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XPENG expands leadership team in Switzerland

- Elna Schäffler new Head of Marketing & PR
- Marco Monaco takes over sales management as Head of Sales
- Hedin Distribution strengthens XPENG for the next growth phase



▲ Elna Schäffler, Head of Marketing & PR und Marco Monaco, Head of Sales

Dielsdorf, 05. August 2026 – Hedin Distribution AG, importer and distributor of the Chinese high-tech brand XPENG in Switzerland, is strengthening its management team with two newly created leadership positions: Marco Monaco will take over as Head of Sales immediately, and Elna Schäffler will become Head of Marketing & PR.

Both report directly to Diego Battiston, CEO of Hedin Distribution AG. The personnel expansion underlines XPENG's growth ambitions in the Swiss market, which the Hedin Mobility Group has been supporting as the brand's official importer and distribution partner since 2025. By creating these two new positions, Hedin Distribution AG is specifically

expanding its sales and marketing expertise in order to further increase awareness of the innovative electric mobility brand and sustainably drive XPENG's growth in Switzerland.

Both executives have many years of experience in the automotive industry. Elna Schäffler most recently held senior marketing positions at Genesis and Great Wall Motors, where she was responsible for key brand and communications activities. Marco Monaco joins from automotive importer Astara, which represents ten vehicle brands in Switzerland. Before that, he gained extensive sales and management experience at manufacturers and brands such as Opel, Nissan and Suzuki.

“With Elna Schäffler and Marco Monaco, we are gaining two proven industry experts who have a deep understanding of electric mobility, brand management and the needs of modern automotive customers,” says Diego Battiston, CEO of Hedin Distribution AG. “Both bring extensive experience from different areas of the automotive industry and have successfully built and developed renowned brands. I am very pleased that we were able to bring them onto our team. Their expertise will make an important contribution to further strengthening the perception of XPENG in Switzerland, showcasing our growing model range effectively and successfully supporting the brand on its continued growth path.”

XPENG has been represented in Switzerland since 2025. As official importer and distributor, Hedin Mobility Group is responsible for the brand's sales as well as the dealer and service network in the Swiss market.

XPENG currently offers in Switzerland the SUV coupé XPENG G6 (power 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 (power 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+ (power 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 mid-size SUV coupé XPENG L03 (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).



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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