



## CUPRA kick-starts 2025 with OBSESIÓN sales event and new Service centres

**Sydney, 23-01-2024** – It's 'new year, new [CUPRA](#)' as the Barcelona-based marque accelerates into 2025 with the [all new OBSESIÓN event](#).

Visitors to CUPRA's growing Australia-wide network of [Garages](#) or its [online sales platform](#) will find CUPRA's dynamic battery-electric [Born](#) hatch available at an eye-catching \$49,990 driveaway\* (including Interior Pack with Blue Dinamica microfleece heated massage seats in the front, and a premium Beats™ sound system)\*\*.

CUPRA is challenging Australians to find their new automotive obsession with sharpened driveaway offers on every model in the CUPRA range until 31 March, 2025\* and a special finance deal on the pulse-pounding [Formentor](#) VZx SUV\*.

Until 31 March 2025, CUPRA customers can drive away in a brand-new 228kW MY24 CUPRA Formentor VZx sports SUV from \$145 per week# at a 0% p.a. comparison rate± with [CUPRA Choice](#)^. This offer includes a \$67,790 driveaway\*, 36-month loan term, a 15,000 total km allowance^, a 20% deposit# and a final payment^ of \$31,687 to retain your CUPRA. Total amount repayable \$54,232.

The entry-level petrol MY24 [CUPRA Formentor](#) V is now available at \$47,990 driveaway\* (additional \$8,500 in savings compared to Q4) while the MY24 Formentor VZe plug-in hybrid (PHEV) variant receives an additional \$5,825 discount\* (in all states and territories, pricing varies per state) \*\*.

With [CUPRA Choice](#)^, at the end of the loan term customers can choose to trade in their CUPRA for a new one, keep it, or return it if the vehicle meets the agreed kilometre and Fair Wear and Tear requirements^, all with the peace of mind knowing exactly how much it's worth at the end of their contract.

Furthermore, every CUPRA includes [a five-year, unlimited kilometre warranty](#)~ and the option to purchase affordable [pre-paid servicing plans](#) from just \$990 RRP for three years@.

CUPRA director, Ben Wilks, said CUPRA's obsession is reaching new heights in 2025 with new vehicles, new locations and unmissable offers.

"Every CUPRA is born from our obsession with style, design and electrifying performance. There's no better time to [visit your local Garage and experience](#) what makes CUPRA stand out from the pack," explains Wilks.

"2025 brings with it the launches of new SUVs like the [Tavascan](#) and [Terramar](#), both set to propel CUPRA into competitive new segments. We're gearing up with three new Garages and nine new Service locations launching across the East Coast in the coming weeks."



## January/February CUPRA Australia Sales and Service openings:

- **CUPRA Peninsula Service** (110 Dandenong Rd, Frankston, VIC 3199)
- **CUPRA Shepparton Service** (325-329 Midland Hwy, Shepparton, VIC 3630)
- **CUPRA Traralgon Service** (5567 Princess Highway, Traralgon, VIC 3844)
- **CUPRA Orange Service** (12-14 Gateway Crescent, Orange, NSW 2800)
- **CUPRA Ballarat Service** (1 Daveyduke Dr, Mitchell Park, VIC 3355)
- **CUPRA Cairns Service** (7 Marshall St, Bungalow, QLD 4870)
- **CUPRA Sunshine Coast Sales** (46 Wisers Rd, Buderim, QLD 4558)
- **CUPRA Sunshine Coast Service** (129 Sugar Rd, Alexandra Headland, QLD 4572)
- **CUPRA Geelong Sales and Service** (18 LaTrobe Blvd, Geelong 3220)
- **CUPRA Nunawading Sales and Service** (2/585 Whitehorse Rd, Mitcham, VIC 3132)

*#Based on the above driveaway price, a comparison rate of 0% p.a. and a 36-month term with CUPRA Choice<sup>^</sup>. CUPRA Financial Services (CFS) ABN 20 097 071 460, Australian Credit Licence 389344 may extend, withdraw or change this offer at any time.*

*±For approved applicants of CFS. Excludes other offers. While stock lasts. Other fees, charges, T&C's apply. A lump sum at the end of the loan applies. Comparison rate based on 5 year secured consumer fixed rate \$30,000 loan. WARNING: This comparison rate is true only for the examples given and may not include all fees and charges. Different terms, fees or other loan amounts might result in a different comparison rate. To see if this product is right for you, please see our Target Market Determination [here](#).*

*<sup>^</sup>CUPRA Choice has a Guaranteed Future Value (GFV) which is the minimum value of your vehicle at the end of your finance contract as determined by CUPRA Financial Services (CFS) ABN 20 097 071 460, Australian Credit Licence 389 344. If you decide to return your vehicle to CFS at the end of your term, CFS will pay you the agreed GFV, which will be put against your final payment subject to fair wear and tear conditions and agreed kilometres being met. At the end of your term, you can elect to (1) trade-in; (2) return; or (3) retain the vehicle by paying the GFV owed to CFS at the end of the loan term after all repayments have been made. You will be liable for any loan contract deficit and additional charges apply if you exceed the nominated kilometre allowance and/or the vehicle is not in an acceptable condition. To see if this product is right for you, please see our Target Market Determination on our website and/or seek independent advice. Subject to a credit assessment and CFS lending criteria. Fleet, government, rental and used car buyers, hire car and chauffeur companies excluded.*

*\*Manufacturer's campaign driveaway price for new MY23/24 Born, MY24 Formentor V, VZx and VZe vehicles purchased from 1/01/2025 and delivered by 31/03/2025. Private buyers only. Excludes Government, fleet and rental buyers. Offer not available in conjunction with other offers. Options and metallic paint may be available for an additional cost. While stocks last. CUPRA Australia reserves the right to extend, withdraw or change all offers. Includes all new retail orders, sales demonstrated and courtesy vehicles (on sold). Excludes used vehicles, fleet vehicles and rental vehicles.*

*\*\*Manufacturer's recommended driveaway price (MRDP). MRDP is an estimated price which includes the recommended retail price, 12 months private registration, 12 months compulsory third party insurance (CTP), an estimated dealer delivery charge, stamp duty, options entered during the configuration process, and other applicable statutory charges that may apply such as Luxury Car Tax (LCT) for private use vehicles above a certain thresholds. Please contact your local CUPRA Garage to confirm your individual price and vehicle lead-time. While stocks last. Excludes other offers. CUPRA reserves the right to extend, withdraw or change all offers*



*~5 years manufacturer's warranty commences from the date of first registration. Conditions and exclusions apply. Your rights under this warranty are in addition to, and in some cases overlap with, consumer guarantees under Australian Consumer Law and do not limit or replace them.*

*@A 3-Year Service Pack covers standard items as contained in each Scheduled Service interval only. The service intervals occur every 15,000 KM/12 months (whichever occurs first). For details of what is not included in a Scheduled Service, please refer to the program terms and conditions here. CUPRA Australia reserves the right to extend, withdraw or change all offers. Service Pack Pricing is valid until 31/12/2025. Service Packs can only be purchased prior to the first scheduled service and up to 22,500 km/15 months (whichever occurs first).*

CUPRA is the unconventional challenger brand that brings together emotion, electrification, and performance to inspire the world from Barcelona. Launched in 2018, CUPRA has become one of Europe's fastest growing car brands and has a global network of specialised points of sale.

CUPRA proves that electrification and sportiness are a perfect match, and in 2023 the brand hit new heights with more than 230,000 vehicles delivered. Each successive launch of a model has marked a new milestone in defining the brand's character, with a challenging and original design: the CUPRA Ateca, a unique model in its segment; the CUPRA Leon, redesigned and enhanced as a standalone CUPRA model; the CUPRA Formentor, the first model to be developed exclusively by the brand and the company's best-selling vehicle to date; the CUPRA Born, the brand's first 100% electric vehicle; the CUPRA Tavascan, an all-electric SUV coupe; and the CUPRA Terramar, the brand's sporty SUV.

CUPRA is FC Barcelona's official automotive and mobility partner, the Premier Padel Tour's premium sponsor and the official sponsor of the eSports Club Finetwork KOI. CUPRA is also proud to participate in the Formula E racing competition. The CUPRA Tribe is made up of a team of ambassadors who want to be the driving force of change. Its members include Oscar nominated film director J.A. Bayona, Formula E driver Lucas Di Grassi, street artist TvBoy, Olympic gold medallists Adam Peaty and Saul Craviotto, the German goalkeeper Marc ter Stegen, and two-time Ballon d'Or and Best FIFA Award-winning footballer Alexia Putellas.

[www.cupraofficial.com.au](http://www.cupraofficial.com.au)

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