

**FIAT**

Secretary of State for Transport House of Commons
London
SW1A 0AA

2nd June, 2023

FIAT launches first manufacturer-funded electric car grant to help accelerate electric car adoption following end of UK Government Plug-in Car Grant

Dear Secretary of State for Transport,

The UK Government has set ambitious goals for the sale of electric cars.

However, at Fiat we think more needs to be done to make that plan a reality.

That's why today we've introduced the Fiat E-Grant - a £3,000 incentive for anyone who buys a Fiat 500e or Fiat 500e Convertible.

It makes our loveable, award-winning city car more affordable, and brings the cost of going electric down substantially for Britain's motorists.

Last June, the UK Government withdrew its grant - once worth up to £5,000 - for electric car buyers, and while there are many factors at play, it's no coincidence that the market share of electric vehicles has since plateaued in the UK.

In fact, some data suggests that demand for electric cars has fallen 65% year-on-year, at just the moment it needs to be accelerating.

We understand that the cost-of-living crisis has caused huge financial upheaval, but other countries all around the world have shown how powerful incentives can be in driving demand and helping people make the transition to electric cars.

We're excited by the potential of the Fiat E-Grant. A £3,000 grant on a new car is very enticing - but it could be even more so.

Join us in incentivising Britain's motorists to make the switch to electric and together we can drive towards a sustainable, zero emissions motoring future.

Yours sincerely,

Damien Dally, Managing Director, Fiat UK

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Registered in England and Wales
Company Registration No: 0201614



£3,000 TOWARDS THE ALL-ELECTRIC FIAT 500[†]

[†]Fiat e-Grant saves £3,000 from the retail price of a Fiat 500e. Offer applies to qualifying new vehicles ordered between 01/04/2023 and 31/12/2023. Selected stock and participating retailers only. Fiat Chrysler Automobiles UK Ltd (FCA) Fiat reserves the right to change, amend or withdraw this offer at any point. Offer correct at time of publication. fiat.co.uk