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CUPRA x Primavera Sound

CUPRA teases the Tavascan and Metahype through the 2023 Primavera Sound line-up

- > CUPRA and Primavera Sound present the 2023 festival line-up under the concept “Mirroring you, I’ll be your mirror”
- > The CUPRA Tavascan is closer than ever, a dream that is soon to become a reality
- > CUPRA will launch Metahype next year, a new collaborative space in the metaverse that’ll be first introduced in the line- up announcement

CUPRA’s collaboration with Europe’s leading festival Primavera Sound moves on to its next chapter in 2023, a new year opening exciting opportunities.

The next edition will bring the latest and best musical talent not only to Barcelona, but for the first time ever, Madrid. CUPRA and Primavera Sound will introduce the two events’ line-up, the same for both cities, and a glimpse of CUPRA’s future in a new, dynamic experience; a video that mixes the real and virtual world.

The festivals, in two iconic cities, mirror one another, reflecting the events’ launch concept: “Mirroring you, I’ll be your Mirror”.

The story presented in the line-up announcement takes place in CUPRA’s Metahype, a reflection of the real world in an augmented digital landscape, where two avatars use the CUPRA Tavascan to drive to the virtual PRIMAVERA SOUND events in Barcelona and Madrid.



“CUPRA continues with its ambition to unlock the unexpected. The line-up announcement of the Primavera Sound music festival for 2023 highlights not only some of the greatest artists performing, but also marks the birth of a new edition through reflection. “Mirroring you, I’ll be your mirror” is a declaration of intent to our audience: we want to be the mirror of the next generations both in the real and the metaverse world through our products and unique experiences, said CUPRA Global Director of Strategy, Business Development & Operations Antonino Labate.

Metahype is a universe that acts as a collaborative space where brands, start-ups, and content creators provide a wide variety of events, gatherings, and experiences for individuals to create and share culture.

Opening in the first half of 2023, Metahype is an experience CUPRA created in the metaverse to strengthen links with a new community of digital natives, awakening the interest of future generations.

Through this universe, the CUPRA Tavascan becomes closer than ever, a dream that is due to become a reality in 2024, as CUPRA continues to electrify its future.

With this collaboration, CUPRA strengthens its passion for music. Through its relationships with Primavera Sound and Boiler Room, one of the world’s biggest electronic music live streaming platforms, it will continue to create unique and emotional experiences and inspire new generations from Barcelona.

SEAT Import Belgium

Dirk Steyvers

PR & Content Manager

M: +32 476 88 38 95

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 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.