



4screen x Zeekr: Redefining the EV In-Car Experience

Munich, 02 October 2024 - In an exciting leap forward for automotive technology, the global electric mobility technology brand Zeekr is proud to announce a groundbreaking partnership with 4screen, the world's first driver interaction platform.

4screen's technology seamlessly integrates with the state-of-the-art infotainment systems in the Zeekr 001 and Zeekr X, and the Zeekr Places App, and further enhances the driving experience by connecting drivers with the environment around them in real-time through location-based content displayed on the central touchscreen.

Innovative Partnership that Enhances the EV Driver's Journey

For the first time, 4screen's pioneering driver interaction solutions will be accessible through Zeekr Places App. The in-car app serves as a virtual guide for Zeekr drivers, enabling them to discover places and destinations along their route like never before.

The update was released Over-The-Air in July 2024, and is available first in the Netherlands and soon in Sweden, Zeekr customers can enjoy an enhanced driving and discovery experience with features such as Branded Pins and enriched Detail Screens provided by 4screen.

A Tailored Approach to Every Journey

This unique collaboration introduces a novel way for Zeekr drivers to interact with their surroundings, combining 4screen's expertise in connecting drivers with relevant destinations and businesses, and Zeekr's commitment to innovation and technology.

Zeekr drivers will benefit from tailored recommendations and content provided in real-time, transforming every trip into an adventure of discovery and convenience.

"We're excited to partner with Zeekr, bringing unparalleled engagement and convenience to the forefront of every drive. This collaboration is all about enriching the journey, setting a new benchmark for what EV drivers can expect from their in-car experience." - Fabian Beste, 4screen CEO & Co-Founder.

"Through our partnership with 4screen, we're providing our customers with tailored, intuitive engagement. Together, we're not just shaping the EV experience; we're defining it as it should be." - Alessandro Massimino, Zeekr EU Chief Product Officer.

The Future of Driving

By integrating 4screen's driver interaction platform into the Zeekr Places in-car app, this partnership elevates the journey and paves the way for future innovations. It represents a glimpse into the exciting future of how drivers connect with the world around them, making each journey more informative, enjoyable, and tailored to their needs.

= End =



About 4screen

4screen is the world's first and only platform that connects drivers seamlessly with their surroundings, providing real-time access to a wide range of services and recommendations. By working within the car's digital interface, 4screen leverages unique vehicle data points to enhance the mobility experience and connect drivers with the most relevant businesses and destinations possible - All while complying fully with the highest safety and privacy regulations.

For more information, please visit www.4screen.com

About Zeekr

Zeekr (NYSE: ZK) is the global premium electric mobility technology brand from Geely Holding Group. Zeekr aims to create a fully integrated user ecosystem with innovation as a standard. The brand utilizes Sustainable Experience Architecture (SEA) and develops its own battery technologies, battery management systems, electric motor technologies, and electric vehicle supply chain. Zeekr's value is equality, diversity, and sustainability. Its ambition is to become a true mobility solution provider.

Zeekr operates its R&D centers and design studios in Gothenburg, Ningbo, Hangzhou, and Shanghai and boasts state-of-the-art facilities and world-class expertise. Since Zeekr began delivering vehicles in October 2021, the brand has delivered around 340,000 vehicles to date including the Zeekr 001, Zeekr 001 FR, Zeekr 009 MPV, Zeekr X urban SUV, Zeekr 007 and Zeekr 7X. Zeekr has announced plans to sell vehicles in global markets, and has an ambitious roll-out plan over the next 5 years to satisfy the rapidly expanding global EV demand.

For more information, please visit <https://www.zeekr.eu>