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Successful XPENG Brand Day: World Premiere of the XPENG L03 in Front of Around 1,500 Guests in Munich

- New SUV coupé launches simultaneously in 65 markets worldwide
- Intelligent driving, premium comfort, and high everyday usability included
- “Physical AI” as the driving force across all company divisions



▲ XPENG L03

Munich/Dielsdorf, July 20, 2026 – Curtain up for the new 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): At the "XPENG Live: Physical AI for All – XPENG Brand Day and New Product Launch" event in Munich (July 16, 2026), the next-generation AI-defined SUV coupé celebrated its world premiere in front of around 1,500 guests. The new family member will be launched simultaneously in 65 markets worldwide: This "global" model marks another step towards

connected, AI-driven mobility – and underscores the ambition and growth trajectory of the Chinese high-tech company.

Striking Design, Practical for Everyday Use

The new XPENG LO3 combines a sporty, progressive design with modern connectivity, intelligent driving functions, and high everyday usability. The model was developed for customers in international markets and is designed for maximum safety at a five-star level with leading testing organizations such as Euro NCAP (an official rating is still pending at this time).

The vehicle, designed under the direction of JuanMa Lopez, former Ferrari Chief Designer, embodies the XPENG design language "Vital Flow": It combines the dynamic silhouette of an SUV coupé with a distinctive fastback line and an exceptionally low drag coefficient of 0.228. Additional highlights include frameless doors and exterior mirrors as well as striking LED lights at the front and rear.

Inside, the XPENG LO3 draws attention with three digital displays: an 8.9-inch instrument cluster behind the steering wheel, a 15.6-inch infotainment touchscreen in 2.5K Ultra HD resolution in the center, and a 26.8-inch head-up display. Combined with intelligent ambient lighting that runs throughout the entire interior, AI-assisted climate control, and comfortable lounge seats, maximum comfort is guaranteed on both short and long journeys.

Especially practical are the 37 storage options, the spacious trunk, and an additional frunk under the hood. If that's not enough, you can tow up to 1,500 kilograms (max. braked towing capacity).

New Operating System, New Navigation, New Autonomy

The XPENG LO3 is launched worldwide with the XOS 6 operating system. At its core is an advanced AI voice assistant that enables natural dialogue and understands context as well as different languages. The system recognizes user intentions and controls vehicle functions intelligently and intuitively. Additional functions can be added wirelessly via over-the-air (OTA) updates – so the vehicle continues to improve even after delivery.

As part of the vehicle premiere, XPENG announced a partnership with Google Maps outside its home market of China. As the first automaker from the Asia-Pacific region, XPENG is fully integrating the Google Maps service into its own infotainment system. Drivers benefit from seamlessly integrated navigation without having to rely on smartphone mirroring or separate apps.

In addition, Google Maps map data will in future be incorporated into the intelligent driving functions of the XPILOT assistance systems and the Next Generation Pilot (NGP). The NGP, based on the next-generation Vehicle-Language-Action-System (VLA 2.0), holistically analyzes complex traffic situations using AI and responds similarly to a human driver. As a result, from 2027 the XPENG LO3 will be partially automated at Level 2+ (Europe-wide legal regulation expected as of 01.01.2027). The required computing power is provided by three specially developed Turing AI chips with a total output of up to 2,250 TOPS.

"We are convinced that artificial intelligence will fundamentally change the mobility of the future. That is why we continuously invest in cutting-edge technologies and develop vehicles that make intelligent driving accessible to as many people as possible. Our goal is to bring Physical AI into everyday life – far beyond the automobile," says He Xiaopeng, Chairman and CEO of XPENG.

Expanded Powertrain Diversity

The fully electric version of the XPENG LO3 is based on a 400-volt architecture and impresses with an excellent charging capacity of up to 236 kW, reducing the charging time from 20 to 80 percent to 18 minutes (ten to 80 percent in 20 minutes). Two battery sizes are available, as well as rear-wheel and all-wheel drive, offering up to 520 kilometers of range (WLTP combined in the XPENG LO3 RWD Long Range).

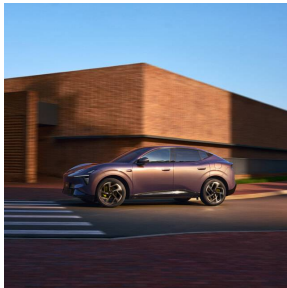
Alternatively, for the first time, there is a version with a range extender: The XPENG LO3 REEV (this vehicle will be sold in Germany from autumn, energy consumption values will be published upon homologation) offers up to 1,000 kilometers of range (WLTP combined) on a single tank and battery charge.

AI and Europe as Key Factors

With the premiere of the new XPENG LO3, the high-tech brand underscores its strategic positioning as a "Physical AI" company that, in addition to intelligent vehicles, also develops technologies for humanoid robots, autonomous driving, and flying vehicles.

The international launch of the humanoid robot XPENG IRON is planned for 2027. At the same time, the company will begin operational testing of its robotaxi platform in China and is preparing for long-term collaborations for autonomous mobility services in Europe and other international markets.

Europe is a key market for XPENG: More than 60,000 European customers have already chosen an XPENG, and the new XPENG LO3 is expected to open up additional target and customer groups, further driving the growth trajectory. The company, which already operates an R&D center in Munich, is making targeted investments in local research and development as well as expanding partnerships and charging infrastructure.



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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