# Leapmotor launches UK pop-up with free bungee jumps to boost EV appeal



Sometimes capturing the attention of potential car buyers requires a little more creativity than a solid product and a well-crafted pitch. In the increasingly competitive electric vehicle (EV) market, innovative marketing strategies are essential for brands looking to make a splash. Leapmotor, a Chinese EV manufacturer, has decided to take a thrilling route by offering free bungee jumps at its upcoming pop-up showroom in London, set for 3-4 June. This unconventional launch strategy, cleverly linked to the brand's name, encourages would-be customers to "take a leap" into the world of electric driving while literally enjoying a daredevil experience.

Located at Coram's Fields in central London, the pop-up will showcase Leapmotor's two new models: the compact T03 priced at £15,995, and the C10 SUV available for £36,500. This dual approach allows consumers to experience both the excitement of the jump and the features of the vehicles, which are aimed at providing affordable, high-tech options in the growing EV market. The event not only offers the thrill of free bungee jumping, typically valued at £99, but also invites Londoners and visitors alike to consider electric vehicles from a fresh perspective.

Leapmotor is not alone in its creative outreach. Historically, automotive brands have employed various eye-catching PR stunts. For instance, Volkswagen Norway once converted an office chair into a battery-powered vehicle, allowing bored employees to zoom around the office at 12.4 mph as part of its ID range promotion. Jaguar took to the high wire in 2015 with the world’s longest high-wire journey, using its XF saloon to showcase the car's lightweight design and engineering prowess.

Leapmotor's strategy is underpinned by its partnership with Stellantis, which has provided essential retail networks in the UK. As part of its broader campaign, Leapmotor also aims to establish a strong digital presence. The 'Jump In' campaign is designed to resonate with the energy and excitement of this new automotive era and has been launched across multiple platforms including TV and social media. As potential customers engage with Leapmotor's promotional activities, the brand seeks to create a memorable identity that distinguishes it from other players in the overcrowded EV landscape.

Moreover, the forthcoming arrival of Leapmotor into the UK market raises questions about the broader implications for the EV sector. The introduction of two distinct models underscores the brand's commitment to delivering innovation at accessible price points and is in line with a growing consumer shift toward more affordable electric vehicles. Selling through Stellantis dealerships, Leapmotor is expected to expand its footprint significantly, with plans for at least 80 outlets across Britain by 2025.

In addition to its marketing gimmicks, Leapmotor brings advanced technology to the table, featuring key innovations such as central touchscreens and adaptive cruise control. This technological push positions Leapmotor as a serious contender in the compact car and SUV segments, where value-driven vehicles often dictate consumer choices.

As Leapmotor embarks on this adventurous marketing journey, it also follows in the footsteps of other manufacturers who have leveraged unique stunts to solidify their presence in the market. For example, Volvo's bold crash test campaign involved dropping ten cars from a crane, an initiative that not only garnered publicity but also served a tangible purpose by improving safety protocols for first responders. Likewise, Leapmotor's bungee jump may offer a captivating way to draw attention, but ultimately it is the cars' performance and pricing that will determine their success in the UK market.

Leapmotor’s introduction to the UK signifies not just a new player in the burgeoning electric vehicle landscape, but a refreshing approach to consumer engagement that combines thrill with opportunity. As the brand looks to establish itself amidst established competitors, its unique marketing efforts may well inspire further innovative advertising strategies in the automotive industry.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/money/cars/article-14756179/Chinese-EV-brand-free-BUNGEE-JUMPS-crazy-marketing-ploy.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.reuters.com/business/autos-transportation/leapmotor-launches-uk-sales-with-two-ev-models-2025-03-19/)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/money/cars/article-14756179/Chinese-EV-brand-free-BUNGEE-JUMPS-crazy-marketing-ploy.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.media.stellantis.com/uk-en/leapmotor/press/leapmotor-lands-in-the-uk-with-value-without-compromise-electric-vehicles), [[5]](https://www.media.stellantis.com/em-en/leapmotor/press/leapmotor-steps-up-into-europe-with-the-leap-campaign)
* Paragraph 3 – [[3]](https://campaignbrief.com/leapmotor-invites-consumers-to-jump-in-in-new-launch-campaign-via-cumminspartners/), [[6]](https://www.lbbonline.com/news/cumminspartners-leapmotor-helicopter-stunt)
* Paragraph 4 – [[2]](https://www.reuters.com/business/autos-transportation/leapmotor-launches-uk-sales-with-two-ev-models-2025-03-19/), [[5]](https://www.media.stellantis.com/em-en/leapmotor/press/leapmotor-steps-up-into-europe-with-the-leap-campaign)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/money/cars/article-14756179/Chinese-EV-brand-free-BUNGEE-JUMPS-crazy-marketing-ploy.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://campaignbrief.com/leapmotor-invites-consumers-to-jump-in-in-new-launch-campaign-via-cumminspartners/), [[4]](https://www.media.stellantis.com/uk-en/leapmotor/press/leapmotor-lands-in-the-uk-with-value-without-compromise-electric-vehicles)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/money/cars/article-14756179/Chinese-EV-brand-free-BUNGEE-JUMPS-crazy-marketing-ploy.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.reuters.com/business/autos-transportation/leapmotor-launches-uk-sales-with-two-ev-models-2025-03-19/> - Leapmotor, a Chinese electric vehicle manufacturer, has commenced sales in the UK through Stellantis dealerships. The two models launched are the T03 compact car, priced at £15,995, and the C10 large SUV, priced at £36,500. The B10 midsize SUV is expected to launch later this year. By the end of 2025, Leapmotor vehicles will be available in at least 80 Stellantis dealerships across Britain, with further expansion planned. Leapmotor plans to provide value-driven EV options with advanced technology and features, such as central touchscreens and adaptive cruise control, to differentiate themselves from competitors. Stellantis, which acquired a 21% stake in Leapmotor in 2023, has started manufacturing the T03 in Poland for mainland Europe, but UK sales will feature vehicles manufactured in China, as there are no tariffs on Chinese-made EVs in the UK market.
3. <https://campaignbrief.com/leapmotor-invites-consumers-to-jump-in-in-new-launch-campaign-via-cumminspartners/> - Leapmotor, the electric vehicle brand within the Stellantis portfolio, has launched its 'Jump In' campaign developed by cummins&partners. The campaign aims to establish a distinctive identity by fusing a colloquial automotive phrase with its brand name. It encourages consumers to embrace the future of mobility with Leapmotor, tapping into the energy and excitement of innovation. The campaign features dynamic visuals and compelling storytelling across multiple platforms, including TV, digital, social media, out-of-home, and experiential activations, to establish Leapmotor as a leader in the EV space while differentiating it from the competition.
4. <https://www.media.stellantis.com/uk-en/leapmotor/press/leapmotor-lands-in-the-uk-with-value-without-compromise-electric-vehicles> - Leapmotor has launched its T03 and C10 electric vehicles in the UK, offering high-tech and affordable options with unrivalled specifications, range, quality, and pricing. The T03 is priced at £15,995, with 0% APR PCP deals from £199 per month and a £199 deposit. The C10, a large D-segment SUV, is priced at £36,500 and is available for £399 per month with a £399 deposit. Both models are covered by a comprehensive four-year warranty, with the battery featuring a separate eight-year guarantee. Leapmotor is a joint venture with Stellantis, providing access to an established retailer network for exceptional knowledge, service, and aftersales care.
5. <https://www.media.stellantis.com/em-en/leapmotor/press/leapmotor-steps-up-into-europe-with-the-leap-campaign> - Leapmotor, the new Stellantis Group automotive brand specializing in electric mobility, is making its debut in the European market with its launch campaign, 'The Leap.' The campaign revolves around the concept of 'A Leap Forward,' depicting a metaphorical, conscious leap that can change lives through the ability to overcome the habits and beliefs of a lifetime. Shot in Valencia and at Teruel airport, the film features characters preparing to take a symbolic flight, ending inside the Leapmotor models, the C10 SUV and the T03 urban compact. The campaign aims to establish Leapmotor as a leader in the EV space while differentiating it from the competition.
6. <https://www.lbbonline.com/news/cumminspartners-leapmotor-helicopter-stunt> - Leapmotor has officially arrived in Australia, making a dramatic first impression with the launch of its fully electric C10 SUV. To amplify its Australian launch, Leapmotor teamed up with Channel 7’s Sunrise for a sky-high giveaway. One lucky winner received a brand-new C10, delivered in an unforgettable way—via helicopter touring down the NSW coastline. The C10 was seen soaring across Sydney’s iconic skyline before touching down on the world-famous shores, marking an electrifying moment for Leapmotor. The stunt aims to bring back the spectacle to car launch marketing and establish Leapmotor in Australia.
7. <https://www.autoworldjournal.com/nissan-qashqai-sets-guinness-record/> - The Nissan Qashqai has entered the Guinness World Records through an audacious bungee jump. In a bold stunt, a modified Qashqai e-POWER SUV launched off a platform in France, plummeting an astounding 65 meters to set a new world record for automotive bungee diving. French stunt driver Laurent Lasko took charge of the stripped-down SUV, steering it into a breathtaking freefall, marking the centerpiece of Nissan’s upcoming TV campaign. Engineers spent a month crafting a custom-built platform and a unique bungee cord system using eight ropes, ensuring the SUV’s weight was perfectly balanced. To reduce load, everything except the driver’s seat and dashboard was removed.