
Marc ter Stegen remains Cupra brand ambassador

Cupra has extended its collaboration with German professional footballer Marc ter Stegen, goalkeeper of FC Barcelona, for at least another three years. As a global brand ambassador, the German international is to help raise awareness of the Spanish brand and accompany the market launch of four new electrified models in the coming months.

The 31-year-old has been a "Cupra Tribe Member" since 2020, just a few months after Cupra became the official automotive and mobility partner of his club FC Barcelona. This is what the Seat subsidiary calls its circle of sponsored celebrities, which includes Oscar-nominated film director J.A. Bayona and Formula E racing driver Lucas di Grassi, as well as entrepreneur Daniel Abt and actor Ken Duken in Germany.

Marc ter Stegen, who is currently in his tenth season at FC Barcelona, is considered one of the most successful goalkeepers in the history of the Catalan club and has already won 16 titles with them, including the UEFA Champions League in 2015, the Spanish championship five times and the Spanish Copa del Rey cup just as often. (aum)

Images for article



Photo: Autoren-Union Mobilität/Cupra

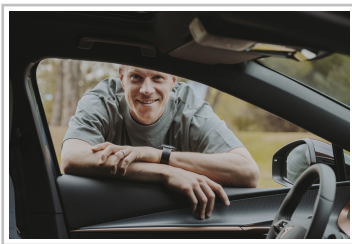


Photo: Autoren-Union Mobilität/Cupra



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