



8th of November 2021
CU21/38E

100% electric

The CUPRA UrbanRebel Concept on the move

- > **The prototype unveiled in Munich takes to the track for the first time with Dr. Werner Tietz at the wheel**
- > **The car reaches 100 km/h in 3.2 seconds thanks to its maximum output of 320 kW**
- > **“The CUPRA UrbanRebel represents a bold statement from the brand that electrification and performance are a perfect match”**

It was the surprise of the IAA International Motor Show in Munich. CUPRA presented its new design vision with a racing-inspired show car that lays the foundation for its future 100% electric city car. But the CUPRA UrbanRebel Concept isn't just a show car. For the first time, we see it on the test track, driven by CUPRA Vice-president for R&D, Dr. Werner Tietz.

- **From the showroom to the track.** CUPRA's new concept car emerges as the brand's most radical interpretation after its unveiling; a vehicle where electrification meets sustainability and performance. And to prove it, there's nothing better than taking it out of the showroom and seeing its racing spirit on the track first-hand.

- **0-100 km/h in 3.2 seconds.** The car reaches 100 km/h in just over three seconds. The key is the two engines that deliver all the power, combined with the thrill of driving a 100% electric vehicle. **“The CUPRA UrbanRebel represents a bold statement from the brand that electrification doesn't have to be boring”** says CUPRA's Vice-president for R&D. **“The car has a constant power output of 250 kW and delivers 320 kW of maximum power to get the most out of it. It's really fun to drive”** adds Tietz.



- **Aerodynamics on the track.** The CUPRA UrbanRebel Concept has been designed to minimise drag with large air inlets and outlets and an oversized spoiler it. Although the car is 4 metres long and 144.4 cm high, the emphasis on aerodynamics enables it to stay close to the road with plenty of grip, and to take curves without losing any of its stability. **“CUPRA’s unique chassis and steering set-up gives it very precise handling and is the inspiration for the series production”** concludes Tietz.

SEAT Import Belgium

Dirk Steyvers

PR & Content Manager

M: +32 476 88 38 95

dirk.steyvers@dieteren.be

<http://seat-mediacycenter.com>

CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and performance are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and the CUPRA Leon as well as with its first 100% electric model, the CUPRA Born. The CUPRA Tavascan will be the brand’s second all-electric model and will reach the market in 2024.

CUPRA participates this year in the electric touring car competition PURE ETCR, and in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona’s official automotive and mobility partner and World Padel Tour’s premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and eight of the best padel players in the world, among others.