

AutoWallis to launch Zeekr in Austria and Poland

Budapest, 2 September 2026 - AutoWallis Group will launch Zeekr, the global premium electric mobility technology brand from Geely Auto Group, in Austria and Poland under a new distribution agreement. AutoWallis will represent the brand independently in Austria and together with its Portuguese partner, Salvador Caetano Group, in Poland. The agreement further strengthens AutoWallis' presence and brand portfolio in both strategic markets while supporting the next stage of Zeekr's European expansion.

The launch of Zeekr in both markets is currently planned for the final quarter of 2026, with six models available from the outset: the Zeekr 001, X, 7X, 8X, 9X and 7GT. The premium brand's models are also developed at its European research and development centres, with its offering built around electrified powertrains, advanced digital and driver-assistance technologies, and premium design.

Established in 2021, Zeekr is a fast-growing premium electric mobility technology brand from Geely Auto Group, combining advanced technology and engineering with European design expertise. With designs developed at the company's Global Design Centre in Gothenburg, Sweden, Zeekr's vehicles are built around three key pillars: innovative craftsmanship, forward-looking technology and exhilarating performance. The brand combines the scale and technology of a global automotive group with a distinctly European approach to design and user experience.

In Austria, AutoWallis will build on the automotive distribution experience, local market knowledge and partnerships it has developed over several years. In Poland, the company will introduce Zeekr together with Salvador Caetano Group, combining regional market knowledge with international automotive distribution and brand-building expertise. The agreement creates a strong platform to establish Zeekr as a compelling new premium mobility choice in both markets.

Lothar Schupet, CEO of Zeekr Europe, commented: "As we continue our European expansion, we are looking for partners with strong market expertise, long-term commitment and a proven track record in automotive distribution. AutoWallis Group has demonstrated these qualities across Central and Eastern Europe, making it a natural partner for Zeekr in Austria and Poland. We look forward to working together as we expand our presence in both markets."

Gábor Ormosy, CEO of AutoWallis Group, said: "The launch of Zeekr in Austria and Poland is an important step in strengthening our regional presence and expanding our portfolio with a premium, technology-focused brand. In both markets, we can build on our automotive distribution experience, local market knowledge and partnerships developed over several years. Zeekr's positioning gives us the opportunity to apply our market-building expertise to the introduction of a rapidly growing brand that can offer a compelling new alternative to premium car customers."



Pál Bihari, Head of the Distribution Business Unit at AutoWallis Group, added: “In a relatively short period of time, Zeekr has established a distinctive position in the premium segment. Its European design, advanced technology and broad model range make the brand particularly exciting for us. We believe Zeekr can offer a compelling alternative in the Austrian and Polish premium car markets.”

About Zeekr

Zeekr is the global premium electric mobility technology brand from Geely Auto 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 850,000 vehicles to date. 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, Germany, Italy, Spain, Portugal, France, Lithuania, Latvia, Estonia and Finland.

For more information, please visit: www.zeekr.eu

About AutoWallis

AutoWallis is the leading integrated car and mobility service provider in the Central and Eastern European region. The company is present in 17 countries of the Central and Eastern European region (Albania, Austria, Bosnia and Herzegovina, Czech Republic, Bulgaria, Croatia, Greece, Hungary, Kosovo, Montenegro, Moldova, North Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia) with wholesale and retail motor vehicle and parts distribution, service, short-, and long-term car rental. Brands represented by AutoWallis' Distribution Business Unit include Alpine, Dacia, Farizon, Geely, Isuzu, Jaguar, KGM, Land Rover, NIO, Nissan, Opel, Renault, XPENG, BYD plus MG and Saab aftermarket. The brands represented by the Retail Business Unit include BMW cars and motorcycles, BYD, Dacia, Ford, Isuzu, Jaguar, KIA, Land Rover, Maserati, Mercedes-Benz, Mercedes-Benz Trucks, MINI, NIO, Nissan, Opel, Peugeot, Renault, Suzuki, Toyota, XPENG, JoAutok.hu and AUTO-LICIT.HU, while the Mobility Services Business Unit is present on the Hungarian market with the brands wigo carsharing, wigo fleet, Sixt rent-a-car.

AutoWallis is listed on the Prime Market of the Budapest Stock Exchange and the BUX and BUMIX indices,

www.autowallis.com | www.facebook.com/AutoWallis | www.linkedin.com/company/autowallis/

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