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XPENG announces Europe as the first international market for the new P7

- Europe will be the first market outside China for the new XPENG P7
- Fully electric sports sedan with the latest AI technologies
- Technical specifications, equipment and prices for Europe to follow in early 2027



▲ XPENG P7

Guangzhou (China), 27. November 2026 – The new XPENG P7 (the vehicle is not yet on sale, and final fuel consumption and emissions figures will be announced at a later date) is being launched worldwide: Europe will be the first market outside China. The announcement at the Guangzhou Motor Show 2026 was made by the humanoid robot IRON. This underscores the Chinese high-tech company's message that vehicles and robots at XPENG are based on the same artificial intelligence (AI). It forms the core of the company's vision of physical AI.

The fully electric sports sedan combines XPENG's latest AI innovations and advanced driving technologies. The new P7 is based on XPENG's in-house Turing AI computing platform and is one of the first models in which VLA 2.0 is being tested at an early stage under real-world conditions. VLA 2.0 is the second-generation AI model that combines perception, language understanding and action (Vision-Language-Action). In doing so, the company is consistently driving forward the development of intelligent next-generation driving technologies.



▲ XPENG P7

The new XPENG P7 stands out with a striking, futuristic design that has already been awarded the prestigious Red Dot Design Award. Its forward-looking design language connects the model with the flying vehicle ARIDGE Land Aircraft Carrier. But the new P7 is not only visually impressive: it has been developed for a particularly dynamic driving experience and offers precise response, high agility and sporty performance.

The version intended for Europe will feature equipment and technical specifications specifically tailored to the requirements of European markets. It therefore differs from the model variant currently available in China, which was presented in Europe for the first time

at IAA MOBILITY 2025. XPENG will announce further details on the European model, including technical specifications, equipment variants and prices, in early 2027.

The launch of the new XPENG P7 is part of a comprehensive global product offensive. The company plans to introduce five new models in international markets next year.





About XPENG

XPENG (NYSE: XPEV and HKEX: 9868) is a leading electric vehicle company headquartered in Guangzhou, China, with offices in the US and Europe. The company is committed to advancing the transformation of smart EVs through technology and shaping the mobility experience of the future. To enhance its customers' mobility experience, XPENG develops in-house comprehensive technologies for advanced driver assistance systems and intelligent in-car interfaces, as well as core vehicle systems including the powertrain and the electrical/electronic architecture. Among others, the Volkswagen Group holds a 5 percent stake in XPENG (worth 700 million euros) to jointly develop electric vehicles under the VW brand for the Chinese market.

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

Contact details

Media contact
xpeng@hedindistribution.ch

Yasmin Gallani
yasmin.fischer@hedindistribution.ch
+41 79 368 51 08

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