Definitions

Cultivar

"The word 'cultivar' is a contraction of the words 'cultivated variety'. It refers to plants within a species that are bred with distinct characteristics."

http://gardening.about.com/od/gardenprimer/g/Cultivar.htm

Variety

"A taxonomic subdivision of a species consisting of naturally occurring or selectively bred populations or individuals that differ from the remainder of the species in certain minor characteristics.

"An organism, especially a plant, belonging to such a subdivision." http://www.answers.com/topic/variety