



21st of February 2022  
CU22/02E

## Get ready for CUPRA X 2 on 22.02.2022

- > **CUPRA will celebrate its 4<sup>th</sup> Anniversary on 22.02.2022 by announcing its ambitious vision for the year ahead: CUPRA X 2**
- > **The unconventional challenger plans to take the brand to the next level by entering a new world**
- > **A new emotional experience that challenges the current racing formats will also be unveiled**

CUPRA is the unstoppable impulse that creates unique and emotional experiences, both on and off the road. But what if we could double the spaces where these experiences exist? Intrigued?

Be sure to join **Wayne Griffiths**, CEO of CUPRA, **Antonino Labate**, CUPRA Director of Strategy, Business Development & Operations, and globally-recognised futurist **Cathy Hackl** on **CUPRA's 4<sup>th</sup> Anniversary** to find out more.

Streaming on CUPRA's official [YouTube](#), [LinkedIn](#) and [Twitter](#) channels at **12:00 PM CET on 22.02.2022**, this is an event you don't want to miss.

### **SEAT Import Belgium**

Dirk Steyvers

PR & Content Manager

M: +32 476 88 38 95

[dirk.steyvers@dieteren.be](mailto:dirk.steyvers@dieteren.be)

<http://seat-mediacycenter.com>



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 factory 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 will expand 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 will also be introduced. The CUPRA Tavascan, the brand's second all-electric model will reach the market in 2024, followed by the brand's first urban electric car, inspired by the CUPRA UrbanRebel concept, in 2025.

CUPRA won the PURE ETCR electric touring car championship in 2021 and continues to participate in Extreme E, the off-road electric SUV's competition. The brand 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 the German goalkeeper Marc ter Stegen; Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas; and Olympic gold medallists Adam Peaty, Melvin Richardson and Saúl Craviotto,