

RENEWAL COLLABORATION AGREEMENT BETWEEN CUPRA AND INTERNATIONAL PADEL FEDERATION

CUPRA and the International Padel Federation (FIP) extend their alliance

The body that regulates the international Padel, FIP and CUPRA, the automotive brand, will continue to collaborate and consolidate the project that began in 2019. The renewal between the two parties took place at a face-to-face event held at CUPRA's headquarters in Barcelona.

Under the FIP Official Automotive category, CUPRA will continue to have important international assets with a presence in all tournaments and events such as the XV World Padel Championship in Doha, in addition, it will occupy the "Naming" of the most important circuits and tournaments:

- CUPRA FIP TOUR with presence in 30 countries and 80 tournaments throughout the year
- CUPRA FIP FINALS as the last event of the year
- CUPRA XII 2021 European Padel Championships in Marbella

Antonino Labate, director of strategy of the automotive company and the president of the FIP, Luigi Carraro, were present at the signing of the renovation.

Undoubtedly a strategic alliance in which two major brands come together with a common objective in the development, expansion, and international consolidation of both institutions.

