

# Media Kit

September 2025





# About Universal Robots

Universal Robots is a global leader in collaborative robotics (cobots), transforming a range of industries through flexible, user-friendly automation. Our mission is simple: Automation for anyone. Anywhere. With over 100,000 cobots sold worldwide, our platform is supported by intuitive PolyScope software, award-winning training, comprehensive services, and the world's largest cobot ecosystem, delivering innovation and choice to our customers. Universal Robots is part of Teradyne Robotics, a division of Teradyne (NASDAQ:TER), a leading supplier of automatic test equipment and advanced robotics technology.

Founded in 2005 and based in Odense, Denmark, Universal Robots introduced the world's first commercially viable cobot in 2008. [More on our history](#)

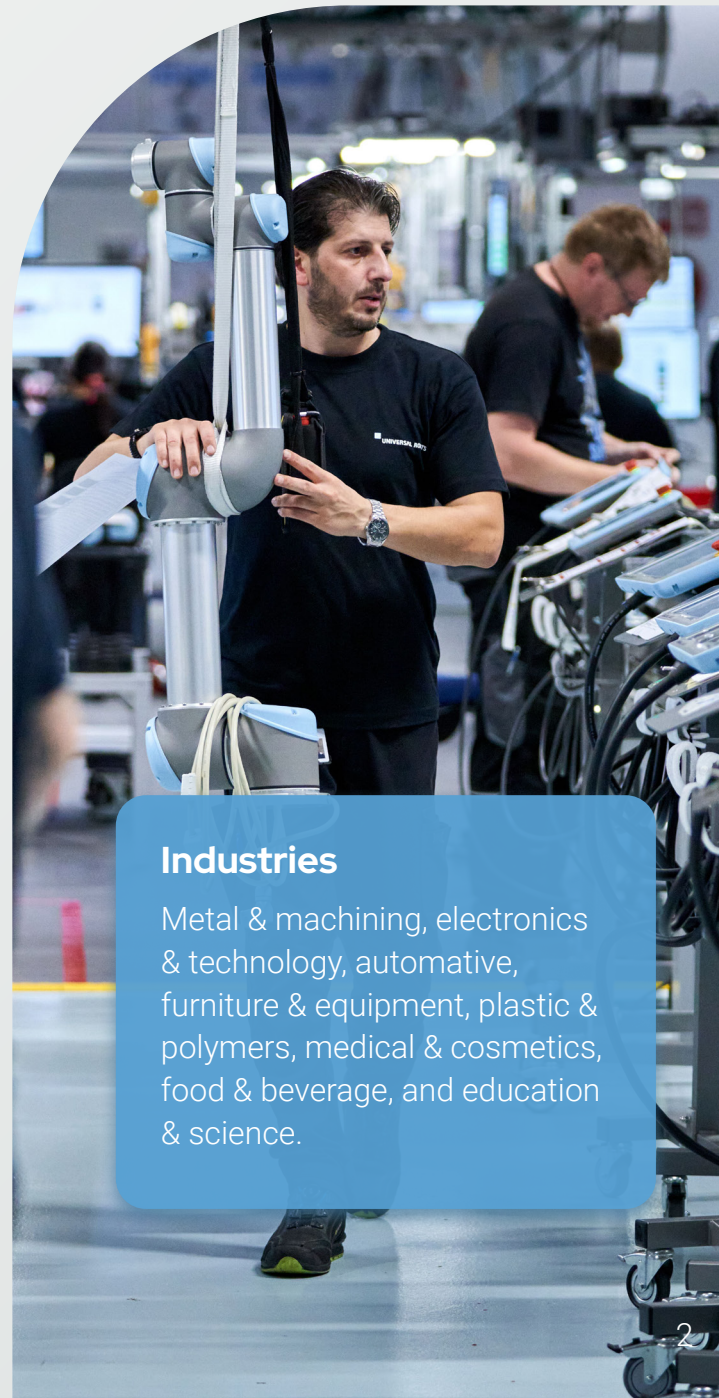
**Founded**  
**2005**

**Headquarters**  
**Odense, Denmark**

**Teradyne Robotics Revenue 2024**  
**365 million USD**

**Cobots sold**  
**100,000+**

**UR Ecosystem**  
**1,200+ distributors,**  
**system integrators**  
**and UR+ developers**  
**globally**



## Industries

Metal & machining, electronics & technology, automotive, furniture & equipment, plastic & polymers, medical & cosmetics, food & beverage, and education & science.

# Key offerings



## UR+

Each cobot model is supported by a wide range of full solutions, certified accessories, software, and application kits developed by our ecosystem of partners. These solutions integrate seamlessly with the UR platform to help users achieve application success through the industry's largest collaborative ecosystem.

[Read more](#)



## UR Care Services

Universal Robots is committed to every customer's success. It helps customers reach their goals faster with three tiers of service offerings.

[Read more](#)



## UR Academy

With over 300,000 registered users, UR Academy's certified training partners help companies to confidently work with cobots -- offering free online courses and instructor-led training that support upskilling and professional development.

[Read more](#)



## UR in education

UR is helping build the next generation of robotics talent through its education program for schools, colleges, and universities—already launched and well-received in multiple regions.

[Read more](#)



## Advancing Cobots with AI

UR's new AI Accelerator is a ready-to-use toolkit, powered by UR's industry-leading software platform, PolyScope X, and developed in collaboration with NVIDIA, empowering developers to build and deploy AI-powered cobot applications faster. UR already has AI-based applications and solutions available through its extensive partner ecosystem, with its technology offering a preferred platform for AI developments.

[Read more](#)



## Get in touch

### For further information or interview enquiries:

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A full list of our regional offices can be found [here](#)

Please visit [www.universal-robots.com](http://www.universal-robots.com) for more information on the company.

### Media

Download multimedia [here](#)

Case studies: [www.universal-robots.com/case-stories/](http://www.universal-robots.com/case-stories/)



## The UR approach

By offering a user-friendly, affordable cobot, Universal Robots makes robot technology accessible for companies of all sizes across a wide range of industries.

**Universal Robots' vision is a world where people work with robots, not like robots.** Working alongside people, its cobots are able to take on repetitive tasks allowing people to focus on the work that humans do best.

**The company seeks to continuously redefine automation.** UR pioneered the world's first commercially viable collaborative robot, and this innovative spirit guides the company's approach to product development today.

After years of refining and maturing its product line, Universal Robots combines the strength of a global company with the spirit of a start-up.

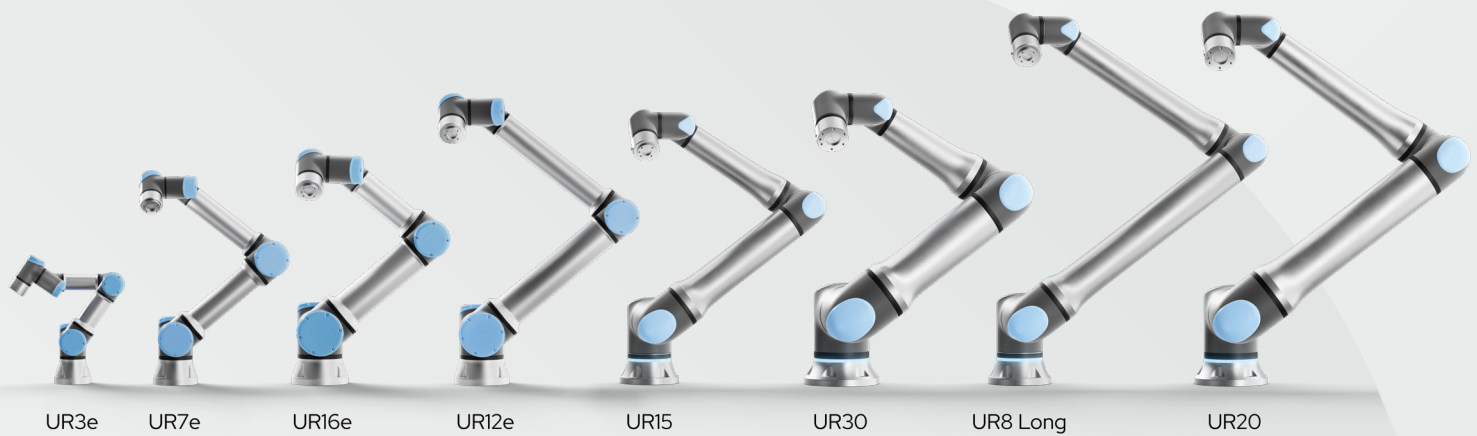
**Universal Robots is committed to every customer's success.**

Customer experience insight lies at the heart of product development – UR teams are empowered to work creatively to find solutions to customers' challenges.

**The company is founded on collaboration** across its leading-edge robotics platform. This collaboration drives the company's growth and technical innovation.







## UR cobots

Universal Robots' e-Series, first introduced in 2018, includes cobots with different payloads and reach to suit work in widely variable industrial applications.

In 2022, Universal Robots announced the addition of UR20 - the first in the UR Series, an innovative next generation of cobots complementing the company's highly successful e-Series. The cobot boasts an all-new joint design and will allow for even faster cycle times as well as the ability to handle heavier loads. In November 2023, the UR30 was revealed as the second cobot in the new generation, with the UR15 joining the UR Series in May 2025.

**UR30** has a payload of 35 kg (77.1 lbs)\* and a reach of 1300 mm (51.18 in)

**UR20** has a payload of 25 kg (55.1 lbs)\* and a reach of 1750 mm (68.9 in)

**UR15** has a payload of 17.5 kg (38.8 lbs)\* and a reach of 1300 mm (51.2 in)

**UR8 Long** has a payload of 10 kg (22 lbs)\* and a reach of 1750 mm (68.9 in)

**UR16e** has a payload of 16 kg (35.3 lbs) and a reach of 900 mm (35.4 in)

**UR12e** has a payload of 12.5 kg (27.55 lbs) and a reach of 1300 mm (51.2 in)

**UR7e** has a payload of 7.5 kg (11 lbs) and a reach of 850 mm (33.5 in)

**UR3e** has a payload of 3 kg (6.5 lbs) and a reach of 500 mm (19.7 in)

Detailed product information and technical specifications relating to our cobots are available at: [www.universal-robots.com/products/](https://www.universal-robots.com/products/)