

GEELY AUTO GROUP LAUNCHES 'GEELY TECHNOLOGY EUROPE' TO ACCELERATE GLOBAL EXPANSION



Offices of Geely Technology Europe in Gothenburg (left) and Frankfurt (right)

New unified R&D powerhouse in Sweden and Germany will drive next-generation vehicle development and supercharge Geely's overseas growth.

GOTHENBURG, Sweden, 26 March 2026 – In a major step to accelerate its international ambitions, Geely Auto Group today announced the creation of Geely Technology Europe (Geely Tech Europe). By integrating its premier engineering centers in Gothenburg, Sweden, and Frankfurt, Germany, Geely has established a unified R&D hub that positions European innovation at the core of its global vehicle development.

Acting as a strategic bridgehead, Geely Tech Europe will work seamlessly with the Geely Research Institute (GRI) in China to engineer vehicle platforms for worldwide markets from Day One. The organization will provide coordinated engineering support across the **Zeekr, Lynk & Co, and Geely** brands, aiming to shrink the gap between China and overseas product launches to less than six months. To support the Group's aggressive overseas sales targets, Geely Tech Europe plans to double its managed European carline projects by 2027.

The mission of Geely Technology Europe focuses on three core pillars:

- **Co-development of Global Architectures:** Driving the creation of next-generation mechanical and E/E architectures alongside counterparts in China.
- **Product Definition & Market Optimization:** Translating European and international customer needs, as well as strict regulatory requirements, into highly competitive global vehicle programs.

- **AI-Powered Digital Experiences:** Pioneering the software-defined vehicle with Agentic AI, advanced intelligent driving (ADAS), smart cockpits, and robust European data privacy and cybersecurity standards.

Giovanni Lanfranchi, CEO of Geely Technology Europe, said: *“Europe is more than a key market; it is a global benchmark for automotive excellence and demanding customer expectations. To succeed, it is essential to anticipate and incorporate the needs of all regions from the start of development. Establishing Geely Technology Europe creates a genuinely borderless R&D setup -- a strategic edge that allows us to not only meet global standards, but help set them.”*

Building on Decades of European Heritage

Geely Tech Europe combines nearly two decades of European engineering expertise with Geely’s massive global R&D network. The European teams have already been instrumental in creating industry-leading platforms, including the Compact Modular Architecture (CMA), which currently underpins more than four million vehicles globally, and the Sustainable Experience Architecture (SEA) family, such as the co-developed SEA-S platform featuring a 900-volt high-voltage system.

The creation of Geely Tech Europe represents the latest evolution of Geely’s deep-rooted presence in Europe. The organization’s foundation was laid in 2013 with the establishment of China Euro Vehicle Technology (CEVT) in Gothenburg. After evolving into Zeekr Technology Europe (ZTE) to drive the rapid rise of the premium electric brand, the center is now expanding its mandate. By uniting with the Frankfurt engineering team, it becomes Geely Technology Europe, a comprehensive hub serving the wider Geely Auto Group. As the premier European hub for the Group’s automotive engineering, Geely Tech Europe will continue to expand its innovation ecosystem by attracting top-tier talent and deepening partnerships with universities, tech startups, and innovation hubs across the region.

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About Geely Technology Europe

Geely Technology Europe is Geely Auto Group’s unified European research and development organisation, formed by integrating its long established engineering hubs in Gothenburg and Frankfurt. The Gothenburg organisation carries a strong heritage as China Euro Vehicle Technology (CEVT)—founded in 2013—and later Zeekr Technology Europe, while the Frankfurt centre has operated as the Lotus Tech Innovation Centre (LTIC GmbH), bringing with it a legacy of engineering excellence tied to one of Europe’s most respected performance and innovation brands. Today, Geely Tech Europe brings these complementary capabilities together to strengthen Geely’s global vehicle development, embedding European regulatory and customer requirements from the outset. The organisation drives next generation vehicle architectures, digital technologies, and intelligent systems for international markets, and supports brands including Zeekr, Lynk & Co, and Geely.