

Media Information

Zeekr 007 Electric Vehicle Wins Red Dot Award for Outstanding Design

Gothenburg, 2 May 2024 – Zeekr is proud to announce that the all-electric Zeekr 007 luxury sedan won the prestigious Red Dot Award for its exceptional design in the category Product Design. The “Red Dot” is the world's most renowned design competition award for high design quality. The international jury only awards this sought-after seal of quality to products that feature an outstanding design.

Designed by the Zeekr Design Team at the Global Geely Design Center in Gothenburg, Sweden, under the leadership of renowned designer Stefan Sielaff, the Zeekr 007* blends innovation with emotion. At the heart of Zeekr's philosophy is a customer-first design approach, which includes not only visual elegance but also pragmatic and intelligent solutions that meet consumer demands. A prime example of this philosophy in action is the "Zeekr Stargate," an Interactive Social Display (ISD) integrated into the vehicle's front facade. This Stargate lighting feature is multipurpose, enhancing the vehicle's visual personalization, communication, and safety.

Stefan Sielaff, Design Director at Zeekr, expressed his joy, saying, "Winning the Red Dot Award is something we're incredibly proud of. It shows that our team's hard work and dedication convinced the international Red Dot Jury of the Zeekr's 007's outstanding quality and design. We're honored to be recognized on a global stage."

* Model not offered in Europe

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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 EV-focused Sustainable Experience Architecture (SEA) and includes its own e-powertrain technologies and a sustainable electric vehicle supply chain.

Zeekr operates its R&D center in Ningbo, Hangzhou, Gothenburg, and Shanghai and boasts state-of-the-art facilities and world-class expertise. The engineering team in Sweden 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.

Zeekr 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.

Since Zeekr began delivering vehicles in October 2021, the brand has delivered over 240,000 vehicles to date including the Zeekr 001, Zeekr 001 FR, Zeekr 009 MPV, Zeekr 009 Grand, Zeekr X urban SUV, and Zeekr 007 sedan. Zeekr has announced plans to sell vehicles in European, Middle Eastern and other Asian markets, and has an ambitious roll-out plan over the next 5 years to satisfy the rapidly expanding global EV demand.