CUPRA launches the New Tribe Edition Sennheiser™ , available for Formentor, Terramar, Leon and Leon Sportstourer

- **Sennheiser™ immersive sound adds a new dimension to the driving experience across all four models**
- **Dark Chrome logos and lettering, together with the laser-engraved B-pillar, 3D-knitted grey upholstery and black alloy wheels give the edition its bold, unique character**
- **The New Tribe Edition Sennheiser™ will be available across all powertrain options from November 2026**

Wedemark, Germany, 12 September 2026 **– CUPRA has always been a brand for those who challenge convention. The New Tribe Edition Sennheiser™ brings that spirit to the CUPRA Formentor, Terramar, Leon and Leon Sportstourer, combining bold design, distinctive materials and an enhanced sound experience for drivers who choose to stand out.**

Driven by sound

Sound takes centre stage in the New Tribe Edition Sennheiser™ , bringing together CUPRA and Sennheiser's expertise to add a new layer of emotion to every journey through a carefully tailored listening experience that strengthens the connection between driver, passengers, car and music.

Built on more than 80 years of audio innovation, Sennheiser is trusted by music creators and audio professionals worldwide. Since 2019, Sennheiser has brought that expertise to the road, delivering immersive in-car sound experiences that preserve the emotion, detail, and authenticity of every listening moment, just as your favourite artist intended.

The CUPRA Terramar and CUPRA Formentor feature the Sennheiser™ AMBEO Immersive Sound System, also available in the CUPRA Tavascan. This innovative sound system uses Sennheiser AMBEO immersive software to create a rich, fully three-dimensional soundscape for every passenger. Twelve premium speakers are complemented by four additional roofline actuators, which enable a whole new dimension for the listening experience. Powerful amplifiers deliver 670 W in the Terramar and 550 W in the Formentor.

For the CUPRA Leon and Leon Sportstourer, the Immersive by Sennheiser™ system creates an enveloping sound field using twelve premium speakers, a high-performance subwoofer and a

DSP amplifier delivering up to 390 W. Both vehicles combine Sennheiser's advanced immersive technologies for an emotional listening experience behind the wheel.

Made for the Tribe

The New Tribe Edition Sennheiser™ goes beyond sound, translating the same immersive character into a bold visual identity that runs through every exterior and interior detail across the four vehicles.

On the outside, Manhattan Grey Matt makes its debut on the CUPRA Leon, Leon Sportstourer and Formentor, giving the three vehicles a striking appearance, while Timanfaya Grey defines the CUPRA Terramar. Black alloy wheels complement the exterior colours and further enhance the individual character of each one. Dark chrome logos and lettering, together with the laser-engraved B-pillar, show how CUPRA continues to innovate through new design details, materials and finishes.

Inside, a neutral Colour & Trim approach features 3D Knitting seats in an upgraded neutral grey and black palette. 3D Knitting technology brings design and texture together in a seamless finish, creating a coherent visual language across the range while preserving the individual identity of each model.

One edition, four distinctive expressions

Available across all powertrain options, the New Tribe Edition Sennheiser™ for the CUPRA Leon, Leon Sportstourer, Formentor and Terramar will be available from November 2026, allowing customers to choose the vehicle that best fits their needs without compromising the edition's distinctive design and equipment features.

With the New Tribe Edition Sennheiser™ , CUPRA continues to push boundaries, uniting cutting-edge immersive sound with compelling aesthetics to transform every journey into something truly memorable.

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About CUPRA
Change needs drivers — and CUPRA believes real progress comes through radical disruption, by defying expectations and challenging conventions. Since its launch in 2018, the brand has transformed the automotive industry as an instigator of creativity and an agitator for change. In just eight years, CUPRA has launched eight models and sold over 1 million vehicles globally. Every CUPRA model is restlessly expressive, design led, and performance driven. Its fully-fledged portfolio includes the CUPRA Leon, redesigned and enhanced as a standalone CUPRA model; the CUPRA Formentor, the first car to be developed exclusively by the brand and the company's best -selling vehicle to date; the CUPRA Born, the brand's first 100% electric vehicle; the CUPRA Tavascan, an all-electric SUV coupe; the CUPRA Terramar, the brand's sporty SUV; and the CUPRA Raval, the brand's radical interpretation of the electric urban car. CUPRA is more than a car. It's a conviction. The CUPRA Tribe is made up of a team of ambassadors who push back against convention and past the boundaries that hold others back, with members including Spain's most decorated Olympian, Saúl Craviotto; film director J.A. Bayona; German goalkeeper Marc ter Stegen; and two-time Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas. Obsessive about elevating emotion on and off the road, CUPRA is also FC Barcelona's official automotive and mobility partner, the Premier Padel Tour's premium sponsor and is also proud to participate in the Formula E racing competition with Kiro Race Co.

About Sennheiser
We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. This passion has taken us from the world's greatest stages to the quietest listening rooms – and made Sennheiser the name behind audio that doesn't just sound good: It feels true. Since 1945, we have stood for building the future of audio and bringing remarkable sound experiences to our customers. While professional audio solutions such as microphones, meeting solutions, streaming technologies, professional headphones, automotive audio solutions, as well as wireless microphone and monitoring systems are part of the business of Sennheiser electronic SE & Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.
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