



Markus Schrick

Managing Director, XPENG Central Europe (DACH)



Mr. Markus Schrick is Managing Director of XPENG Central Europe (DACH), where he oversees the company's operations across Germany, Austria, and Switzerland. In this role, he is responsible for accelerating XPENG's commercial growth, expanding the retail and service network, and strengthening the company's market presence in one of Europe's most strategically important regions.

Since joining XPENG in autumn 2023 as Managing Director of XPENG Germany, Mr. Schrick has led the successful establishment of the brand in the German market, laying the foundation for sustainable business growth and customer engagement. In July 2025, he assumed responsibility for the entire DACH region, supporting XPENG's European expansion strategy and reinforcing the company's commitment to delivering intelligent, AI-defined mobility solutions tailored to local customer needs.

Guided by the principle of "In Europe, for Europe," Mr. Schrick focuses on building a strong regional organization while driving the development of a high-quality retail and service network and long-term strategic partnerships. Working closely with XPENG's European and global leadership teams, he plays a key role in bringing XPENG's innovative technology, premium customer experience, and smart mobility ecosystem to customers across Central Europe.



Prior to joining XPENG, Mr. Schrick held several senior leadership positions in the automotive industry. He served as Managing Director of Move-Tec, a subsidiary of the Mosolf Group, and previously as Managing Director of Hyundai Motor Germany. Earlier in his career, he held various management positions at Toyota in Germany and Italy.

Mr. Schrick holds a degree in Business Administration from the European Business School in Oestrich-Winkel and a Master of International Management from the American Graduate School of International Management (Thunderbird) in Glendale, Arizona.

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About XPENG

Founded in 2014, XPENG is a leading Chinese AI mobility company that designs, develops, manufactures, and markets intelligent electric vehicles, catering to a growing base of tech-savvy consumers. With the rapid advancement of AI, XPENG aspires to become a global leader in AI mobility, with a mission to lead the intelligent electric vehicle revolution through cutting-edge technology, shaping the future of mobility. To enhance the customer experience, XPENG in-house develops its advanced driver assistance technology (ADAS) and intelligent in-car operating system, along with core vehicle systems such as powertrain and electrical/electronic architecture (EEA). Headquartered in Guangzhou, China, XPENG also operates UW offices in Beijing, Shanghai, Silicon Valley, and Amsterdam. Its intelligent electric vehicles are mainly produced at its plants in Zhaoqing and Guangzhou, Guangdong Province.

XPENG is listed on the New York Stock Exchange (NYSE: XPEV) and the Hong Kong Stock Exchange (HKEX: 9868).

For more information, visit <https://www.xpeng.com/>.

Contacts

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