

ZEEKR

The All-New Zeekr 7GT: Revolutionary Performance & Craftmanship

The latest Zeekr EV release is designed to place customers at the heart of the driving experience and forms part of the brand's expansion into Europe



Amsterdam, 9th January 2026 – Zeekr today launches the new **Zeekr 7GT** in Europe at the **Brussels Motor Show**. Created with precision and connection in mind, the Zeekr 7GT was developed for the joy of driving. It combines pioneering Chinese technology with European design and soul to deliver a car suited to everyday use - not only when the road turns interesting. Launching on **9th January** at a starting price of **€45,990**.

Created for EV customers who want their vehicle to feel genuinely connected and responsive, every Zeekr 7GT detail is orientated around the driver, from the wrap around console to the seat position.

Designed in Europe and tuned specifically for European roads, the Zeekr 7GT delivers a perfectly balanced and ultra-responsive drive. The 7GT's dominating European-inspired frame (4,817 X 2,070 X 1,456mm) holds an 800V architecture, with a capacity of 75 kWh or 100 kWh and offers an ultra-fast charging time of up to 13 minutes (10-80%). The 7GT combines GT capabilities with exciting everyday usability features to deliver on both long journeys and short expeditions. In addition to offering comfortable space for 5 passengers, significant luggage capacity (456L) and a multitude of driving modes, the 7GT is a nimble GT with an acceleration of 0-100 km/h in up to 3.3s and a top speed of 210 km/h.



Zeekr's latest car delivers exhilarating performance, razor-sharp response and expert braking, underpinned by advanced technology and meticulous craftsmanship to create a dynamic driving experience that fully immerses the driver in every journey.

The driver's experience begins on entry to the car, where they are met with a 35.5-inch Augmented Reality Head-Up Display, working together with a 13-inch instrument cluster, which presents essential information and driving support, providing intuitive performance and safety that is not distracting.

Complete with five driving modes including snow and sport, camping customisation settings, roof rack, ski storage hatch and advanced towing capabilities, the 7GT was built to take you on any adventure you choose, whether that's on winding mountain roads or lively city streets.

Designed for true drivers

Beautifully deliberate, every designed element of the new Zeekr 7GT – from the steering and chassis systems, down to the brakes and the tyres – was created to sharpen the driving experience. Zeekr 7GT combines visual elegance and intelligent solutions that inspire adventure and create a bespoke experience with every drive.

Featuring extensive technology additions, the Zeekr 7GT has essential features such as ultra-fast charging up to 480 kW, intelligent cockpit, intuitive safety features and ultra-personalised settings such as individual speaker customisation, to build a connected and cohesive car experience that always feels one step ahead.

Gustaf Gunér, Head of Brand Design at Zeekr Design, says: *“Every element of the Zeekr 7GT is beautifully deliberate; this is a car that exudes sporting style with an elegant silhouette and truly exquisite detailing, everywhere you look. A chameleon of experience, every detail of the car has been shaped by pure unbridled passion for the driving experience.”*

Precision and performance in every turn

The Zeekr 7GT utilises precise steering, a balanced and predictable chassis, and the confidence that comes from clear, intuitive feedback – creating a bespoke driving experience for every drive. Its sophisticated double-wishbone and five-link premium suspension architecture ensures both comfort and control, while larger Privilege brakes provide superior cooling and fade resistance for consistent performance. Dedicated drive-mode tuning further sharpens the experience: a more dynamic Sport mode that enhances agility without harshness, and a refined Comfort mode ideal for everyday use. Finally, when it's time to plug in, the Zeekr 7GT 480 kW charging capabilities offer 340km of drive in 10 minutes, keeping your eyes on the journey.



The result is a refined, deliberate and dynamic EV that feels truly connected from the moment you take the wheel.

Safety is also paramount for the Zeekr 7GT, with reinforced structure, seven airbags and advanced technological functions from Zeekr Assisted Drive including automatic emergency braking, intelligent adaptive cruise control with towing assist and finger-tip parking, providing the Zeekr driver with the ultimate piece of mind.

Seek more in your everyday drive

Zeekr's latest European product launch follows the brand's recent announcement of more than 640,000 cars sold globally since Zeekr's launch in 2021 and aggressive pan-European roll out plans for the next 12 months.

Lothar Schupet, Acting CEO of Zeekr Europe, commented on the launch of the 7GT in Europe: *"We are thrilled to bring our latest vehicle to the European market. A true passion project, the 7GT represents our commitment as a high-end challenger brand to deliver high-level premium products to our customers, without losing focus on their fundamental drive – the thrill of the journey. This launch marks the start of a very exciting year of expansion for Zeekr in Europe with more products to come."*

This year also saw the launch of 'Seek More', Zeekr's European marketing campaign that focuses on how Zeekr vehicles are more than just cars, they inspire meaningful experiences, human connection and discovery as drivers find calm, freedom and connection beyond their city drive.

-END-

Notes to Editors

To download media assets please click [here](#).

For further information or for interview requests, please contact the Zeekr European PR team on Zeekr@weareholr.com

For direct Zeekr requests, please contact kristina.xu@zeekr.eu

TECHNICAL SPECIFICATIONS

Please refer to separate Zeekr leaflet for details on each edition.

PRICE INFORMATION

Model – Zeekr 7GT Core RWD

Retail prices (inc. VAT):

- ☐ Core RWD: € 45,990



- Long Range RWD Launch Edition: € 50,990
- Privilege AWD Launch Edition: € 57,490

NOTE: PRICES VARY PER MARKET. PLEASE CONFIRM WITH THE ZEEKR TEAM BEFORE PUBLISHING.

About Zeekr

Zeekr is the global premium electric mobility technology brand from Geely Holding Group, combining the power of a global automotive giant with a European soul. 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 centres 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 640,000 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 Germany.

