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XPENG DACH MARKET PERFORMANCE REPORT

Voice of the Customer: Sentiment Analysis & Strategic Action Plan

Data-driven insights from the premium community forum (xpeng-fahrer.de)
Prepared for XPENG HQ Management by DACH Marketing | July 2026

Executive Sentiment Dashboard

Vehicle Experience: G6

3.8/5.0

Strong hardware value; localization & OTA delays are main friction points.

Vehicle Experience: G9

4.2/5.0

Flagship premium quality praised; software and assistance system tuning needed.

Sales & Dealer Network

3.2/5.0

Highly variable experiences; lack of product knowledge at multi-brand dealers.

Service & Issue Resolution

2.5/5.0

Bottleneck. Long resolution times, lack of replacement parts, and direct HQ coordination issues.

Delivery & Lead Times

4.0/5.0

Generally reliable. Minor delivery window shifts, but high overall tracking transparency.

Vehicle Analysis: G6 vs. G9 vs. Others

XPENG G6

Score: 3.8 / 5.0

Customer Examples & Pain Points:

- Price/performance ratio highly praised (charging speed 800V is benchmark in segment).
- Infotainment localization errors (bad German translations and truncated words).
- Navigation route planning sometimes ignores state-of-charge limits or recommends slow chargers.

Key Actions for HQ:

1. Fast-track local German translation QA with European native speakers.
2. Implement intelligent route planning matching real-time Ionity/EnBW network data.
3. Resolve local radio (DAB+) drop-off bugs in suburban DACH areas.

XPENG G9

Score: 4.2 / 5.0

Customer Examples & Pain Points:

- Premium ride quality, air suspension and acoustics recognized on level of German legacy OEMs.
- Aggressive and over-sensitive ADAS warning sounds (traffic sign recognition triggers falsely).
- Delayed OTA updates in EU compared to Chinese market rollouts.

Key Actions for HQ:

1. Adjust ADAS acoustic warnings to meet EU tastes (more subtle/configurable volume levels).
2. Establish a dedicated EU cloud/OTA validation taskforce to parallelize releases.
3. Enhance battery pre-heating manual override to ensure premium charge curves.

Others (P7, etc.)

Score: 3.5 / 5.0

Customer Examples & Pain Points:

- Elegant design (especially P7 scissor doors) creates extreme visual appeal.
- Disappointment regarding legacy infotainment hardware performance vs newer models.
- Lack of accessory availability (tow bars, roof racks) in early model generations.

Key Actions for HQ:

1. Deliver optimized software versions for legacy hardware platforms.
2. Accelerate European homologation for custom dynamic accessories.
3. Provide retrofit options for older-gen hardware components where feasible.

Sales & Retail Experience: Under-trained Franchises

Current Status: 3.2 / 5.0

Key Feedback & Pain Points from xpeng-fahrer.de:

1. Franchise Brand Dilution:

Many dealers sell XPENG alongside other brands. Sales agents are often underinformed about XPENG software features, leaving tech-savvy EV buyers disappointed.

2. Test Drive Booking Inconsistencies:

Users report booking test drives online, but arriving at dealers to find cars uncharged or agents unprepared.

3. Non-Transparent Trade-In (Inzahlungnahme):

Evaluation processes for trade-in vehicles take too long and are frequently priced well below market value.

Strategic Roadmap to 5.0

HQ-Supported Action Items:

1. Mandate XPENG Academy Certification:

Tie dealer performance bonuses strictly to sales-agent certifications. Regular audits on product knowledge are necessary.

2. Digitized Dealership Readiness Tracking:

Implement automated test-drive management showing SoC (State-of-Charge) status in the Central CRM before customer arrival.

3. Standardized Digital Trade-In App:

Develop an integrated valuation tool for the DACH region providing quick, guaranteed trade-in offers within 2 hours.

Dealer Service & Resolution: The Primary Bottleneck

Current Status: 2.5 / 5.0

Critical Feedback & Pain Points from xpeng-fahrer.de:

- 1. Severe Lack of Spare Parts:**
Even minor collision repairs (windshields, bumpers) or sensor replacements ground vehicles for weeks due to no central European warehouse stock.
- 2. Diagnostics Ping-Pong:**
Local workshop technicians struggle with deep diagnostic errors, requiring back-and-forth email loops with Chinese engineering teams.
- 3. Missing Replacement Mobility:**
Customers stranded with bricked cars are not systematically provided premium replacement EVs, violating premium expectations.

Strategic Roadmap to 5.0

HQ-Supported Action Items:

- 1. Establish central EU Parts Distribution Hub:**
Store 95% of common wear/crash parts inside the EU (e.g., in Germany or Netherlands) with 24-hour delivery promise.
- 2. 24/7 Remote Support Hot-Desk in China:**
Bridge the timezone gap with a dedicated EU workshop engineering hotline in China for fast diagnostic sign-offs.
- 3. Mandatory Premium Mobility Policy:**
Contractually require dealers to provide high-quality replacement vehicles (G6/G9) for repairs taking >24 hours, co-funded by HQ.

Delivery & Lead Times: A Solid Foundation

Current Status: 4.0 / 5.0

Positive Feedback & Minor Friction from xpeng-fahrer.de:

1. On-Time Shipping & Logistics:

Most pre-ordered G6 and G9 vehicles are delivered exactly within the promised 12-16 week window from China production.

2. Logistics Black Hole (Final Mile):

Once the vehicle lands in European ports (e.g., Bremerhaven), tracing becomes difficult for dealers and buyers alike.

3. Delivery Condition Defects:

Occasional transport marks, unremoved transport protection film, or older firmware pre-installed on delivery day.

Strategic Roadmap to 5.0

HQ-Supported Action Items:

1. End-to-End Tracking API Integration:

Expose real-time vessel and port tracking in the customer-facing XPENG App, transforming 'waiting' into an exciting event.

2. Comprehensive Pre-Delivery Inspection (PDI):

Implement an automated checklist for dealer handovers with mandatory firmware upgrades to the latest version before key handover.

3. Regional Buffer Stocks:

Maintain highly requested configurations (color/interior trims) in central EU compounds to lower immediate delivery times to <3 weeks.

CONCLUSION

Next Steps: Action Request for HQ

Summary of DACH Market Sentiment

- Vehicles (G6, G9) are highly competitive and technically outstanding.
- The brand is severely limited by poor local software adaptations, missing dealership training, and sub-par workshop response times.
- Competitors are scaling fast. DACH requires immediate, hands-on infrastructure support from Chinese HQ teams.

Budget & Resource Support Requested

1. European Software QA Hub: Dedicated translators and OTA engineers stationed locally in Frankfurt/Munich.
2. Parts Infrastructure Investment: Co-funding the regional warehouse expansion in Germany.
3. Service Training Taskforce: Direct dispatch of technical diagnostic teams from Guangzhou to DACH dealer networks.