



CUPRA Formentor

CUPRA Formentor Concept wins 2019 Automotive Brand Contest

- > CUPRA Formentor concept named winner of the German Design Council's Automotive Brand Contest, honouring the best automotive brand and design
- > The brand's high performance plug-in hybrid concept took the top prize in the Concept category of the international competition
- > The accolade is the second success in a row for CUPRA after its e-Racer was named the winner in the same category in 2018

Martorell, 04-09-2019. – CUPRA's unique concept car, the Formentor, first unveiled at this year's Geneva International Motor Show, has sealed victory in the Automotive Brand Contest 2019, claiming first place in the international design competition's Concepts category.

The high-profile award, run by the German Design Council, honours the best automotive brand and design achievements in the industry. Judged by a panel of experts with backgrounds in the media, design and communications, along with those from universities.

It's a second win in a row for CUPRA, after the brand's e-Racer, the world's first all-electric touring car, won the same award in 2018.

"We're delighted and honoured to have won the top award in the concept's category for the second year running," said Alejandro Mesonero-Romanos, Design Director at CUPRA. **"We're honoured to receive the top award in the concept category for the second year in a row; it recognises the work of the whole**



design team and clearly shows that we're on the right path to formulating the ultimate expression and essence of CUPRA with the vehicles we develop."

The Automotive Brand Contest is one of the most prestigious awards for automotive design, and is the only international design competition for automobile brands, emerging as one of the most important events in the sector, making the CUPRA Formentor's victory all the more exceptional.

Designed to be noticed

The CUPRA Formentor is a concept car designed to exude emotion, sculpted to emphasise its varied attributes and to ooze character. Close to the ground to highlight its dynamism, with visual emphasis placed towards the rear but with a stance that accentuates the length of the bonnet, its design culminates in the projection of purpose.

The Formentor's expressive exterior is matched by its high quality interior, which provides a sense of modernity and sportiness, and gives a unique take on the feel of the CUPRA brand. The Formentor's occupants are cocooned in a high-end interior that wraps around the driver and their passengers.

Sustainable future

The Formentor is designed to take the brand into the future, and is the first vehicle conceived and created by the brand with 100% CUPRA DNA and carrying the brand's distinctive new design language. Its high-performance plug-in hybrid powertrain kicks off the electrification of the brand and helps the Formentor concept meet requirements for performance and efficiency in a more natural and balanced manner.

The mix of combustion and electrical power means the Formentor can deliver performance that surpasses driver expectations with its 180kW/245PS output, but also offers 50km of pure electric range.



The CUPRA Formentor, a vehicle designed and engineered to the highest standards, will be built at CUPRA's Martorell facilities and launched into the market in 2020.

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.

PRENSA PREMSA NEWS PRESSE STAMPA

CUPRA HQ Communications

Arnaud Hacault

Head of Product Communications

T/ +34 659 13 48 04

arnaud.hacault@seat.es

www.seat-mediacyber.com

Jaume Rabassa

Product Communications

T / +34 619 61 64 70

jaume.rabassa@seat.es

CUPRA