



Martorell, 03/06/2026

## SEAT & CUPRA plant in Martorell starts production of CUPRA Raval and Volkswagen ID. Polo<sup>1</sup>, leading a new era of mobility in Europe

**The Electric Urban Car Family enters production with four models from three brands, all Made in Spain, that are set to make electric mobility accessible across Europe**

- The start of production of the CUPRA Raval and Volkswagen ID. Polo marks the beginning of a new era for the company and positions Martorell as an automotive powerhouse
- The event celebrating the start of production was attended by Pedro Sánchez, Prime Minister of Spain; Oliver Blume, CEO of the Volkswagen Group; Thomas Schäfer, Member of the Board of Management of Volkswagen AG, Brand Group Core; CEO Volkswagen Brand and Head of the Supervisory Board of SEAT & CUPRA; and Markus Haupt, CEO of SEAT & CUPRA

**Martorell, 03/06/2026.** The **SEAT & CUPRA** plant in **Martorell** starts production of the **CUPRA Raval** and **Volkswagen ID. Polo**, leading a new era for mobility as it is ready to electrify Europe from Spain. The arrival of the **Electric Urban Car Family**, a project led by SEAT & CUPRA on behalf of the **Volkswagen Group's Brand Group Core**, is set to make electric mobility accessible across the continent with four fully electric models across three distinct brands, all Made in Spain.



The institutional event marking this historic moment was attended by the Prime Minister of Spain, **Pedro Sánchez**; the CEO of the Volkswagen Group, **Oliver Blume**; Member of the Board of Management of Volkswagen AG, Brand Group Core; CEO Volkswagen Brand and Head of the Supervisory Board of SEAT & CUPRA, **Thomas Schäfer**; and the CEO of SEAT & CUPRA, **Markus Haupt**, along with the rest of the company's Executive Committee.



***“Today marks much more than the start of production of two cars. It is a milestone for SEAT & CUPRA and clear proof of what we can achieve through teamwork. With the CUPRA Raval and the Volkswagen ID. Polo, we are not only launching the production of two models, but we are demonstrating our ability to lead and shape the future of mobility. We have completed our transformation, investing more than €3 billion in Martorell and driving a profound cultural change to become an industrial powerhouse. And we’re proud to say that we’re ready to electrify Europe from Spain.”***



Markus Haupt, CEO of SEAT & CUPRA

### LEADING THE ELECTRIC URBAN CAR FAMILY

The Electric Urban Car Family project is the first of this scale led by SEAT & CUPRA on behalf of the Brand Group Core, marking a significant step in its role within the Volkswagen Group. Built on a shared platform, the Electric Urban Car Family has reduced complexity and costs in production while bringing four distinct models to the market, each addressing different customer demands. Following the new cross-brand governance model, the company will now continue to drive electrification from the Iberian Peninsula by spearheading the continued development of the MEB21 platform.



***“The Electric Urban Car Family demonstrates how the Brand Group Core leverages synergies and fosters collaboration within the Group to deliver electric mobility at scale. The success of SEAT & CUPRA in leading a cross-brand project for the first time demonstrates the strength of our model: a shared platform that enhances competitiveness in the entry-level segment, delivering €600 million in cost savings, while realizing four clearly differentiated models. Together, these achievements create the foundation to democratize electric mobility across Europe.***

Thomas Schäfer, Member of the Board of Management of Volkswagen AG, Brand Group Core; CEO Volkswagen Brand and Head of the Supervisory Board of SEAT & CUPRA

### READY TO ELECTRIFY EUROPE FROM SPAIN

The launch of the CUPRA Raval and the Volkswagen ID. Polo marks the culmination of a historic transformation that reinforces SEAT & CUPRA’s position as automotive powerhouse. After the start of production of the two fully electric vehicles, the state-of-the-art factory in Martorell is ready to lead the way in future mobility with a flexible approach producing electric, hybrid and highly efficient combustion vehicles.



***“Compelling entry-level cars, affordable for many, offering space and top technology customers know from higher segments: with the Electric Urban Car Family, Volkswagen Group is stepping up the pace of electrification in Europe. We are investing several billions to make Spain a central hub of electromobility. And we are proving a clear point: even as global competition intensifies, we believe in our home market Europe – our Electric Urban Car Family will be from Europe, for Europe. It is now crucial to build on this momentum with a clear Made-in-Europe strategy that ensures a level playing field and strengthens Europe’s industrial base.”***



Oliver Blume, CEO of the Volkswagen Group

### **MUCH MORE THAN A CITY CAR: THE ID. POLO**

The new Volkswagen ID. Polo is the all-electric version of one of the most successful models in its history. Sold over 20 million times, the Polo is now entering a new chapter – completely reimagined and systematically geared towards the future. The ID. Polo combines elegant, timeless and clear design with compact but generous space for everyday use and high quality with an attractive entry-level price. The small car also sets technological standards: with a WLTP range of up to 454 km and the new Connected Travel Assist, including automatic traffic light recognition, efficient one-pedal driving or vehicle-to-load function that turns the ID. Polo into a mobile power source for devices such as e-bikes.

### **THE CUPRA RAVAL, READY TO CHANGE THE GAME**

The arrival of the CUPRA Raval kicks off a new chapter in SEAT & CUPRA’s history, representing the next stage in the CUPRA’s unstoppable growth. In just 4 meters, the most radical version of the urban EV offers a sporty silhouette with a driver-focused, immersive and maximized interior. True to CUPRA’s DNA, it delivers electrifying performance while integrating advanced innovations such as 3D-knitted CUP Bucket seats and dynamic light projections in the door panels. Built on Volkswagen’s MEB+ platform, the CUPRA Raval creates its own segment to redefine urban electric mobility, launching with three editions and offering a range of around 450 km.

After its market launch in summer 2026, the CUPRA Raval will further accelerate CUPRA’s momentum, with the brand performing better than ever as it reaches its 8th anniversary. With more than 1 million cars sold since its launch, CUPRA has achieved its all-time best first quarter in 2026 with March becoming the best-selling month in its history, as it moves closer to its objective of reaching 3% market share in Europe.

**Change needs drivers** and **SEAT & CUPRA** is steering the future of mobility. As the only company in Spain that designs, develops, manufactures, and markets cars, SEAT & CUPRA is a cornerstone of the nation’s automotive industry and the driving force behind its electrification.

As the company undertakes the biggest transformation in its 75-year history, SEAT & CUPRA is turning Spain into a European hub for electric vehicles. Through the Future: Fast Forward project, and in collaboration with the Volkswagen Group, PowerCo, and other partners, the company has invested €10 billion into the country’s electrification. The company is also leading the Electric Urban Car project for the Volkswagen Group’s Brand Group Core and will begin producing 100% electric vehicles, including the CUPRA Raval, at its Martorell plant from 2026.

A member of the Volkswagen Group, SEAT & CUPRA sells vehicles under the SEAT and CUPRA brands including the iconic SEAT Ibiza and the company’s bestselling model, the CUPRA Formentor. With over 13,000 professionals and three production centres in Martorell, El Prat de Llobregat, and Barcelona, the company exports over 80% of its vehicles to more than 70 countries.

<sup>1</sup>ID. Polo (155 kW) - Combined power consumption 14.6-13.3 kWh/100 km; combined CO<sub>2</sub> emissions 0 g/km; CO<sub>2</sub> class: A.



## Comunicación SEAT & CUPRA



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