme E, and it has created the most authentic and comprehensive Horizon race game yet – with a fully-liveried CUPRA Tavascan XE one of the vehicles to race on an Xbox console.

Forza Horizon 5 will allow a new audience to experience what the all-terrain electric CUPRA Tavascan XE is capable of and showcase both CUPRA and Extreme E in a new light.

Players will be able to compete on new events and challenges to unlock unique variants which will help them progress, as well as acquire Extreme E collectables.



“The virtual world is a rapidly growing space where brands can host exciting events and experiences for individuals to share and which were previously inaccessible to only the very few, like Nasser Al-Attiyah and Jutta Kleinschmidt racing a CUPRA Tavascan XE in Extreme E X Prix races for example,” says Antonino Labate, Global Director of Strategy, Business Development & Operations at CUPRA. **“But now we can all share these experiences and go beyond what the automotive industry has ever been able to offer before. The collaboration between Extreme E and the Forza Horizon 5 game allows our fans to immerse themselves into the innovative all-electric culture of CUPRA and to put themselves at the forefront of what we have always done – tackle the world’s most extreme motorsport events with all our heart and passion.”**

CUPRA is emotion. It’s a performance-led living brand giving experiences beyond the automotive world – and this is one more step where the virtual world and the real world are mixed and where all the adrenaline and excitement from our participation in Extreme E can be experience not by a few, but by everyone!

Forza Horizon 5 is available on Xbox Series X|S, Xbox One, Windows 10, Steam, Xbox Game Pass and via Xbox Cloud Gaming.

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CUPRA is the unconventional challenger brand that brings together emotion, electrification, and performance to inspire the world from Barcelona. Launched in 2018, CUPRA has its corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a global network of specialised points of sale.

In 2021, CUPRA maintained its upward trend, tripling sales with 80,000 vehicles delivered, driven by success of the CUPRA Formentor. CUPRA proves that electrification and sportiness are a perfect match, and in 2022 the brand expanded the range of the CUPRA Born, the brand’s first 100% electric vehicle, with models with different battery capacities, as well as a more powerful e-Boost version. An exclusive, limited edition version of the CUPRA Formentor VZ5 was also introduced. The CUPRA Tavascan, the brand’s second all-electric model, as well as the CUPRA Terramar, the electrified sport SUV that pays



homage to the Terramar racetrack where everything started for CUPRA, will reach the market in 2024, followed by the brand's first urban electric car, inspired by the CUPRA UrbanRebel concept, in 2025.

CUPRA is FC Barcelona's official automotive and mobility partner, the World Padel Tour's premium sponsor and the official sponsor of the eSports Club Finetwork KOI. Collaborating with brands such as Primavera Sound and De Antonio Yachts, it has created the CUPRA lifestyle universe. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Among its members are Street Artist TV Boy, Olympic gold medallists Adam Peaty, Melvin Richardson and Saúl Craviotto, the German goalkeeper Marc ter Stegen, and Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.