



LEVC GIVES FIRST GLIMPSE INSIDE ITS NEW L380 LUXURY MPV

- LEVC is transforming from a high-end taxi manufacturer to a leading provider of pure electric global mobility solutions
- New images revealed of the innovative, spacious and luxurious interior of the L380, the first fully electric LEVC model based on its Space Oriented Architecture (SOA)
- Highly flexible, premium Multi-Purpose Vehicle will be launched in China this year with further global markets to follow, UK market version arriving within the next two years
- Further SOA-based models to be revealed, launching LEVC into new sectors in addition to existing products
- Media images: https://bit.ly/L380_interior

16th April 2024 – LEVC has debuted new information and images of the luxurious and innovative interior of its L380 Multi-Purpose Vehicle (MPV), the first of a new range of smart, spacious, fully electric models, which will see the brand accelerate its transition from a high-end taxi manufacturer to a leading provider of e-mobility solutions.

At a design event held in Yishang Town, Hangzhou, China, LEVC revealed more about the aesthetic inspirations of its new luxury MPV, the first model in its new range to be underpinned by its Space Oriented Architecture (SOA) pure EV platform, revolutionary technology which enables L380 to offer an unprecedentedly spacious and luxurious experience, whether for families or business users.

Blending airy, sophisticated space with premium materials, L380's inspirations come from the world of luxury airline travel with seating for up to eight and flexible first class-style chairs, clad in soft, delicate semi-aniline leather – which can be flipped down for sleeping – contrasted with Alcantara fabrics, bright chromes and crystals for the rest of the opulent cabin.

Other stand-out details include an organic, floating dashboard and a 2.18m-sq panoramic glass roof, which bathes the cabin in natural light or shields the occupants via intelligent dimming, along with a host of exquisite elements that reflect L380's integration of international cultures, from traditional Chinese Ruyi shaped air vents to a meteor shower cabin lighting effect, which integrates London icons such as Tower Bridge and Big Ben.

On the outside, L380 pushes the boundaries of MPV design with a simple yet technical and elegant shape inspired by aircraft aerodynamics and accentuated by precisely honed details such as a floating roof and wheels influenced by the iconic London Eye. The bold, powerful aesthetic is further underscored by a palette of four strong, dynamic body colours: Pearl White, Ink Jade Black, Sapphire blue and Emerald Green.

The L380's focus on the intersection between luxury and optimum space has been led by LEVC's Global Chief Design Officer, Brett Boydell and his team, based at LEVC's Design & Innovation Centre at its Ansty facility. Bringing together leading designers from many countries

around the world, this diverse, international group has rich experience from multiple renowned luxury car brands and is focused on the design of future SOA-based LEVC vehicles.

Brett Boydell, LEVC Global Chief Design Officer, commented: *“Our exceptionally talented team is committed to developing innovations in automotive design across the themes of luxury and space optimization. The L380 MPV, the first of a new wave of pure electric LEVC products based on our SOA platform, truly breaks new ground, inspired by sectors such as luxury air travel and our international cultures, brought together by space-efficient and highly flexible cutting-edge technology, creating a high-level and luxurious atmosphere.”*

Alex Nan, CEO of LEVC, commented: *“As we accelerate our transition from manufacturing the world’s most advanced and iconic taxi to becoming a leading e-mobility technology company, I am delighted to reach another important milestone, revealing more details on our new L380, which sets new standards in the luxury MPV sector.*

“As with all our products, L380 takes inspiration from the company’s rich history, combined with the vast resources and technical innovation of the Geely Holding Group. It is full of exquisite details and delightful touches, combining space-efficient design with premium quality, raising the bar for multi-purpose vehicles.

“The innovative SOA technology on which L380 sits spearheads our exciting new strategy that will see the business take a global approach, growing our footprint across the world. [We aim to have a presence in over 40 countries in the coming years, with multiple new models based on the SOA platform leading the way.](#)”

With more than a century of ‘mobility’ in its DNA, LEVC has always focused on meeting the needs of society by transporting people around urban areas. From the beginning, LEVC’s vehicles have been designed with one core principle in mind: purpose-built solutions.

LEVC’s new L380 model builds on this unrivalled heritage and propels the company into an entirely new market, delivering smart, green, safe, and accessible luxurious mobility, raising the bar for interior flexibility. [The L380 will initially launch in China, with the MPV set to arrive in the UK within the next two years.](#)