

PRESS RELEASE
February 21, 2025

Hedin Mobility Group has signed an agreement with XPENG for import and distribution rights in Slovakia and Czech Republic

BRATISLAVA/PRAGUE/MÖLNDAL, 21 February, 2025 – Hedin Mobility Group (publ) expands its offering within the electric vehicle segment. The Group has now entered into an agreement with XPENG, a leading high-tech smart mobility company, regarding the import and distribution rights for XPENG in Slovakia and the Czech Republic. The collaboration includes import and distribution, as well as sales of vehicles, aftermarket services, and spare parts, with sales expected to begin in the second quarter of 2025.

Just two weeks ago, it was announced that XPENG would become Hedin Mobility Group's fourteenth distribution brand. This coincided with XPENG's official announcement of its expansion into Switzerland, where Hedin Mobility Group has been appointed as the official importer and distributor. With this, Hedin Mobility Group further strengthens its position as a leading European distributor. The strategic partnership with XPENG underscores Hedin Mobility Group's strong commitment to delivering innovative and sustainable mobility solutions in the European markets where the company operates.

"We are excited to expand our collaboration with XPENG and take on the role of importer and distributor in Slovakia and the Czech Republic. XPENG is an innovative and forward-thinking player in smart electric mobility, and we share their ambition to drive the development of a more sustainable vehicle fleet. Through this partnership, we strengthen our offering in electrification and look forward to providing customers in Slovakia and the Czech Republic with access to XPENG's high-tech and intelligent electric vehicles", says Anders Hedin, CEO of Hedin Mobility Group.

The expansion into the Czech Republic and Slovakia marks another step in XPENG's European establishment.

"Our partnership with Hedin Mobility Group provides us with a strong platform to introduce our technology and design to customers in this part of Europe," says Alex Tang, Head of International Division of Sales and Service at XPENG. *"We look forward to inspiring and engaging drivers with our advanced technology and electrified mobility solutions."*

PRESS RELEASE
February 21, 2025

Sales is expected to begin in each market during the second quarter of 2025. At launch, XPENG will introduce three of its models in the Czech Republic and Slovakia: the sleek P7 sedan, the groundbreaking G9 flagship SUV, and the technologically advanced G6 coupe SUV. All models have been awarded the highest safety rating, Euro NCAP 5 stars, emphasizing XPENG's commitment to safety and innovation.

XPENG is committed to Europe

XPENG is committed to Europe. Since entering the European car market in Norway in 2021, XPENG has introduced advanced technologies and solutions, now operating in Germany, Norway, Denmark, Sweden, Finland, Iceland, the Netherlands, Belgium, Luxembourg, France, Spain, Portugal, Ireland, and soon also in the Czech Republic, Slovakia and Switzerland, with plans for further expansion. The company plans to operate in more than 60 global markets by the end of 2025, with an ambitious goal of achieving half of its sales from overseas markets.

XPENG has a DNA resolutely built around technology, which inspires it to think and contribute to the future of mobility. The passion demonstrated by its teams enriches the group's mission, which is to place the user at the heart of its creative process, to offer a simpler, more eco-conscious, and enriching travel experience for European society, thanks to technological innovation.

XPENG's strategy is to capture a significant share of the European market for vehicles priced at €40,000 and above by offering safe, customer-friendly, state-of-the-art, eco-friendly, and technologically advanced EVs.

About XPENG

Founded in 2014, XPENG is a leading Chinese AI-driven mobility company that designs, develops, manufactures, and markets Smart EVs, catering to a growing base of tech-savvy consumers. With the rapid advancement of AI, XPENG aspires to become a global leader in AI mobility, with a mission to drive the Smart EV revolution through cutting-edge technology, shaping the future of mobility.

To enhance the customer experience, XPENG develops its full-stack advanced driver-assistance system (ADAS) technology and intelligent in-car operating system in-house, along with core vehicle systems such as the powertrain and electrical/electronic architecture (EEA). Headquartered in Guangzhou, China, XPENG also operates key offices in Beijing, Shanghai, Silicon Valley, and Amsterdam. Its Smart EVs are primarily manufactured at its facilities in Zhaoqing and Guangzhou, Guangdong province.

XPENG is listed on the New York Stock Exchange (NYSE: XPEV) and the Hong Kong Stock Exchange (HKEX: 9868). For more information, visit <https://www.xpeng.com>.

Press contact

Kristina Wärmare
Global Communications Director, Hedin Mobility Group
press@hedinmobilitygroup.com

PRESS RELEASE
February 21, 2025

About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,500 employees and operations in 14 countries. In 2023, net sales amounted to SEK 81.7 billion and the Group sold more than 218,000 vehicles.

Our operations consist of three main business areas:

- In **Distribution**, we are a significant importer/distributor of vehicles, spare parts, tires, rims and wheels as well as accessories on the European market. We are importer and/or distributor for BYD, Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, MG, XPENG as well as Renault, Dacia and Alpine. Within spare parts we are, among other things, an authorised partner for GM and Mopar in Europe as well as the exclusive global supplier of Saab Original parts.
- In **Retail**, we represent more than 50 brands and provide a comprehensive offer – sales, financing, insurance, and aftermarket services – comprising new and used passenger cars, commercial vehicles, and trucks to both private and corporate customers. Sales take place both online and via a European dealer network comprising more than 350 own dealerships with a total of over 800 sales points under the names Hedin Automotive, Carstore and Stephen James.
- In **Mobility solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, MABI Mobility and Hedin Supercharge, users are offered various flexible and modern mobility solutions.

Hedin Mobility Group's operations also include Hedin IT, which provides the Group with high-end operations, support and digital development, as well as strategic investments in Mercedes-Benz Financial Services Slovakia, Lasingoo Sverige and Casi.

Read more on www.hedinmobilitygroup.com

Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Hedin Construction group and I.A. Hedin Fastighet AB. Hedin Group is also a partner in Consensus Asset Management and Ripam Invest AB, which owns Marstrands Kurhotell, Kurbadhus and Societetshus.

www.hedingroup.com

Image Attachments

[XPENGx 1920x1080](#)

PRESS RELEASE
February 21, 2025

Attachments

Hedin Mobility Group has signed an agreement with XPENG for import and distribution rights in Slovakia and Czech Republic