# Leapmotor offers free bungee jumps to launch electric cars in London



Sometimes marketing a new vehicle demands creativity that goes beyond straightforward advertising and well-crafted pitches. As consumers become savvier and more discerning, automotive brands are increasingly reliant on bold public relations efforts to capture attention and drum up interest in their latest models.

In a particularly adventurous move, the new Chinese electric vehicle manufacturer Leapmotor has opted for an exhilarating promotional strategy as it prepares to enter the UK market. As part of a launch event scheduled for early June, Leapmotor will offer free bungee jumps to visitors at a temporary showroom in Coram's Fields, London. This unusual approach aims to encourage potential buyers to embrace electric vehicle technology, encouraging them to "leap" into a more sustainable future while translating the brand's name into an audacious experience.

The event will take place over two days, aligning with the debut of Leapmotor's budget-friendly T03 electric city car, priced at £15,995, and the C10 SUV, which retails for £36,500. Visitors will have the chance to explore these models while also enjoying a free bungee jump from a 160-foot platform—an experience that typically requires a £99 ticket. By linking the thrill of bungee jumping to the notion of stepping into the unknown with electric vehicles, Leapmotor seeks not only to engage consumers but also to create memorable social media moments, bolstered by the captivating backdrop of London’s skyline.

Leapmotor is not the first automotive brand to use high-flying publicity tactics to promote electric vehicles. Drawing comparisons to innovative campaigns from other manufacturers, Leapmotor’s strategy resonates with previous thrilling promotional efforts. For instance, Volkswagen Norway launched a quirky PR campaign featuring an electric office chair, designed to underscore the fun of the ID range while amusingly pandering to office workers. This playful approach enabled VW to garner significant attention without directly pushing a new car.

Historical precedents for unconventional automotive marketing are rich and varied. Jaguar once executed a daring stunt by guiding its lightweight XF saloon on the world’s longest high-wire journey over Canary Wharf, skillfully capturing audience attention while simultaneously showcasing the car’s performance. Meanwhile, the Slovakian manufacturer Skoda took a remarkable route, spending £500,000 to create an edible, life-sized cake replica of its Fabia model. Both stunts exemplify how high-stakes innovation can yield considerable media exposure.

Leapmotor's bold venture exists within a larger trend of brands harnessing extreme stunts for emotional impact and brand recall. Just as Leapmotor's free bungee jumps evoke feelings of adventure and courage, Nissan recently achieved a Guinness World Record for the highest car bungee jump, further demonstrating how dramatic events can serve as effective marketing tools. In a similar vein, Volvo’s heart-stopping crash test stunts signify safety in new and striking ways, showcasing their inherent commitment to product robustness while engaging emergency professionals in valuable training opportunities.

As Leapmotor gears up for its UK launch, it joins an illustrious lineage of daring automotive marketing—a realm where high-octane thrills and memorable campaigns converge, inviting consumers to not only consider electric mobility but to embrace it with a sense of adventure and excitement.

## 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://campaignbrief.com/leapmotor-invites-consumers-to-jump-in-in-new-launch-campaign-via-cumminspartners/)
* 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), [[3]](https://campaignbrief.com/leapmotor-leaps-over-to-australian-shores-in-epic-helicopter-stunt-via-cummins-partners/)
* Paragraph 3 – [[4]](https://www.guinnessworldrecords.com/news/commercial/2024/9/nissan-qashqai-dives-head-first-into-record-books-with-gravity-defying-bungee-jump), [[5]](https://www.dw.com/en/china-bungee-jumping-pig-stunt-by-theme-park-causes-outrage/a-52058922)
* Paragraph 4 – [[6]](https://motors.mega.mu/news/2012-chevrolet-sonic-bungee-jumps-publicity-stunt-20111022.html), [[7]](https://www.theonlinecitizen.com/2020/01/21/chinese-theme-park-forces-pig-to-bungee-jump-off-68-metre-tower-as-a-publicity-stunt/)
* Paragraph 5 – [[3]](https://campaignbrief.com/leapmotor-leaps-over-to-australian-shores-in-epic-helicopter-stunt-via-cummins-partners/), [[6]](https://motors.mega.mu/news/2012-chevrolet-sonic-bungee-jumps-publicity-stunt-20111022.html)

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://campaignbrief.com/leapmotor-invites-consumers-to-jump-in-in-new-launch-campaign-via-cumminspartners/> - Leapmotor, a new electric vehicle brand, has launched its 'Jump In' campaign in Australia, developed by Cummins&Partners. The campaign encourages consumers to embrace electric mobility by inviting them to take a 'leap' into the future of driving. The initiative includes various marketing activities, such as TV, digital, social media, and experiential activations, aiming to establish Leapmotor as a leader in the EV market and differentiate it from competitors. The campaign features dynamic visuals and compelling storytelling to engage consumers effectively.
3. <https://campaignbrief.com/leapmotor-leaps-over-to-australian-shores-in-epic-helicopter-stunt-via-cummins-partners/> - Leapmotor has made a dramatic entry into the Australian market with the launch of its fully electric C10 SUV. To amplify the launch, Leapmotor partnered with Channel 7’s Sunrise for a helicopter giveaway stunt. A brand-new C10 was delivered to a lucky winner via helicopter, flying across Sydney’s skyline before landing on the shores. This stunt aims to rekindle the spectacle of car launches and establish Leapmotor in Australia, showcasing the brand's commitment to accessible, high-performance electric mobility.
4. <https://www.guinnessworldrecords.com/news/commercial/2024/9/nissan-qashqai-dives-head-first-into-record-books-with-gravity-defying-bungee-jump> - Nissan France set a new world record by performing the highest car bungee jump at 65 meters in Puteaux, France, on 12 August. The stunt involved a Nissan Qashqai e-Power being suspended from a crane and released, plunging towards the ground. The car was stripped of its interior except for the driver's seat and dashboard to lighten its weight. A tailor-made bungee consisting of eight ropes was created to provide greater control over the descent. The stunt aimed to promote the Qashqai e-Power and demonstrate its defiance of the ordinary.
5. <https://www.dw.com/en/china-bungee-jumping-pig-stunt-by-theme-park-causes-outrage/a-52058922> - A Chinese theme park faced criticism after forcing a 75-kilogram pig to bungee jump off a 70-meter tower as a publicity stunt. The event took place at the Meixin Red Wine Town theme park in Chongqing, China, marking the opening of the park’s new bungee-jumping attraction. Video footage showed the pig being hauled up the tower, tied in a harness, and hurled off the platform. The stunt sparked outrage among animal rights activists and the public, leading to calls for legislation to prevent such acts.
6. <https://motors.mega.mu/news/2012-chevrolet-sonic-bungee-jumps-publicity-stunt-20111022.html> - In 2011, Chevrolet conducted a publicity stunt by bungee-jumping an unoccupied 2012 Chevrolet Sonic from a 10-story tower in Long Beach, California. The event was part of the 'Let's Do This' campaign, where over 2.4 million clicks from the public initiated the Sonic's launch. The car was dropped into a large wading pool near an oversized Chevy bow-tie logo. This stunt aimed to showcase the Sonic's durability and generate buzz for the new model.
7. <https://www.theonlinecitizen.com/2020/01/21/chinese-theme-park-forces-pig-to-bungee-jump-off-68-metre-tower-as-a-publicity-stunt/> - A Chinese theme park faced heavy scrutiny after forcing a 75-kilogram pig to bungee jump off a 68-meter tower as a publicity stunt. The event took place at the Meixin Red Wine Town theme park in Chongqing, China, marking the opening of the park’s new bungee-jumping attraction. Video footage showed the pig being hauled up the tower, tied in a harness, and hurled off the platform. The stunt sparked outrage among animal rights activists and the public, leading to calls for legislation to prevent such acts.