

Press Release

The All-Electric ZEEKR 001: In Detail

- Customers in Sweden and the Netherlands can pre-order online the ZEEKR 001 luxury Shooting Brake from 28 June at www.zeekr.eu
- ZEEKR 001's purposeful, streamlined design and sophisticated chassis technologies deliver outstanding ride, handling and refinement, matched to rear- or all-wheel drive, 200kW DC fast charging, and range of up to 620km (WLTP Combined)¹
- Pricing for the ZEEKR 001 starts at € 59,490 (incl. VAT)² and 667,000 SEK (inc. VAT)³ for the single motor Long Range model
- With a wealth of advanced technology as standard, a choice of carefully curated trim levels, and a range of desirable options, specifying your perfect ZEEKR 001 is easy
- ZEEKR's direct-to-customer business model for Europe will ensure a truly simple, seamless customer experience, making the shift to EVs easy and frictionless
- Flagship ZEEKR stores will open in Stockholm and Amsterdam by the end of this year
- For further information please visit www.zeekr.eu
- To download media assets, please visit: https://bit.ly/ZEEKR_EU

2023 June 28, Gothenburg, Sweden

Design

Sleek, elegant and powerful, the ZEEKR 001 has an unmistakable, imposing presence. Measuring 4,955mm long, and with a 2,999mm wheelbase, short front and rear overhangs, steeply-raked windscreen, and 'fast' sloping rear glass, the Shooting Brake body style effortlessly embodies the vehicle's dynamic character. The clean, flowing surfaces are subtly enhanced by the muscular front and rear haunches, while the purposeful, poised stance is heightened by the technical, aerodynamic, 21-inch and 22-inch designs. The ZEEKR 001 is also shaped to pass through the air with very little wind resistance, which it achieves with great efficiency: with a drag coefficient of just 0.23 Cd, it is an incredibly streamlined design, which contributes to its exceptional range of up to 620km (WLTP)¹, as well as the inherently quiet, refined cabin.

The interior effortlessly combines the very latest digital cockpit technology with premium materials and beautiful finishes, all expertly crafted to deliver a luxurious, relaxing space which makes every journey feel special. The panoramic roof floods the interior with natural light, enhancing the feeling of space. Designed to deliver superb levels of comfort, the heated front seats have 12-way power adjustment as standard, with the Privilege model also offering cooling and a massage function which can be selected with four different modes and with three levels of intensity. In the rear, the heated seats feature an



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electric recline function with seven degrees of adjustment, allowing passengers to further enjoy the exceptional amount of legroom.

Propulsion System

The poised, planted stance of the ZEEKR 001 clearly signals the incredible performance that the all-electric powertrain delivers. Featuring state-of-the-art motor and battery technology, it also provides the range and efficiency to match.

Packaged in the ideal location between the axles and beneath the vehicle floor, to lower the centre of gravity and increase interior space, is a 100kWh Lithium-ion battery pack featuring NMC cells from strategic partner CATL. CATL's groundbreaking cell-to-pack technology delivers far greater space utilization than conventional designs, improving energy density and reducing weight and complexity. The cells also feature the latest anode technology to enhance durability.

The compact, efficient, electric motors each generate 200kW (272hp) and 343Nm of instant torque. Integrated into the front and rear axles of the dual-motor Performance and Privilege models, they provide a total output of 400kW (544hp) and 686Nm, together with the traction and control delivered by intelligent all-wheel drive, and the dynamics benefits of 50:50 weight distribution. This results in incredible performance, with acceleration from 0-100 km/h taking just 3.8 seconds, together with real confidence and composure on any surface and in any weather conditions thanks to the outstanding traction the system provides. To maximize range, the powertrain can seamlessly switch from all- to rear-wheel drive as required in only 0.4 seconds, therefore reducing energy consumption and increasing range – by up to 30km (WLTP).

The ZEEKR 001 Long Range model is equipped with a single motor in the rear axle. This configuration delivers both engaging rear-wheel drive dynamics and enhanced energy efficiency. As a result, it is capable of up to 620km (WLTP)¹ on a single charge. (ZEEKR 001: Combined power consumption in kWh/100km: 18.2-18.5 (WLTP); Combined CO₂ emissions combined in g/km: 0). With the ZEEKR 001 capable of 200kW DC fast charging, 0-80% takes just 30 minutes⁴. The powerful 22KW AC on-board charger can fully replenish the battery from 0-100% in only five and a half hours⁴.

This long-distance capability, together with the vehicle's superb ride quality and refinement, makes this the ideal choice for both day-to-day driving and road trips alike.

Another attribute all ZEEKR 001 models possess is a wading depth of 450mm, a capability more commonly associated with SUVs than a sleek Shooting Brake. This is thanks to the very high level of waterproofing protection engineered into the whole powertrain, and makes the ZEEKR even more versatile – both on the road and off it.

Chassis & Suspension

Everything about ZEEKR 001 has been designed and developed from the outset to deliver a truly rewarding, engaging driving experience which sets it apart from the competition. Beneath the body's sculpted, low-drag surface is a sophisticated chassis designed to offer outstanding driving dynamics, proven by setting four Guinness World Records for EVs, including fastest drift and fastest slalom.



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The sophisticated double wishbone front axle and Integral Link rear axle are – on the Privilege model – combined with active air suspension and electronically controlled dampers to deliver the agility, responsiveness, and ride quality required, making the ZEEKR 001 as great to drive as it is relaxing to be driven in. Offering up to 83mm of ride height adjustment, the Privilege model's air suspension makes it adaptable to any kind of road condition, and also means that it can tackle off-road trails with ease.

To further enhance comfort and refinement, many of the bushes in the suspension are fluid-filled, resulting in ever better absorption of impacts from the road surface, making the ride even smoother and quieter.

INFOTAINMENT & CONNECTIVITY

Combining state-of-the-art technology with a beautifully simple design, intuitive operation, and an immersive user experience, the ZEEKR 001's Intelligent cockpit provides super-fast, easy-to-use infotainment and connectivity.

The 8.8-inch HD instrument cluster presents key information to the driver, such as vehicle speed, range and amount of power being used or recuperated. Supplementing this is a full color, 14.7-inch head-up display which helps the driver keep their eyes on the road ahead by projecting information such as navigation instructions directly in their line of sight. In the center of the instrument panel is a 'floating' 15.4-inch HD touchscreen offering super-fast responses and incredibly crisp, clear images, and which puts everything at the driver's fingertips. A fourth, 5.7-inch touchscreen in the rear of the Privilege model allows row-two passengers to adjust their climate control settings.

Another integral part of the user experience is the intelligent virtual assistant. Using natural speech commands, driver and passengers alike can interact with the vehicle. Always learning, the assistant's capabilities improve over time, making it even easier and enjoyable to use.

At the heart of the infotainment system is an intelligent cockpit computing platform built around two state-of-the-art Qualcomm 8155 Snapdragon chips, featuring 7nm processors, 16GB of memory, 128GB of high-speed storage and super-fast 5G connectivity. All of this technology delivers an incredible digital experience within the vehicle, and with over-the-air software updates, that experience is future-proofed as even greater functionality will become available in years to come.

Through the central touchscreen, drivers can access a vast collection of tailored apps designed specifically for the road ahead. From music, video, gaming to navigation, parking, weather, and productivity, the ZEEKR App Store (powered by Harman Ignite, a Samsung company) offers a curated selection of useful and popular apps, transforming your car into a smart and intuitive travel companion.

Finally, with the ZEEKR Connected Mobile App, drivers can lock and unlock their vehicle, open the trunk and windows, control the climate system, settings, lights, and in-cabin preferences, plan charging, receive updates on charging progress, vehicle health, and maintenance reminders, ensuring their ZEEKR 001 is always in optimal condition.



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SAFETY AND ADVANCED DRIVER ASSISTANCE SYSTEMS

Fully leveraging the world-class engineering expertise within the Geely Group and within ZEEKR's European R&D Center, the SEA architecture was developed to offer very high levels of safety through its passenger compartment safety cell, full complement of seven airbags, and suite of advanced driver assistance systems (ADAS).

The body structure uses an intelligent mix of advanced steel and aluminum to enhance occupant crash protection, including the use of hot-formed ultra-high strength steel to reinforce critical areas including the A-pillar, B-pillar and the roof frame. The latest 6- and 7-series aluminum alloys are used in the crumple zones, providing excellent, progressive energy absorption together with light weight. Supplementing the protection provided by the body structure are seven airbags: driver and passenger front, driver and passenger side, driver far side, and curtain airbags in the roof.

Giving the ZEEKR 001 a 360-degree vision of its environment are 28 sensors, including radar, cameras and ultrasonics, all providing the information needed by the suite of up to 21 ADAS systems, all designed to help protect occupants, other road users, cyclists and pedestrians. Among these are Front and Rear Collision Mitigation Support, Lane Keep Assist, Evasive Maneuver Assist, Front and Rear Cross Traffic Alert, and Door Open Warning.

To make motorway driving safer and less stressful, the Highway Assist System⁵ builds on the functionality of Adaptive Cruise Control with additional features including auto lane change assistance, which will automatically perform a lane change when the driver uses the direction indicator, if the system determines that there is sufficient time and distance to safely complete the maneuver.

Integrated into the ZEEKR 001's electronic architecture are two state-of-the-art safety technologies. The Falcon Eye Vidar vision perception system fuses data from seven 8MP HD cameras with a 600-meter range and a millimeter-wave radar with a 250-meter range to build up an intelligent picture of what's on the road around the vehicle, while the Mobileye EyeQ5H dual chip uses 7nm processors, offering 20 times the performance of the previous generation, providing future-proofed computing power for the ZEEKR 001's ADAS systems.

PRICING AND TRIMS

The ZEEKR 001 will come in three trims: Long Range RWD, Performance AWD and Privilege AWD.

Model	Powertrain	Maximum power	0-100 km/h	WLTP Combined range¹	Price incl. VAT (Netherlands)
Long Range RWD	Single motor	200 kW / 272 hp	7.2 s	Up to 620km	€ 59,490
Performance AWD	Dual motor	400 kW / 544 hp	3.8 s	Up to 590km	€ 62,490
Privilege AWD	Dual motor	400 kW / 544 hp	3.8 s	Up to 580km	€ 67,490



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Model	Powertrain	Maximum power	0-100 km/h	WLTP Combined range ¹	Price incl. VAT (Sweden)
Long Range RWD	Single motor	200 kW / 272 hp	7.2 s	Up to 620km	667,000 SEK
Performance AWD	Dual motor	400 kW / 544 hp	3.8 s	Up to 590km	707,000 SEK
Privilege AWD	Dual motor	400 kW / 544 hp	3.8 s	Up to 580km	757,000 SEK

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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 Price is for Netherlands market

³ Price is for Swedish market

⁴ 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

⁵ The driver is still responsible and must remain in control at all times

⁹ The system works within functional limits to provide support while driving. The driver is still responsible and must remain in control at all times

About ZEEKR

ZEEKR is the global luxury electric mobility technology brand from Geely Holding Group. ZEEKR aims to create a fully integrated user ecosystem with innovation as standard. The brand utilizes the Sustainable Experience Architecture (SEA) and includes its own battery technologies, battery management systems, electric motor technologies and electric vehicle supply chain.

The European R&D Center for ZEEKR – China Europe Vehicle Technology AB (CEVT) – was established more than a decade ago in the Lindholmen area of Gothenburg, Sweden's automotive technology hub, and boasts state-of-the-art facilities and world-class expertise. The engineering team based here works on core technologies including vehicle architectures, powertrain, chassis, and advanced driver assistance systems (ADAS). They also collaborate with start-ups, innovation hubs and academia in Sweden and from around the world to pave the way for future sustainable mobility.

The Global Design Center, also located in Gothenburg, is home to a diverse, international team working in disciplines including exterior and interior design, color, materials, human-machine interface (HMI), and digital and physical modeling. The inside of the building boasts an open layout to encourage all teams to work together as a single, unified group. In this vibrant and inspirational high-tech environment, creative minds from all over the world meet to design the ZEEKR models of the future.



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The ZEEKR story so far:

ZEEKR's tremendous success story began in China. ZEEKR has been delivering its first product, the ZEEKR 001, from October 2021 and started delivery of the ZEEKR 009 MPV in January 2023. At the end of May 2023, ZEEKR has already delivered more than 100,000 units.

About Zhejiang Geely Holding Group

Zhejiang Geely Holding Group (Geely Holding) is a global automotive group that owns several well-known international automotive brands, with operations spanning the automotive value chain, from research, development and design to production, sales and servicing.

Founded in 1986 by Eric Li, the company's Chairman, in the city of Taizhou in China's Zhejiang province, Geely Holding launched its automotive business in 1997 and is now headquartered in Hangzhou, China. Today, Geely Holding operates a number of brands including Geely Auto, Lynk & Co, ZEEKR, Geometry, Volvo Cars, Polestar, Lotus, London Electric Vehicle Company, Farizon Auto, and Cao Cao Mobility.

Geely Holding sold over 2.3 million vehicles in 2022, with Volvo Cars sales reaching 615,121 units globally and Geely Auto Group's Hong Kong listed entity reporting sales reaching 1,432,988 units. Geely Holding employs over 120,000 people globally, and has been listed in the Fortune Global 500 for the past ten years.

For more information regarding Zhejiang Geely Holding Group please refer to the official website at www.zgh.com

About Geely Automobile Holdings Limited

Geely Automobile Holdings Limited (the "Company" and its subsidiaries, collectively the "Group") (SEHK stock code: 175) is an automobile manufacturer, focusing on development, manufacturing and sales of passenger vehicles.

The Group sells most of its products in the China market and has also expanded its sales through export to other countries in the past few years. The Group has production bases in various parts of mainland China, with more than 40,000 employees.

The Company is listed on the main board of The Stock Exchange of Hong Kong Limited ("SEHK") and is a constituent of the Hang Seng Index since 2017. The controlling shareholder of the Company is Zhejiang Geely Holding Group.

Notes for Editors:

Listed below are just some of the additional highlights in the ZEEKR brand's incredible success story to date:

- 23.03.21 ZEEKR Intelligent Technology officially established
- 15.04.21 Reveal of ZEEKR's first model, the 001 Shooting Brake
- 27.08.21 Strategic investment agreement signed with five key partners, including battery supplier CATL
- 29.08.21 The ZEEKR Power charging network launched in China
- 05.09.21 First ZEEKR Center opens in Hangzhou, China
- 19.10.21 ZEEKR 001 production milestone achieved when the first customer car rolls off the line at the Ningbo Intelligent Factory
- 30.11.21 ZEEKR Intelligent Technology announces strategic partnership with RoboSense, a leading developer of LiDAR systems
- 29.12.21 ZEEKR becomes exclusive supplier of vehicles for the Waymo One driverless fleet in the US
- 31.12.21 Global flagship store in Shanghai completed
- 05.01.22 Strategic partnership with Mobileye expanded, with plans to jointly deliver the world's first autonomous vehicles with Level 4 capability by 2024
- 17.05.22 ZEEKR's 10,000th home charger installed
- 28.05.22 Deliveries of ZEEKR 001 reach 20,000 units
- 01.08.22 Deliveries of ZEEKR 001 exceed 30,000 units
- 02.08.22 ZEEKR's public charging network in China now at 396 stations in 64 cities
- 30.09.22 200th ZEEKR Center opens in Xiamen
- 01.11.22 Official launch of ZEEKR's second model, the 009 luxury MPV
- 19.11.22 ZEEKR 001 deliveries exceed 60,000 units
- 01.04.23 Deliveries of ZEEKR exceed 93,000 units since launch
- 12.04.23 Official launch of ZEEKR X, third model
- 15.04.23 ZEEKR celebrates 2-year anniversary
- 18.04.23 ZEEKR confirms official arrival of the Brand in Europe by end of 2023
- 28.06.23 Pre-orders for the ZEEKR 001 and ZEEKR X open in Sweden and the Netherlands

For further information or for interview requests, please contact: media@zeekr.eu