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## Media information

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# Successful market launch of the Electric Urban Car Family: CUPRA Raval, Volkswagen ID. Polo, Škoda Epiq and Volkswagen ID. Cross together for the first time at the Paris Motor Show

- Four entry-level electric models. Three brands. Almost 150,000 orders. Already a joint success story for affordable electric mobility.

**Paris, October 2026 - The Electric Urban Car Family (EUCF) is celebrating a milestone at this year's Paris Motor Show: For the first time, all four models will be presented together. The CUPRA Raval, Volkswagen ID. Polo, Škoda Epiq<sup>2</sup> and Volkswagen ID. Cross<sup>1</sup>. Together, they demonstrate how a project idea within the Brand Group Core has evolved into a comprehensive product portfolio for Europe based on the MEB+ Platform, a portfolio that is already in high demand among customers even before deliveries have begun.**



The success story of the EUCF began with a clear aim: to make electric mobility accessible to a larger customer group. Under the leadership of SEAT & CUPRA the Brand Group Core bundled the expertise of its brands and partners in a joint cluster for electric vehicles in the small car segment. The result is four independent models on a common technological basis, tailored to one of the most important and fastest-growing market segments in Europe.

"The Electric Urban Car Family stands for our new strategy for mobility in volume segments. We develop together where economies of scale and speed are crucial, while at the same time creating independent products with a clear identity for each brand. And we build together: Our sites in Martorell and Pamplona produce all four models as one strong Iberian



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## Media information

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production region. Almost 150,000 orders confirm this path. The EUCF is much more than a model family. It shows how we can successfully bring together competitiveness, industrial strength and affordable electric mobility from Europe for Europe and actively shape the transformation in the volume segment," explains Thomas Schäfer, Member of the Board at Volkswagen Group, CEO of Volkswagen Brand and Head of Brand Group Core.

The industrial implementation also follows a clear European concept. The two hatchback variants CUPRA Raval and Volkswagen ID. Polo are manufactured in Martorell, the two electric SUVs Škoda Epiq and Volkswagen ID. Cross in Pamplona. In this way, the Electric Urban Car Family combines a cross-brand product strategy with a strong industrial base on the Iberian Peninsula.

More than 80 percent of the components and technologies within the model family are identical thanks to the modular strategy. This high level of common parts creates synergies in development, procurement and production. As all models are built on one platform, the MEB+, they share several technical aspects such as front wheel drive, electric drive train, batteries and therefore efficiency and range. At the same time, the four vehicles remain consistently independent where it matters for customers: in terms of design, driving experience, functionality and the respective brand character.

This transformation is part of a comprehensive investment programme: SEAT & CUPRA, Brand Group Core, PowerCo and the partners of the "Future Fast Forward" initiative are investing a total of ten billion euros in Spain. This includes PowerCo's battery cell factory in Sagunto and an additional investment of 300 million euros by SEAT & CUPRA in the battery system assembly plant in Martorell. In total, SEAT & CUPRA has invested three billion euros in the transition from combustion engines to electric mobility.

One year after its appearance at the IAA Mobility 2025 when the vehicles were still presented as heavily camouflaged prototypes and show cars, the shared vision has become a market-ready offering. After the respective world premieres, the four models are now appearing in Paris for the first time as a complete family.

The response confirms the path taken: Currently, almost 150,000 orders have been received for the Electric Urban Car Family. This makes it clear that attractive prices, modern electrical technology, concepts suitable for everyday use and strong brand profiles meet with great customer interest, while also delivering a compelling value-for-money proposition and democratizing technologies that would otherwise not be found in the entry-level segment.



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**Information on the models of the Electric Urban Car Family:**

**Cupra Raval:**

<https://www.seat-cupra-mediacyenter.com/CUPRA-Brand/CUPRA-Models/cupra-raval>

**Volkswagen ID.Polo:**

<https://www.volkswagen-newsroom.com/en/the-all-new-electric-id-polo-20087>

**Skoda Epiq:**

<https://www.skoda-storyboard.com/en/skoda-model/epiq/>

**Volkswagen ID.Cross:**

<https://www.volkswagen-newsroom.com/en/id-cross-20532>

<sup>1</sup> Volkswagen ID. Cross: Combined energy consumption 16.9–14.3 kWh/100 km, combined CO<sub>2</sub> emissions 0 g/km, CO<sub>2</sub> class A.

<sup>2</sup> Škoda Epiq: Near-production concept vehicle. The model is not yet available for sale.



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Media information

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## About the Brand Group Core

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The Volkswagen Group brands are organized into the Core, Progressive, Sport Luxury and Trucks brand groups. The Volkswagen Group also includes CARIAD, Group Technology, Financial Services and MOIA. Within the Brand Group Core, more than 200,000 employees of the sister brands Volkswagen, Škoda, SEAT & CUPRA and Volkswagen Commercial Vehicles work together at more than 20 locations to exploit the considerable synergy potential.

By standardizing and streamlining processes as well as increasing the sharing of resources, brands can significantly increase their overall efficiency. This creates the necessary freedom for the coordinated and sustainable development of leading products in the relevant market segments.

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## About the Volkswagen Group

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The Volkswagen Group, headquartered in Wolfsburg (Germany), is one of the world's leading automobile manufacturers. The company operates 111 production facilities in 16 European countries as well as in ten countries in North and South America, Asia and Africa and employs around 663,000 people. The Group's vehicles are sold in more than 150 countries.

With its comprehensive portfolio of strong global brands, leading, scalable technologies, innovative ideas for tapping future earnings potential and an entrepreneurial management team, the Volkswagen Group is shaping the future of mobility. The focus is on investments in electric and autonomous vehicles, digitalization and sustainability. The goal: to make the best automotive technologies accessible worldwide as a "Global Automotive Tech Driver", from entry-level mobility to the luxury segment.

In 2025, the Group delivered 9.0 million vehicles to customers worldwide (2024: 9.0 million). Revenue amounted to 321.9 billion euros in 2025 (2024: 324.7 billion euros). Operating profit in 2025 was 8.9 billion euros (2024: 19.1 billion euros).