



XPENG GZ DESIGN CENTER TEAM BIOS



RAFIK FERRAG
Creative Design Director
(France)

Rafik Ferrag is a French automotive designer and a pivotal creative force behind one of the world's most dynamic electric vehicle brands. As the **Head of Creative Design in GZ DC at XPENG**, he is responsible for translating visionary concepts into tangible reality, shaping not just cars, but the future of personal transportation itself.

Rafik's journey is one of global perspective and relentless pursuit of a dream. Born in France to Algerian parents, his early talent for drawing evolved into a professional calling. After foundational studies at Creapole in Paris and a formative internship at Citroën's AND design studio, he made a bold move to Tokyo, Japan, to join Honda. For over five years, he honed his craft on countless projects, patenting new mobility concepts and developing the rigorous balance of creativity and execution that defines his work today.

In 2017, Ferrag brought this global expertise to China, joining the ambitious startup **XPENG Motors**. His mandate was profound: to help create the design DNA for a new brand in a new era of mobility. His impact was immediate and iconic. He led the exterior and interior design of the groundbreaking ARIDGE X2, directed the visionary X3 concept, and spearheaded the revolutionary Landarcraft Carrier X3, acclaimed as the first-ever "flying car" to enter production. For the core XPENG brand, his leadership extended to the P7+, its subsequent facelift, the P5 and the successful P7, cementing a cohesive and futuristic design language.



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A Philosophy Forged in Logic and Imagination

Rafik's design leadership is guided by a deeply held philosophy that distinguishes between Design and Styling. He sees Design as a rational, objective discipline focused on solving problems, functionality, and ergonomics. Styling, in contrast, is the emotional layer that connects with the user's subjective feelings.

"A designer need both, rational and emotional thinking."

He believes true innovation lies in planning for the "unplanned," creating space for discovery and "happy accidents" within the rigorous process of bringing a car to market. For him, the electric vehicle revolution is not merely a change in propulsion but a paradigm shift akin to the leap from landlines to smartphones, a "Smart Car" era that opens "a vast empty room waiting to be filled with new ideas."

His stylistic signature seeks a "perfect harmony" between honest, pure volumes and emotional, dynamic gestures, overlayed with logical and rational graphics, always aligned with the core values of the brand. Ultimately, he views design as a powerful commitment to positivity: ***"Designers must always in this specific order 'dream it, love it, do it.'"***

From a child drawing the toys he couldn't have to a leader materializing dreams that redefine cityscapes, Rafik Ferrag continues to envision and build the exhilarating, consequential future of mobility.