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New XPENG P7+ Wins Red Dot Design Award 2026

- Fastback sedan honored for its distinctive product design
- Sporty-elegant lines, top aerodynamics, and outstanding interior space
- Experts from various disciplines select the winners of the renowned competition



▲ XPENG P7+

Munich/Dielsdorf, 6 May 2026 – With its award-winning design, the new 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) is on the road: The five-seat fastback sedan has won the prestigious Red Dot Design Award – one of the most important design accolades in the world.

The Red Dot Award has been honoring outstanding design annually since 1955 – from fashion and accessories to consumer electronics, household appliances, furniture, and

vehicles. Whether aesthetically appealing, functional, intelligent, or innovative, an internationally staffed jury of experts from a wide range of disciplines evaluates the entries in three categories: products, brand and communication projects, and design concepts.

The XPENG P7+ is one of this year's winners in product design: The model, just over 5.07 meters long, combines the sporty elegance of a sedan with generous space comparable to European station wagons. Despite its aerodynamic lines, reflected in a drag coefficient of just cW 0.211, even adults in the rear enjoy exceptionally ample head, leg, and shoulder room. Behind the distinctive rear end, there is also a 573-liter trunk, which can be expanded to up to 1,931 liters by folding down the rear seats – with a load length of 2.10 meters, the P7+ becomes a true space marvel.

Inside, up to five displays provide all the essential information to the occupants. Other highlights include the headliner with its cashmere-like, skin-friendly microfiber velour texture, the panoramic glass roof stretching over both seat rows, and the ambient lighting. With 256 colors, it showcases the interior at dusk and in the dark.

“The XPENG P7+ is a rising design icon: Its sporty, elegant silhouette and balanced proportions hardly hint at the generous space inside. Yet our fastback sedan is equally suitable for business and family,” explains Markus Schrick, Managing Director of the XPENG sales region Central Europe. “I am delighted that the jury has rewarded this combination with a Red Dot Award for outstanding product design. As one of the largest design competitions worldwide, this is a testament to its exceptional quality and performance.”

AI-defined and ultra-fast charging

The XPENG P7+, which only hit the market a few days ago, is the first AI-defined model from the Chinese high-tech automotive brand. It combines an intelligent computing platform and a Turing AI chip – both extremely powerful in-house developments that enable AI computing power of up to 750 tera operations per second (TOPS).

Building on the brand's signature 800-volt charging architecture, the sedan features a 5C LFP high-voltage battery. It does without rare minerals such as cobalt, manganese, and

nickel, but impresses with charging power of up to 446 kW. As a result, the lithium iron phosphate battery charges from 20 to 80 percent in just ten minutes – also a best-in-class value. Two battery sizes as well as rear- and all-wheel drive are available.

Further information about **XPENG** is available online at www.xpeng-cars.ch.



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 Fischer

yasmin.fischer@hedindistribution.ch

[+41 79 368 51 08](tel:+41793685108)

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