

PRESS RELEASE
February 3, 2025

XPENG appoints Hedin Mobility Group as distributor and importer for Switzerland

BERN/MÖLNDAL, February 3, 2025 – XPENG, a leading high-tech smart mobility company, announces its arrival on the Swiss market. The company has entered into an agreement with Hedin Mobility Group (publ) regarding the import and distribution rights for XPENG in Switzerland. The collaboration includes import and distribution, as well as sales of vehicles, aftermarket services, and spare parts. Sales will begin in the market during the second quarter of 2025.

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- 3 XPENG models will be available for Swiss market: the sleek P7 sedan, the popular G9 flagship SUV, and the ultra-smart G6 coupe SUV
- Each model earned the prestigious Euro NCAP 5-star safety rating

The introduction of XPENG in Switzerland marks another milestone for XPENG in Europe. *"Our brand launch and our partnership with Hedin Mobility Group bolster XPENG's European ambitions,"* says Alex Tang, Head of International Division of Sales and Service at XPENG. *"We are excited to introduce consumers in Switzerland to a new standard in electric mobility, combining XPENG's innovative technology with exceptional design to deliver an unparalleled experience that meets the demands of today's drivers."*

Strong market presence in Central Europe

With the start of sales in Switzerland, XPENG is strengthening its market presence in Central Europe. XPENG Motors Germany will be responsible for the XPENG businesses in Germany, Switzerland as well as for the Austrian market which will be added later this year.

Markus Schrick, the Managing Director responsible for the Germany/Switzerland/Austria market group, says: *"We are very pleased to have found a very competent partner in the Hedin Mobility Group, who knows the automotive market in Switzerland very well and already has extensive sales experience there. The Group is a prominent and trusted partner in the European automotive industry, and I am confident that together we can make XPENG a success in this market."*

Sustainable mobility solutions

XPENG becomes Hedin Mobility Group's fourteenth distribution brand, which means that Hedin Mobility Group further strengthens its position as a leading European distributor. The strategic partnership with XPENG also underscores Hedin Mobility Group's strong commitment to delivering innovative and sustainable mobility solutions in the European markets where the company operates.

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"We are proud to take our collaboration with XPENG to the next level. We are already a retailer for the brand in Belgium and Luxembourg. Innovation, sustainability, and smart technology are some of XPENG's hallmarks, and this aligns perfectly with our ambition to offer our customers not just a car but an advanced driving experience. Together with XPENG, we are determined to contribute to a greener vehicle fleet", comments Anders Hedin, CEO of Hedin Mobility Group.

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, Iceland, Spain, Portugal, Ireland and soon also in Switzerland with plans for more 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.

The company has successfully launched three vehicles in Europe - the sleek P7 sedan, the popular G9 flagship SUV, and the ultra-smart G6 coupe SUV - each of which has earned the prestigious Euro NCAP 5-star safety rating. All models will all be available in Switzerland.

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 born 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 at the New York Stock Exchange (NYSE: XPEV) and Hong Kong Exchange (HKEX: 9868).

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For more information, please visit <https://www.xpeng.com/>.

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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, Stephen James and Motor Car Group.
- 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

PRESS RELEASE
February 3, 2025

Image Attachments

[XPENG Modellportfolio](#)
[XPENG Logo](#)

Attachments

[XPENG appoints Hedin Mobility Group as distributor and importer for Switzerland](#)