



UNIVERSAL ROBOTS

20 years of automation for anyone. Anywhere.

September 29, 2025

Dear Partner,

Universal Robots celebrates its 20th anniversary this week, marking two decades of cobot brand leadership. You might see social media content around this milestone in the coming weeks with the theme '*Built by us. Driven by you*'. That's because we've come this far through collaboration with you, our valued partners.

UR continues to invest for you and our customers – this year we have expanded our global footprint and have announced significant investments in our products, software and service offerings.

Price adjustments

As part of our ongoing commitment to market leadership, we are pleased to announce a strategic price adjustment for our UR5e, UR10e, UR12e, and UR16e models, effective October 6, 2025. These adjustments are designed to enhance accessibility and ensure our portfolio remains competitively positioned across global markets—without compromising the innovation, quality, and performance our partners and customers expect.

e-Series Robot	Price Change from Oct 6
UR3e	no change
UR5e	-10%
UR7e	no change
UR10e	-10%
UR12e	-10%
UR16e	-10%

The new price list is attached to this notification, with some FAQs - feel free to reach out to your UR sales representative if you have any other questions.

We very much appreciate your continued support.

Yours faithfully,

Justin Brown
Chief Commercial Officer
Teradyne Robotics

Andi Grauvogl
Director Global Distribution
Universal Robots

Frequently Asked Questions

Why is UR lowering prices for the UR5e, UR10e, UR12e, and UR16e?

These reductions represent market fine-tuning to ensure our products remain competitive.

Does the new, lower pricing for the UR5e, UR10e, UR12e, and UR16e apply only to orders placed on/after October 6?

Yes. Orders placed before Oct 6 will be transacted at old pricing valid at time of order placement.

Which pricing applies to orders placed before October 6, where shipment happens after October 6?

The agreed pricing at the time of order placement will apply (from before the price reduction).

Will Universal Robots credit partners for existing inventory on UR5e, UR10e, UR12e, and UR16e which has been purchased at higher, old pricing?

No, the new pricing will apply to new orders placed on or after October 6 only.

Will UR5e and UR10e continue to be available?

UR5e and UR10e continue to be available on request during a transition period. A potential discontinuation would follow standard end of life notice practices with respective last time buy option.

What lead time will apply for UR5e and UR10e orders moving forward?

UR5e and UR10e will shift to made-to-order moving forward, with extended lead times.