CHANGAN EUROPE PRESS INFORMATION

Changan reaches major milestones in its Europe strategy

- **Changan lays the foundation for a long-term, successful market presence in Europe.**
- **Changan is now operating in 15 European markets.**
- **Further expansion into additional European markets, along with an enhanced product and service portfolio, will follow in the coming months.**

Munich, 21 January 2026 – The foundation has been laid. With a steadily growing presence in 15 markets, Changan has established the basis for its long-term expansion in Europe in 2025. Supported by additional new locations across the region, a seamless, customer-focused service approach in cooperation with leading European partners, and the gradual expansion of its model line-up, Changan aims to further strengthen its market position in the years ahead.

Changan remains on course: in 2025, China's fourth-largest car manufacturer reached key milestones in its European expansion strategy. Following its market entry at the beginning of last year, Changan is now represented in 15 European countries, achieving its goal of operating in more than ten European markets by the end of 2025.

"Our goal is to establish Changan in Europe as a key player," says Ethan Yin, Executive Deputy General Manager of Changan Europe. "We have already laid important groundwork in recent years with our European design and development centres. In 2025, we took the next step by creating the foundation for successfully positioning Changan brand products in the European market. Based on this, we will continue to successfully expand our activities in 2026."

Three major European markets with their own import companies

By the end of 2025, Changan operated its own National Sales Companies (NSCs) in three key European markets: Germany, the United Kingdom, and Spain.

In Germany, the "Autohaus Günther" car dealership near Hamburg opened the first Changan showroom at the end of August, followed by the further expansion of the

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German Changan service network. In the medium term, around 120 sales and service points are planned in Europe's largest automotive market.

In the United Kingdom, Changan is already represented at 40 sales locations by the end of 2025, including the flagship store in Birmingham operated by Lookers. The number of locations is expected to rise to 60 by the end of first quarter of 2026.

In Spain, Changan can also report significant progress. By the end of the year, the brand was represented at 30 locations. By 2026, this number will grow to 80, including a flagship store in Leganés near Madrid operated by the Seligrat Group. The official launch of Changan sales in the Spanish market is planned for January 2026.

In Italy, all necessary activities are underway to establish the NSC as soon as possible. Changan's market launch is planned for the first quarter of 2026.

Andersen Motors becomes Changan import partner in Denmark

In other European countries, regional distribution partners are responsible for bringing Changan vehicles to customers. Motorgruppen in Norway began offering Changan vehicles several months ago, while Greece, Serbia, and Portugal have also joined the brand's growing network. In October, Autohellas became the official importer in Greece. Crossroad Asia, a company of the OMR Group, has been overseeing distribution in Serbia and several Western Balkan markets since the end of November. In Portugal, Auto Industrial has served as Changan's partner since September.

Changan has also set the course for its market launch in Denmark. Andersen Motors will take on future distribution responsibilities, with both companies signing a corresponding agreement at the end of November.

In Poland, negotiations are in their final stages, and a contract is expected to be signed in the coming weeks. Therefore, Changan's brand landing is assumed for the end of first quarter 2026.

Concrete plans to expand Changan's model and powertrain range

In Europe, Changan is focusing on a growing portfolio of electrified vehicles. The fully electric European model range currently includes the "C+"-SUV Changan Deepal S05 and the D-SUV Changan Deepal S07. Looking ahead, Changan will expand its European portfolio with additional fully electric and plug-in hybrid models.

Changan aims to establish a long-term presence in Europe based on its “In Europe for Europe” strategy. This approach builds on European design expertise from the Changan Design Center in Turin, global innovation driven by the Research and Development Centre in Birmingham, and a comprehensive, customer-focused service offering.

Enhancements to the Changan parts centres in the United Kingdom and the Netherlands ensure a fast and reliable supply of spare parts, reducing customer downtime to a minimum. Changan is also advancing the launch of its training and qualification programme for dealers and service partners, following the establishment of the first one in the UK. The German call centre for customer enquiries became operational in October. Additionally, Changan works closely with leading European financial service providers, such as BNP Paribas, to offer modern and flexible financing and leasing solutions.

Caption:

Image 1: “C+” SUV Deepal S05: In 2025 Changan has established the basis for its long-term expansion in Europe.

Combined WLTP values:

Changan Deepal S05 RWD: Energy consumption 15.9 kWh/100 kilometres, CO_2 emissions 0 g/km, CO_2 class: A; AER: 485 kilometres

Changan Deepal S05 AWD: Energy consumption 17.5 kWh/100 km, CO_2 emissions 0 g/km, CO_2 class: A; AER: 445 kilometres

Changan Deepal S07 RWD: Energy consumption 18.6 kWh/100 kilometres, CO_2 emissions 0 g/km, CO_2 class: A; AER: 475 kilometres

About Changan

Changan, one of China's largest automotive groups, has 42 years of experience in automobile manufacturing and is headquartered in Chongqing. Chongqing Changan Automobile Co, Ltd (Shenzhen Stock Exchange: SZSE 000625) operates 14 manufacturing bases and 39 plants worldwide, 79 branches and subsidiaries, sales and service networks

in 115 countries and regions, and more than 14,000 global sales outlets. It employs over 80,000 people directly and supports more than one million jobs across its entire value chain. Changan's portfolio includes its own brands, such as Changan and Avatr, alongside joint ventures like Changan Ford and Changan Mazda. Since 2001, Changan has strengthened its European presence with a design centre in Turin and a research and development centre in Birmingham. Changan surpassed 30 million units in cumulative production and sales in December 2025. With the launch of its vehicles in Europe, Changan marked a new chapter in its international expansion in 2025.

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