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XPENG Switzerland opens new showroom in Samstagern

- New premises create a basis for further growth in Switzerland
- Part of an exhibition area of around 650 square metres, standalone XPENG showroom with current model range
- Hedin Automotive combines sales and customer experience under one roof



▲ Neuer Standort in Samstagern

Samstagern, 14. August 2026 – XPENG Switzerland and Hedin Automotive Switzerland are moving into a new location in Samstagern in the canton of Zurich. The move creates important conditions for further growth of the XPENG brand in Switzerland.

The new XPENG showroom, which will officially open in September, is part of the site's total exhibition area of around 650 square metres. It offers ample space to showcase XPENG's growing model range. Visitors will have the opportunity on site to experience the brand's

fully electric portfolio up close and receive comprehensive advice from experienced product experts.

The offices of XPENG Switzerland are located at the same site as Hedin Automotive. As a local partner, Hedin Automotive provides support with infrastructure and sales expertise; XPENG Switzerland remains independent as distributor, and existing retail partners remain unchanged in its sales network.

“With the new location, we are creating the foundation for the further development of XPENG in Switzerland and strengthening our presence in the region,” says Diego Battiston, CEO of Hedin Distribution AG (Swiss importer). “We are very much looking forward to this next step and to driving forward the further development of XPENG in Switzerland together with our partners and customers.”

Hedin Automotive employs more than 460 people at seven locations in the Zurich region, on Lake Zurich, in Aargau and in Eastern Switzerland, making it the second-largest BMW dealer in Switzerland. As part of the international Hedin Mobility Group with more than 11'800 employees at 330 locations in 14 countries, the company is one of Europe's largest privately owned automotive dealers. As official importer and distributor, Hedin Mobility Group is responsible for the distribution of the XPENG brand as well as the dealer and service network in the Swiss market.

XPENG currently offers the XPENG G6 SUV coupé (energy consumption 16,8 – 18,4 kWh/100 km; CO₂ emissions 0 g/km; energy efficiency category: B/C, combined values according to WLTP), the flagship SUV XPENG G9 (energy consumption 19,4 – 21,3 kWh/100 km; CO₂ emissions 0 g/km; energy efficiency category: C, combined values according to WLTP), the sporty family saloon XPENG P7+ (energy consumption 15,2 – 17,4 kWh/100 km; CO₂ emissions 0 g/km; energy efficiency category: B/C, combined values according to WLTP) and, shortly, the XPENG LO3 SUV coupé (combined energy consumption 15,3 – 18,4 kWh/100 km; combined CO₂ emissions 0 g/km; energy efficiency category: B/C, combined values according to WLTP, subject to final homologation).

The brand's new 4.65-metre entry-level model combines sporty design, modern technology and high everyday usability. At market launch, various battery and drivetrain variants with up to 520 kilometres (WLTP combined for XPENG LO3 RWD Long Range) will be available. The starting price is CHF 35'600, and the first customer deliveries are scheduled for the fourth quarter of 2026.



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/>.

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