

CUPRA UK £1,500 Grant Guarantee

The government announced on 15 July 2025 a new Electric Car Grant scheme offering discounts for UK buyers of some battery electric vehicles. To qualify for the grant, models have to meet certain criteria relating to pricing and environmental issues among others. We are working with the authorities to confirm which of our models might be eligible for a discount. Whilst we wait for official confirmation, CUPRA is pleased to announce a "CUPRA UK Grant Guarantee" of £1,500 for Retail customers who place an order of one of the following vehicles between 1st August and 31st August 2025 (and agree to accept delivery on or after 1 September 2025).

CUPRA UK Grant Guarantee eligible models:
CUPRA Born V1
CUPRA Born V2
CUPRA Born V3

The "CUPRA Electric Car Grant Guarantee" is a commitment that you will either receive the Government grant of £1,500 or, if that grant is not available due to the above vehicles not being eligible for the grant, you will receive an equivalent discount of £1,500.

To qualify for the £1,500 CUPRA Electric Car Grant Guarantee, customers must take delivery of their ordered vehicle after 1st September 2025.

Terms & conditions

The Electric Car Grant is a UK Government grant to promote the purchase of certain new electric vehicles. Selected CUPRA Born models are currently pending eligibility approval for this scheme. If these vehicles are approved and included in the scheme, then customers purchasing a qualifying vehicle will receive £1,500 off the purchase price through the Government grant. For more information on the grant, please visit https://www.gov.uk/government/speeches/electric-car-grant-launched.

If the vehicles do not become eligible for the Electric Car Grant, then CUPRA UK will ensure – through the "CUPRA UK Grant Guarantee" – that qualifying customers purchasing selected CUPRA Born models will receive an equivalent discount of £1,500. The saving of £1,500 will be automatically applied to the on-the-road price on the retail invoice for your vehicle.

The "CUPRA UK Grant Guarantee" offer is open to retail customers in UK, excluding Channel Islands and Isle of Man, aged 18+. Offer applies only when ordering an eligible vehicle between 1 August 2025 and 31 August 2025 and taking delivery/completing the purchase on or after 1 September 2025. Offer excludes CUPRA Born VZ and Born VZ First Edition. New cars only. Available at participating centres and to cash purchasers or in conjunction with Personal Contract Plan (PCP) only. Not available with Personal Contract Hire (PCH). Offer can be used in conjunction with other offers. Qualifying customers will receive either the Government grant or the equivalent CUPRA UK discount of £1,500 – the grant and the offer cannot be aggregated or combined. Cannot be claimed retrospectively against previous orders. Not available to fleet customers. No cash alternative.

CUPRA UK may modify or withdraw the offer at any time.

This offer is in no way sponsored, endorsed or administered by, or associated with, the UK Government or the Electric Car Grant scheme.

Promoter: Volkswagen Group United Kingdom Limited of Yeoman's Drive, Blakelands, Milton Keynes, MK14 5AN trading as CUPRA UK.