Zeekr launches in Germany – Premium electric mobility with comprehensive service base

Sales start in the German market with direct sales and a focus on company cars and a nationwide network of certified service partners.

Frankfurt am Main, December 1st – Zeekr, the premium electric mobility brand from the Geely Group, is entering the German market with a clear focus on the company car sector. Germany is Europe's largest company car market; almost two-thirds of all new registrations are accounted for by commercial customers, and the proportion of battery-electric company cars continues to grow. For Zeekr, this is a strategically optimal time to position an offer that focuses on range, charging performance, economic predictability, and everyday usability for fleets.

Zeekr develops its models within the European development alliance of the Geely Group, which has decades of experience in vehicle development and production, holds more than 5,800 patents, and relies on technology partnerships, including with Waymo. The design for all Zeekr vehicles takes place at Zeekr's Global Design Studio in Gothenburg. The focus is on a functional premium approach: Electric vehicles designed for long range and fast charging, offering intuitive controls and offering the most important comfort and technology features as standard – without high prices for additional special equipment.

"The German company car market sets high standards, and we have geared our offering precisely to that," says Lothar Schupet, Acting CEO, Zeekr Europe. "Companies need premium electric mobility that functions reliably, is energy efficient, and adapts to the requirements of fleets and company car drivers. Our direct sales model, combined with a strong service network, is intended to meet precisely these requirements."

Developed for European Driving Requirements

The Zeekr 001 achieves a range of up to 620 kilometers (WLTP)[1]. The Zeekr 7X charges from 10 to 80 percent in as little as 10.5 minutes[2] at DC fast charging stations capable of 480kW. Both models were specifically developed for European usage profiles – including long motorway stretches, high annual mileage, together with steering, damping, and pedal tuning specifically designed for European road conditions. Infotainment and advanced driver assistance systems have also been adapted accordingly.

A choice of 21 or 22-inch wheels, panoramic roof, Matrix LED headlights, heat pump, 22 kW on-board charger, air suspension, massage seats, and a comprehensive suite of advanced driver assistance systems are standard on board the Zeekr 7X and Zeekr 001 Privilege. The

pricing structure deliberately avoids complicated and expensive options lists. Zeekr has already been awarded Red Dot Design Awards and the IF Award with a focus on sustainability, underscoring the brand's design quality.

Direct Sales and a Service Network for Fleet Requirements

The market entry takes place via a digital ordering model, supplemented by personal contacts. In parallel, a service network is being established that is designed for the requirements of large and medium-sized fleets.

To start, 40 certified Zeekr Service Centers will be available in Germany. This network will be gradually expanded, and is intended to grow to more than 100 by the second quarter of 2026, ensuring maintenance, repairs, spare parts supply, and test drives nationwide. The operational partner is Global Automotive Service GmbH, and the partnership gives Zeekr access to around 1,700 affiliated workshops, including over 500 body and paint centers. This provides the basis for high spare parts availability, good customer accessibility, and reliable quality right from the start.

Test Drives: Clearly Structured and Available Nationwide

Test drives are organized nationwide via the service partners. The process is deliberately kept simple and, with contact points across Germany, is an important factor: company car drivers and leasing customers often have a challenge finding a test drive opportunity near them because the vehicles are often purchased centrally by companies.

Market Data Confirms the Relevance of the Entry

A survey commissioned by Zeekr among 1,000 fleet managers and 2,000 company car drivers in Germany shows a clear readiness for electrification and a high openness towards new brands:

- 78 percent of fleet managers expect to include vehicles from Chinese premium manufacturers in their fleets in the coming years.
- Range and charging time are considered the most important decision criteria.
- 60 percent of company car drivers plan to switch to an all-electric vehicle within the next two years.

These values underline the dynamic that determines Zeekr's market entry.

Fact Overview – Zeekr Market Entry Germany

Market Entry & Focus

- Strategic continuation of European growth with a focus on the German company car market.
- Germany is Europe's largest market; almost two-thirds of all new registrations are accounted for by commercial customers.
- Around one in ten company cars is battery-electric – a clear opportunity for Zeekr.

Sales & Start of Sales

- All sales are conducted via direct sales.
- Orders for the Zeekr X, Zeekr 7X, and Zeekr 001 are possible from December 1st.
- First deliveries will begin in January.

Service & After Sales

- 40 approved service partners in Germany, with more to follow.
- Test drives can be booked on the homepage and organized quickly and easily via the service center partners. These start at the end of this year.
- Warranty services:
    - 5+5-year warranty (5 years/100,000 km as standard, extendable to a total of 10 years/200,000 km when maintenance is carried out in the Zeekr service network).
    - High-voltage battery: 8 years or 200,000 km.

Results of the new Zeekr Study

- Survey of 1,000 German fleet managers:
    - Around 80 percent consider Chinese premium EVs to be equivalent to established brands.
    - The majority expect their integration into fleets within the next three years.

- Survey of 2,000 company car drivers:
    - Almost 60 percent plan to switch to an all-electric vehicle within the next two years.
    - Range over 500 km and fast charging times are the most important criteria – properties that the Zeekr 001 and the Zeekr 7X meet.

Pricing

- Zeekr X from €37,990
- Zeekr 7X from €54,990
- Zeekr 001 from € 59,990
- All models qualify for the 0.25 percent company car tax rate.

Energy Consumption and CO_2 Values (WLTP)

- Zeekr 7X: 17.7–19.9 kWh/100 km, CO_2 0 g/km.
- Zeekr 001: 17.3–18.5 kWh/100 km, CO_2 0 g/km.
- Zeekr X: 16.4–17.3 kWh/100 km, CO_2 0 g/km.

More at: www.dat.de/co2

[1]Range according to the WLTP drive cycle under controlled conditions. Real-world range may vary, dependent on vehicle and battery condition, actual route, environmental conditions, driving style, load, wheel and tyre specification, and optional equipment and accessories fitted

[2]Charging times will vary according to factors including the charging equipment, ambient temperature, battery temperature, battery state of charge, and age and condition of the battery and the vehicle

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About Zeekr

Zeekr is the global premium electric mobility technology brand from Geely Holding Group. Zeekr aims to create a fully integrated user ecosystem with innovation as a standard. The brand utilizes Sustainable Experience Architecture (SEA) and develops its own battery technologies, battery management systems, electric motor technologies, and electric vehicle supply chain. Zeekr's value is equality, diversity, and sustainability. Its ambition is to become a true mobility solution provider.

Zeekr operates its R&D centers and design studios in Gothenburg, Ningbo, Hangzhou, and Shanghai and boasts state-of-the-art facilities and world-class expertise. Since Zeekr began delivering vehicles in October 2021, the brand has delivered more than 550,000 vehicles to date including the Zeekr 001, Zeekr 001 FR, Zeekr 009 MPV, Zeekr X urban SUV, Zeekr 007, Zeekr 7X, Zeekr MIX and Zeekr 7GT. Zeekr has announced plans to sell vehicles in global markets, and has an ambitious roll-out plan over the next 5 years to satisfy the rapidly expanding global EV demand.

Zeekr Europe is active in Sweden, Norway, Denmark, the Netherlands, Belgium, Switzerland, Greece, Croatia, Slovenia, Romania, Bulgaria and now also in Germany.

Notes for Editors:

To download media assets please click here.

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