



PRESS RELEASE

May 7, 2026

High-end 3D vehicle visualizations from MHP

Digital vehicle selection at CUPRA with just one click

- CUPRA fundamentally redefines the digital customer experience with MHP
- The fully immersive configurator sets new standards for quality, speed, scalability, and emotional engagement
- MHP is responsible for consulting, development, and operation of a future-proof cloud and 3D platform

Ludwigsburg/Barcelona – One click, four CUPRA vehicle variants to choose from: in just a few seconds, users can configure their favourite car with their preferred colour, wheels, interior, and extras. The new fully immersive configurator has been in use at CUPRA since last year and was expanded to include 3D streaming with customer interaction. Potential buyers and dealers can now view their configuration of the CUPRA models and interact in the 3D environment in an even more playful way. The development, operation, and consulting for this project are provided by the management and IT consultancy MHP.

“Digital vehicle configuration has become a direct driver of revenue. If performance and emotional engagement fall short, customers are lost before they ever reach the dealership. At MHP, consistent customer centricity is the foundation of successful digital transformation. In a market defined by personalized experiences, the goal goes beyond optimizing products – it requires rethinking brand experiences end to end. The configurator developed for CUPRA on our Elastic Content Platform demonstrates exactly that: a solution that combines performance, precision, and innovation, setting a new benchmark for modern customer communication and digital excellence,” says Markus Wambach, Group COO of MHP.

Technological excellence for maximum impact

At the heart of the solution is a modern 3D and cloud-based platform architecture – the ECP platform from MHP. In combination with the Unreal Engine, this creates photorealistic visualizations that accurately depict every detail, from materials and surfaces to lighting moods. The powerful infrastructure based on the AWS cloud ensures stability, speed, and scalability even under high loads.

This takes image quality to a new premium level: realistic, consistent, and impressively immersive across all digital touchpoints. MHP handled every step of the process, from data preparation and cloud architecture to implementation of the 3D engine. The solution ensures



A PORSCHE COMPANY

Press contacts

MHP Management- und IT-Beratung GmbH

Benjamin Brodbeck

Head of External Communications & Media Relations
+49 (0) 152 33 14 58 09
Benjamin.Brodbeck@mhp.com



Rebecca Vlassakidis

Spokesperson Digital Factory, Logistics & Customer Experience
+49 (0) 152 55 86 10 49
Rebecca.Vlassakidis@mhp.com



that even complex vehicle models are displayed with high precision and performance in different perspectives and scenarios.

"With the fully immersive configurator, we are setting new standards in digital vehicle presentation. We combine state-of-the-art 3D technology with maximum performance to create an experience that appeals to customers on an emotional level and perfectly showcases the CUPRA brand," explains Tom Löbbe, Senior Consultant and Project Lead at MHP.

High-speed go-lives and consistent scaling

Several CUPRA models have already been brought to life in short timelines. The CUPRA Formentor was the first to go live, followed shortly after by the Terramar. Both launches were delivered on schedule and with system stability – a strong testament to seamless, professional, and purpose driven collaboration. A major milestone is the introduction of 3D streaming, available since December 2025 and enhanced in February with full interaction capabilities. This upgrade significantly elevates the customer experience: Interactive real time vehicle experiences redefine digital automotive presentation and enable a future ready, dynamically adaptable customer journey. In the past few days, both the Tavascan and the Raval have successfully gone live. The latter marks a world premiere for CUPRA, with MHP responsible for the configurator content creation as well as imagery for third party systems.

"At CUPRA we continue to inspire the world from Barcelona, proving that performance and emotion belong together. With the launch of our new configurator, we aren't just showing a car; we are bringing the true essence of CUPRA design to life on screens globally. By leveraging the Image On Demand & 3D streaming technology from MHP, we've bridged the gap between the digital and physical vehicle presentation. This platform offers cutting edge, high-definition experiences that challenges the status quo and sets a new benchmark for vehicle presentation online," says Steven Stein, CXO of CUPRA.

More traffic and positive effects on brand

The new CUPRA configurator is much more than a digital application. It is a scalable experience platform that enables highly dynamic 3D interaction, personalized content, new vehicle variants, and expanded digital touchpoints in marketing, sales, and after-sales.

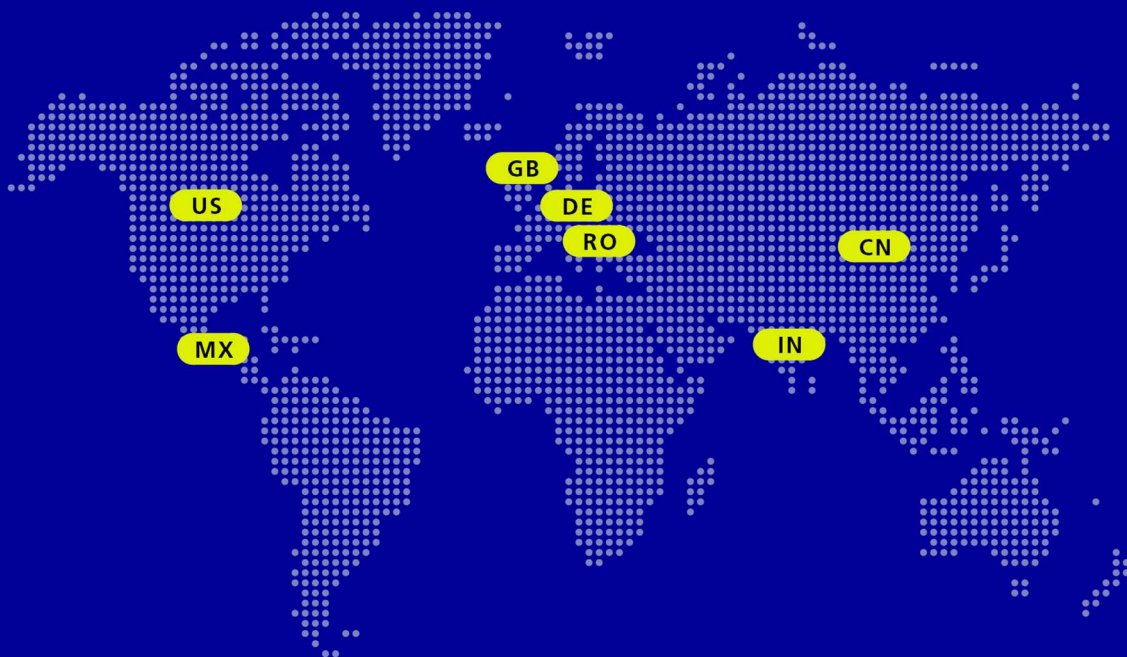
The 360-degree experience in particular leads to a measurable increase in website traffic, longer visit durations, and increased configuration volumes. This has been demonstrated by other projects such as those at Aston Martin, Pagani, Ducati, Lotus, and Porsche, where ECP platform technology is also in use. At the same time, manufacturers and dealers benefit because this tool allows them to further develop the user experience, for example, for even more interactive, personalized, and customer-activating possibilities. The solution has been proven to significantly increase the average value of goods in the configurator. Prospective buyers try out more configurations and ultimately decide on more options. These emotional customer experiences have a positive impact on the CUPRA brand, which can ultimately lead to an increase in the conversion rate.

About the MHP Elastic Content Platform (ECP)

The key technology is the Unreal Engine from video game and platform developer Epic Games, which was used to create the battle royale hit Fortnite, for example. The ECP of MHP uses the game engine for the photorealistic representation of vehicles and their virtual environments in real time. However, Amazon Web Services (AWS) are used to ensure that product visualization can run stably, securely, and at scale in real time. This setup ensures that the application is also made available online to many customers and interested parties as a 3D live stream.

CUPRA Raval VZ Edition Extreme 166 kW (226 hp) 52 kWh: Electricity consumption (combined): 16.1–16.2 kWh/100 km; CO₂ emissions (combined): 0 g/km; CO₂ class: A

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Über MHP

Als Technologie- und Businesspartner digitalisiert MHP seit 1996 die Prozesse und Produkte seiner weltweit rund 300 Kunden in den Bereichen Mobility und Manufacturing und begleitet sie bei ihren IT-Transformationen entlang der gesamten Wertschöpfungskette. Für die Management- und IT-Beratung steht fest: Die Digitalisierung ist einer der größten Hebel auf dem Weg zu einem besseren Morgen. Daher berät das Unternehmen der Porsche AG sowohl operativ als auch strategisch in Themenfeldern wie beispielsweise Customer Experience und Workforce Transformation, Supply Chain und Cloud Solutions, Platforms & Ecosystems, Big Data und KI sowie Industrie 4.0 und Intelligent Products. Die Unternehmensberatung agiert international, mit Hauptsitz in Deutschland und Tochtergesellschaften in den USA, Mexiko, Großbritannien, Rumänien, Indien und China. Rund 4.700 MHPlerinnen und MHPler vereint der Anspruch nach Exzellenz und nachhaltigem Erfolg. Dieser Anspruch treibt MHP weiter an – heute und in Zukunft.

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