

Cuerva and Mazda Motor Europe collaborates in Guadix to drive electric mobility and the energy of the future

The experimental wind turbine of Cuerva served as one of a key setting for the European media event “Mazda6e Experience” where Mazda presented its new 100% electric vehicle, the Mazda6e, as part of a journey through Granada showcasing innovation and sustainability.

A unique location for a memorable experience for both companies.



Experimental Wind Farm of Guadix, Cuerva. Mazda6e Experience, 2025.

Granada, 11/11/2025. The municipality of Guadix, in Granada, hosted a day dedicated to technology, innovation, and sustainable energy as part of the Mazda6e Experience. The event, organised by Mazda Motor Europe, brought together leading automotive media to discover the new Mazda6e — the brand’s new fully electric vehicle — in a setting that symbolises the future of mobility.

The experimental wind turbine of Cuerva — a benchmark company in the energy sector thanks to its strong commitment to innovation and its positioning “beyond energy” — has been part of the Mazda6e Experience, a European event where Mazda presented its new 100% electric vehicle, the Mazda6e, to leading European automotive media.

The event, organized by Mazda Motor Europe, covered some of the most representative landscapes of Granada, combining scenic routes with visits to unique projects linked to the energy transition.

In the case of Guadix, the choice of Cuerva's wind farm — one of the most unique wind facilities in the country — symbolizes the connection between electric mobility and clean energy, two essential pillars of a sustainable future.

Innovation in energy: a pioneering wind turbine in Spain

The experimental wind turbine of Cuerva stands out for its pioneering nature in Europe. With 3.5 MW of power, more than 100 meters in height, and 70-meter-long blades, this facility serves as a technological test bench to certify and optimize new solutions in the field of wind energy.



The experimentally designed blades, equipped with serrated edges and integrated flaps, make it possible to reduce noise and increase performance.

Its permanent magnet synchronous generator represents one of the most advanced technologies in the sector, improving efficiency and sustainability in the generation process.

"This experimental wind turbine represents a unique model of applied innovation. Its location in Guadix, an environment with stable winds and low turbulence, makes it an ideal site to test and validate new wind technologies. From here, we monitor in real time structural, aerodynamic, and acoustic variables that allow us to optimize the design and integration of future, more efficient, and sustainable turbines," explained **Cristobal Ortega, Head of Environment and Permitting at Cuerva.**

The data obtained from this wind turbine allow Cuerva and its technological partners to develop predictive models, improve turbine reliability, and optimize the integration of renewables into the electricity grid.

"That a global brand like Mazda has knocked on our door to be part of this international experience is a source of pride. It shows the value of projects born in Andalusia and how the energy innovation we develop at Cuerva connects with major companies from any sector," said **Rosa Fernández, Head of Marketing & Communications at Cuerva.**

Energy and mobility: a common path toward sustainability

Mazda has conceived the Mazda6e Experience designed to explore the future of electric mobility from a broader perspective than purely automotive.

In the case of Granada, the central theme was electric technology and clean energy, two areas where the connection with Cuerva emerged naturally.

During the visit, journalists were able to see firsthand how Cuerva — with more than 85 years of experience — promotes projects that combine engineering, digitalization, and sustainability in the service of a smarter and more efficient energy model.

The Granada-based company explained the characteristics of the wind turbine and the surrounding environment, as well as discussed advances in distributed generation, grid digitalization, and new intelligent energy solutions, which are

part of the company's strategy to accelerate the transition and remain at the forefront of the sector.

The day made it possible to establish a dialogue between two sectors — energy and automotive — that share the same goal: to reduce emissions, advance electrification, and promote an energy model more aware of and connected to people.

"At Mazda, innovation goes beyond the vehicle—it's a holistic philosophy rooted in our Multi-Solution Approach, which embraces diverse pathways to carbon neutrality. Experiencing Cuerva's renewable energy ecosystem has deepened our connection between the advanced technology of the new Mazda6e EV and the transformative potential of clean energy. It's a powerful step toward a future where mobility, sustainability, and progress move in harmony."

Christian Schultze, Deputy General Manager Research & Operations, Mazda Motor Europe.

Comentado [AA1]: Re-write a quote? Christian? Helena?



Cuerva: energy that transforms territories

With more than 85 years of history, Cuerva has established itself as a benchmark throughout the entire energy value chain. The company manages a

renewable portfolio of more than 3,000 MW, including development, operation, and maintenance of hydro, solar, and wind facilities (in Spain and Latin America), and develops strategic projects focused on efficiency, digitalization, and long-term sustainability for organizations and industries.

"The future of energy and mobility are two sides of the same transformation. Collaborations such as the Mazda6e Experience reflect our purpose: to transform energy into real value for people, organizations, and territories," the company highlights.

The new Mazda6e: design, technology, and environmental awareness

The Mazda6e, the protagonist of the experience, represents the brand's definitive leap toward full electrification.

It combines a 100% electric propulsion system, elegant design inspired by the "Human Modern" philosophy, and sustainable materials in its manufacturing — with the aim of offering responsible mobility without giving up the driving pleasure characteristic of Mazda.

Its range, efficiency, and comfort mark the beginning of a new era for the brand, aligned with the global vision of carbon neutrality by 2050.

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Note to editors

For more information about the Mazda6e Experience, visit: <https://es.mazda-press.com/motorshows/2025/mazda6e-experience/>

About Cuerva

Cuerva is a benchmark company in the energy sector founded in 1939 in Granada, with more than 85 years of history and experience.

With a presence in Europe and Latin America, and a team of more than 200 professionals, Cuerva has experienced exponential growth in recent years, establishing itself as a strategic partner in the energy transition of organizations. Cuerva seeks to offer the best

energy solutions through innovation and understanding of the needs of people, the sector, and society. All this is based on deep-rooted values such as closeness, commitment, and customer orientation, to create lasting and strategic relationships throughout its entire energy ecosystem.

With this future-oriented vision for more than eight decades, Cuerva has consolidated its image as a reference company in the energy sector. Understanding energy as an end-to-end process, it covers different business areas across the entire energy value chain: from generation, distribution, and commercialization of electricity, to extensive knowledge and experience in the development, construction, operation, and maintenance of electrical, energy, and telecommunications infrastructures. It also has a highly specialized business area in intelligent and innovative energy solutions, creating strategic and high-value relationships that go beyond energy.

With a global ecosystem of more than 125 alliances, its mission is to become the benchmark ecosystem in the energy transition of the 21st century, capable of transforming the relationship between organizations, people, and energy.

More information at cuervaenergia.com

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About Mazda**Mazda in Spain**

Since the year 2000, Mazda has had a direct presence in Spain with the aim of offering a wide range of vehicles that combine innovation, quality, and an unwavering commitment to customer satisfaction.

Mazda in Europe

Since it began importing vehicles in 1967, Mazda's presence in Europe has been

characterized by its driver-centered approach and unconventional cars.
Currently, Mazda serves Europe through three main organizations:

Mazda Motor Europe

Founded in 1989 in Leverkusen, Germany.

Directs and coordinates the activities of all national sales companies and independent distributors spread across more than 30 European markets.

Supports Mazda dealers in Europe together with the national sales companies.

It sold 174,000 vehicles in the region during the fiscal year that ended on March 31, 2025.

More information at <https://www.mazda.es/>