



## **74% of Spaniards admit to singing in the car, according to a study by Cepsa GOW**

- **According to a study conducted by Cepsa GOW of 2,500 people, three out of four Spaniards admit to singing at the wheel, 94% of whom say that it improves their attention to the road and 96% that it avoids conflicts during trips.**
- **Singing in the car fills us with energy. That is why Cepsa GOW hosted an event Saturday, April 22, in Madrid where hundreds of people had the chance to demonstrate their singing skills in a car on a spectacular stage in the Plaza del Callao.**
- **Cepsa GOW is Cepsa's innovative loyalty program that enables users to earn credit with their purchases at Cepsa and more than 40 collaborating companies.**
- **Influencer and singer Xuso Jones, and the announcers Oscar Martínez and Cintia León, were the hosts of this unique carpool karaoke.**

Who hasn't ever felt like Shakira, Rosalía, or even Pavarotti when you're in the car? Singing relaxes us. It stimulates us. We enjoy it. It brightens our day.

According to a study conducted by Cepsa GOW that consulted 2,500 drivers, three out of four Spaniards (74.3%) admit they like to sing in the car. The vast majority of drivers say that singing in the car helps them stay focused while driving (94.1%) and brightens their day (95.5%).

The time of choice is usually when leaving on a trip, according to 59.2% of respondents. The second popular time is while on the way to work, 35.9% of drivers say. In addition, 63.7% prefer to do so when riding alone in the car, 20.8% sing when riding with their partner, and 12.5% with their children.

The majority of respondents (57.6%) always sing in Spanish and only 8.9% of the time in English. However, 75% of those who sing in English confess they usually make up the lyrics.

Among musical styles, 32.7% opt for pop songs and 30.5% for rock classics. Latin music and reggaeton represent 21.5%.

Actually, singing in the car fills us with energy. That is why Cepsa GOW wanted to create the largest carpool karaoke in Spain, which brought together hundreds of people who want to practice this true passion in the Plaza del Callao.



PRESS RELEASE

## **A spectacular carpool karaoke right in the center of Madrid**

Cepsa GOW wanted to pay tribute to the phenomenon of singing on wheels on Saturday, April 22, with a free event for all audiences, where hundreds of people gathered there had the opportunity to demonstrate their skills singing in a car on a giant stage in the Plaza de Callao in Madrid.

From 11am to 2pm, Xuso Jones, one of the best influencers of 2022 according to Forbes magazine, along with Oscar Martinez, the well-known radio host and DJ, and his colleague and presenter Cintia Leon, hosted this peculiar and fun karaoke.

In these three hours of competition, participants got numerous prizes, like a year of free fuel at Cepsa, weekend getaways offered by WiZink, cell phones with Masmovil, dinners at Telepizza, an LG Karaoke speaker, among many other prizes.

### **Cepsa GOW: new and many more benefits**

After being pioneers almost 20 years ago with 'Porque TU vuelves,' the first loyalty program for service stations in Spain, Cepsa has transformed it and launched Cepsa GOW, which enables its members to get credit both at Cepsa and from their daily purchases to redeem for fuel, electric charging, car washes, and products from the Cepsa store.

Cepsa has created an extensive ecosystem of partnerships with around 40 companies, including Amazon, eDreams, Europcar, Mediamarkt, Pangea and Sprinter. The energy company's customers can receive up to 10% back on their purchases and save more than €300 a year.

In addition, program members earn 6 cents per liter on Optimum fuel and 5 cents per liter on Star fuel, extending the discounts that the company established in early April for its loyal customers. They will also receive 2 cents per kilowatt/hour on electric charging and 5 cents for each euro spent on store products or car wash services.

**Cepsa** is a leading international company committed to sustainable mobility and energy with a solid technical experience after more than 90 years of activity. The company also has a world-leading chemicals business with increasingly sustainable operations.

In 2022, Cepsa presented its new strategic plan for 2030, Positive Motion, which projects its ambition to be a leader in sustainable mobility, biofuels, and green hydrogen in Spain and Portugal, and to become a benchmark in the energy transition. The company places customers at the heart of its business and will work with them to help them advance their decarbonization objectives.

ESG criteria inspire all of Cepsa's actions as it advances toward its net positive objective. Over the course of this decade, it will reduce our Scope 1 and 2 CO<sub>2</sub> emissions by 55% and the carbon intensity index of our products by 15-20%, with the goal of achieving net zero emissions by 2050.

Madrid, April 22, 2023



**PRESS RELEASE**

---

**Cepsa – Communications Department**

[medios@cepsa.com](mailto:medios@cepsa.com)

[www.cepsa.com](http://www.cepsa.com)

Tel.: (34) 91 337 60 00