November 27 2026, 13:30 (CET)

XPENG at the Guangzhou Auto Show: Global Expansion of the “Physical AI” Strategy

- Five new models outside China announced for 2027: New XPENG P7 to launch in Europe in the second quarter
- Global expansion of charging infrastructure: Four “X-Energy” megawatt charging stations planned across three continents
- Planned establishment of a research and development center for robotics in Hong Kong: Humanoid IRON to launch worldwide in the second half of 2027



▲ Guangzhou Auto Show 2026

Guangzhou (China), 27. November 2026 – AI-defined vehicles, humanoid robotics and autonomous mobility: At the Guangzhou Auto Show (through 30 November 2026), XPENG presented the next phase of its “Physical AI” strategy. The Chinese high-tech company is continuing its global growth trajectory.

The global roadmap includes, among other things, the international expansion of the Robotaxi program and the introduction of five new vehicle models outside China: The new XPENG P7 (the vehicle is not yet on sale; final consumption and emissions figures will be announced at a later date) will be launched in Europe as the first overseas market.

As part of the global deployment of its humanoid robot IRON, XPENG has also announced the establishment of a new research and development center in Hong Kong. It is already the company's ninth worldwide. In addition, the high-tech brand plans to expand its "X-Energy" megawatt charging infrastructure to three continents.



▲ Guangzhou Auto Show 2026

IRON: From the stage to the showroom

XPENG IRON was literally the center of attention at the Guangzhou Auto Show: The humanoid robot, which has more than 76 degrees of freedom in the body and 21 degrees of freedom per hand, moderated the press conference and interacted with the international audience. Away from the stage, IRON supported as a sales assistant, reception staff member and technology consultant – the very fields in which the robot is intended to be used in the future.

Based on eight years of research and development, IRON is set to be deployed in XPENG showrooms in China from the first quarter of 2027 and to gain its first practical retail experience. International expansion is planned for the second half of the year, starting with XPENG showrooms abroad.

To this end, XPENG is establishing a new research and development center (R&D) in Hong Kong, with a focus on humanoid robotics and universal intelligence. Key research areas include whole-body motion control and embodied intelligence, as well as advanced algorithms, AI software and system architecture, and data engineering. By leveraging a strong research ecosystem and technological expertise, the new center will further strengthen XPENG's global R&D capabilities in the field of physical AI.

"The true value of Physical AI lies not in what the technology demonstrates on stage, but in what it can do in the real world," explains He Xiaopeng, Chairman and CEO of XPENG. "IRON's move from research and development into everyday service environments is crucial. We believe the next wave of AI innovation will increasingly take place in the physical world and change the way people move, work and interact with technology. In 2027, we want to accelerate the global deployment of our AI vehicles, humanoid robots and Robotaxis, thereby turning technological innovation into tangible value for customers around the world."

Five new models: XPENG accelerates global expansion

XPENG's international business remains on a growth trajectory: In 2026, the company will surpass the 100,000-vehicle sales mark outside China for the first time. In October alone, overseas deliveries reached a record 13,326 units, representing an increase of 166 percent compared with the same period last year.

XPENG's global sales and service network now spans 83 countries and regions and more than 1,300 sales outlets worldwide. In Europe, from January to October 2026, XPENG was the best-selling Chinese car brand in the battery-electric vehicle segment above €40,000, underlining its strong position in the premium electric vehicle segment.

This momentum is accompanied by numerous awards: In the EV customer satisfaction study by USCALE, which surveyed e-car drivers in Germany, Austria and Switzerland, XPENG took first place two years in a row. The all-electric MPV XPENG X9 (combined energy consumption 20.2-20.8 kWh/100 km; combined CO2 emissions: 0 g/km; energy efficiency category: B – combined values according to WLTP) was also named “German Luxury Car of the Year.”

For 2027, XPENG plans to introduce five vehicle models in key international markets. This includes the new XPENG P7, which will debut in Europe in the second quarter of 2027. Since its premiere at IAA Mobility 2025 in Munich, the all-electric sports sedan has attracted the interest of European audiences – and received the prestigious Red Dot Design Award for its distinctive design.

“We want to more than double our vehicle sales outside China in 2027,” says Alex Tang, Vice President International Business at XPENG. “However, our focus goes beyond sales growth and the launch of new vehicles. It is about understanding local customer needs, strengthening our local presence and building lasting relationships with customers and partners. These are the foundations for long-term growth in international markets.”



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Global launch of the “X-Energy” megawatt charging stations

In parallel with the global expansion of its vehicle lineup, XPENG is driving the rollout of its “X-Energy” megawatt charging infrastructure: Following the opening of the first charging station in Hong Kong in September 2026, more are set to follow soon – in Australia as well as in Germany and the Netherlands. This will extend the charging network across three continents.

The “X-Energy” system is based on XPENG’s in-house energy storage and ultra-fast charging technology. With a grid connection of up to 240 kW, the charging stations deliver peak output of up to 1,000 kW. By using stored energy, charging performance can be increased and local power grids relieved, making it easier to build megawatt charging infrastructure in densely populated urban areas with limited grid capacity and limited space. End-of-life EV batteries are also given a second life as energy storage.

From advanced driver assistance systems to autonomous mobility

With its expanding model range, XPENG is also rolling out advanced driver assistance systems worldwide: In November 2026, XPENG launched public NGP test drives in urban traffic near its Paris showroom – the first Chinese automaker in Europe to do so – to demonstrate its highly advanced driver assistance systems on public roads.

The Next Generation Pilot (NGP) is based on VLA 2.0, the second-generation AI-based Vision-Language-Action model. Subject to legal requirements and regulations, the company is aiming for a global NGP launch in the first half of 2027.

Level 4 autonomous driving is enabled by the specially developed Robotaxi YOYO-01, which is currently being tested on public roads in Guangzhou. It uses the full, XPENG-developed technology stack for physical AI – from proprietary Turing AI chips and AI models such as VLA 2.0 to software, control systems and hardware. The launch of XPENG’s first Robotaxi specifically developed for commercial use is planned for 2027.






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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.

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