

CUPRA reveals the name of its urban electric car at Automobile Barcelona: the CUPRA Raval

- > Previously presented as the CUPRA UrbanRebel, the CUPRA Raval will be produced in Martorell from 2025
- > SEAT S.A. announced the best first quarter in its history, with an operating profit of 144 million Euros, driven by the impulse of CUPRA
- > The CUPRA Raval is an invitation to a new generation that is looking for something different: an urban, rebellious and 100% electric car
- > CUPRA presented the CUPRA Tavascan and the CUPRA DarkRebel digital show car to the public for the first time at Automobile Barcelona

Once again, CUPRA and SEAT are back at Automobile Barcelona, showcasing their latest innovations and the company's strong commitment to the development of electric vehicles and to Barcelona.

During the first day of the motor show, Wayne Griffiths, CEO of SEAT and CUPRA, confirmed the name of the brand's future urban electric car, the CUPRA Raval. A name that serves as a tribute to the Raval neighbourhood in the heart of Barcelona, and about which ROSALÍA's alphabet campaign already gave clues.

“The Raval is one of the most surprising parts of Barcelona. And today, we are proud that the brand’s future urban electric car will have its name and represent its spirit. Just as we did with the CUPRA Born, we now want to express the essence of the Raval and continue to inspire the world from Barcelona”, explained Wayne Griffiths.

The car for the new generation

“The CUPRA Raval is not just another car. It is an invitation to a new generation, which expects something better. An urban, rebellious and 100% electric car, with its own character and linked to 'Gen Z'. Something that’s more emotional,” said Wayne Griffiths.

The brand has created the most radical interpretation of CUPRA in an urban electric car inspired by the world of racing.

The CUPRA Raval will be produced at SEAT S.A.’s headquarters in Martorell. The company will invest 3 billion euros into the plant’s transformation from combustion to electrification and

produce electric cars from 2025 based on the Volkswagen Group's MEB Small platform. SEAT S.A. is leading the Small BEV cluster for different brands of the Volkswagen Group.

More than a name

CUPRA's link with Barcelona, and specifically with the Raval, goes beyond naming some of its models after the city's neighbourhoods.

“CUPRA wants to be a driving force for change in the neighbourhood. For this reason, we are already talking with institutions and organizations in the Raval to promote actions that will help young people”, Griffiths added.

The best first quarter in history

SEAT S.A. announced the name of its future CUPRA model coinciding with the best first quarter results in its history. Between January and March, the company registered a record operating profit of 144 million euros, an improvement of 139 million euros compared to the first quarter of the previous year, and a turnover of 3.6 billion euros, which represents a 48% increase compared to the first three months of 2022. These historic figures are thanks to CUPRA, which is driving the growth of the company's financial results, as well as to the current great momentum of the SEAT brand.

Since its launch in 2018, CUPRA has sold more than 300,000 cars, exceeding all expectations. In 2022, the brand reached 4.4 billion Euros in turnover, 40% of the company's total, becoming one of the largest growing brands in Europe and Spain. This year's figures are also positive, with 46,600 units sold during the first quarter of 2023, 83% more than in the same period in 2022.

SEAT S.A. is also developing the future of the SEAT brand. It is currently working on renewing its Ibiza, Arona and SEAT Leon models to continue offering plug-in hybrid and efficient combustion cars until the end of this decade. In addition, the company is preparing the electrification of SEAT, which will instead focus on the new forms of mobility that young people need, such as sharing, subscriptions and micro-mobility. The brand already has much experience in this field with SEAT MÓ, one of the most important sharing services in Barcelona, which in the last two years has sold 10,000 electric motorcycles in 15 markets.

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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.

CUPRA proves that electrification and sportiness are a perfect match, and in 2022 the brand hit new heights with over 150,000 vehicles delivered. Each successive launch of a model has marked a new milestone in defining the brand's character, with a challenging and original design: the CUPRA Ateca, a unique model in its segment; the CUPRA Leon, its first electrified model thanks to a plug-in hybrid electric engine; the CUPRA Formentor, the first model to be developed exclusively by the brand and the company's best-selling vehicle to date; and the CUPRA Born, the brand's first 100% electric vehicle.

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. CUPRA is the only automotive brand that participates in the EXTREME E, ETCR and Formula E racing competitions. 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 medalists Adam Peaty, Melvin Richardson and Saul Cravotto, the German goalkeeper Marc ter Stegen, and two-time Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.

SEAT S.A. is the only company that designs, develops, manufactures and markets cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona) and sells vehicles under the CUPRA and SEAT brands.

SEAT S.A. exports more than 80% of its vehicles and is present in more than 70 countries. The company employs over 14,000 professionals and has three production centres – Martorell, El Prat de Llobregat and Barcelona, where it manufactures the SEAT Ibiza, SEAT Arona, Leon family and the CUPRA Formentor. Additionally, SEAT S.A. produces the CUPRA Born and the SEAT Tarraco in Germany and the Ateca family in the Czech Republic. SEAT MÓ is the company's business unit that covers urban mobility products and solutions, while its operating centres also include SEAT CODE, a software development hub, and CASA SEAT, located in the heart of Barcelona.

The company is playing a leading role in turning Spain into an EV hub in Europe. Through the Future: Fast Forward project, SEAT S.A., the Volkswagen Group and their partners are investing 10 billion euros into the electrification of the country.