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CUPRA and VWFS launch subscription service for all-electric Born

- **CUPRA and Volkswagen Financial Services UK pilot new subscription service with Wagonex for CUPRA Born in the UK**
- **The new service reflects an evolving car market with flexible mobility at its core**
- **The CUPRA Born was crowned Best Small Electric Car of the Year at the What Car? Awards 2022**
- **John Lewis, Head of Product Strategy & Development at Volkswagen Financial Services UK, says the pilot ‘underlines our commitment to putting the customer at the heart of everything we do’**

CUPRA and Volkswagen Financial Services UK (VWFS) has launched a pilot subscription service for the arrival of the award-winning, all-electric CUPRA Born in the UK.

The new service, which is a partnership between CUPRA, Volkswagen Financial Services UK and Wagonex, launched in April and initially enables customers to take cars on a three-month subscription.

The subscription package includes the cost of the vehicle, insurance, roadside assistance, 24/7 Driverline support as well as any maintenance. After three months, all customers have to do is hand the vehicle back.

The online journey is simple and intuitive. Customers looking to experience the CUPRA Born simply choose their configuration and delivery date at www.cupraofficial.co.uk/cupra-finance/overview/subscription.html and then a member of the VWFS Rent-a-Car team, who are supporting the operational delivery of the subscription service, confirms availability and arranges for vehicle delivery within 14 days of booking, subject to availability.

Designed and developed in Barcelona, the CUPRA Born was crowned Best Small Electric Car of the Year at the What Car? Awards 2022 and was recognised for its impressive handling characteristics, high quality interior and dynamic powertrain.

Research by Volkswagen Financial Services UK (VWFS) has found that 61%* of people aged 18 to 34 are interested in accessing a car via subscription, similar to services such as Netflix, where you can cancel anytime.

With younger people more commonly consuming music, TV and even food at the click of a button, the millennial consumer is evidently keen to embrace the subscription model in other areas of their lives.

Wagonex offers an alternative to ownership with a monthly membership subscription service, in a bid to eliminate long payment plans and additional costs.

Richard Harrison, Managing Director at CUPRA UK, commented: *“The much-awaited CUPRA Born is a real game-changer for the brand and so is perfect for customers looking for emotional design, electrification and performance, on-demand. This new subscription service reflects the shift in which an increasing number of our customers want to own and interact with our cars to meet their changing lifestyles – and there’s no better car to launch with than the award-winning CUPRA Born.”*

John Lewis, Head of Product Strategy & Development at Volkswagen Financial Services UK, said: *“We’re hugely excited to mark the launch of the CUPRA Born in the UK with a new subscription service. The way that people are using cars is fast evolving and we need to make sure that, as our customers continue to engage more with digital technology, we make their online journey as simple and as convenient as possible. Our partnership with Wagonex underlines our commitment to putting the customer at the heart of everything we do.”*

Toby Kernon, CEO at Wagonex, added: *“We are absolutely thrilled to support Volkswagen Financial Services UK and CUPRA with the launch of this new subscription service, which will give customers more choice, flexibility and control. From the very beginning, Wagonex has been focused on the customer. This collaboration represents a real vote of confidence in the industry-leading technology we have built from the ground-up to streamline and simplify the subscription process for brands like Volkswagen Financial Services UK and CUPRA. We look forward to working with these brands and further increasing the range and availability of vehicles available on subscription to meet with the growing consumer demand for flexibility.”*

For more information visit <https://www.cupraofficial.co.uk/cupra-finance/overview/subscription.html>

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Note to editors:

*The data for this study was collected in August 2021 and comprises responses from 2,012 British respondents.

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Information for editors:

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