



AUTO SHANGHAI

2025 上海车展
拥抱创新 共赢未来



April 2025

12 Must-See Cars at Auto Shanghai 2025

21st Shanghai International Automotive Exhibition

Our Mission

Providing OEMs with confident decision-making through services that are rich in clarity, insight, and foresight.

Our Areas of Expertise



Connected

Infotainment · Apps · Cockpit tech · Car IT · 5G · Connected services · OS · EEA



Autonomous

Self-driving cars · ADAS · V2X · Autonomous Driving · Sensors



Shared

Shared mobility · Ride-hailing · Multi-modal travel · Smart cities · Robotaxi



Electric

Battery technology · charging infrastructure · vehicle architectures



Secure

Cyber assessments · Pen testing · Electronic theft methods



An Overview of Auto Shanghai

Brief introduction to the show

The 21st Shanghai International Automobile Industry Exhibition (Auto Shanghai) will take place at the National Exhibition and Convention Center in Shanghai from April 23 to May 2, 2025.

Covering 360,000 m², the show will be held under the theme “Embrace Innovation,” with a focus on four main trends: electrification, connectivity, intelligence and shared mobility.



Exhibition location:
National Exhibition and Convention Center (Shanghai)



Schedule:

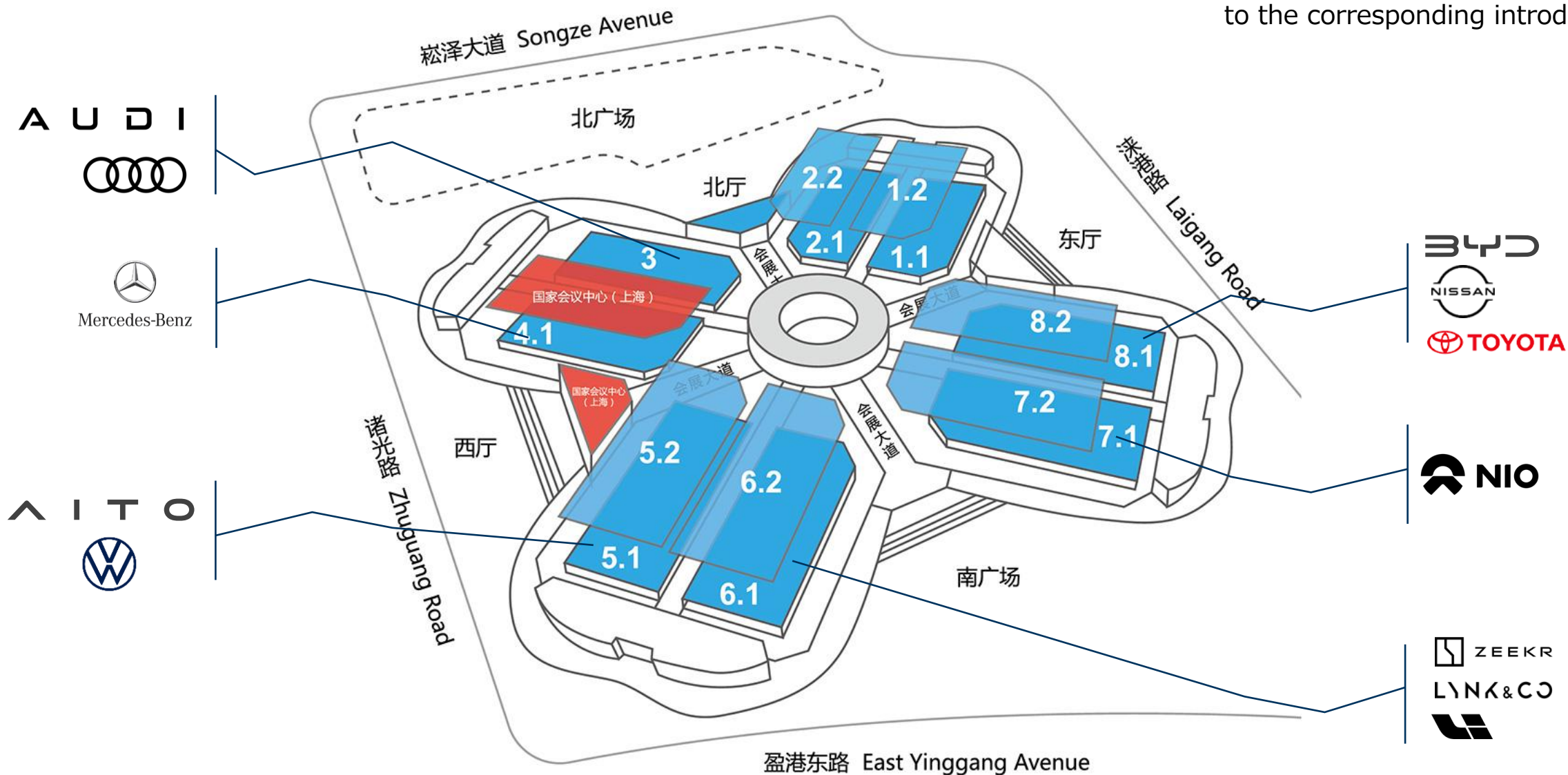
| | | |
|---------------------------|----------------------|-------------|
| News media day | April 23-24, 2025 | 9:00-18:00 |
| Professional audience day | April 25-26, 2025 | 10:00-19:00 |
| Public visit day | April 27-May 2, 2025 | 10:00-19:00 |





Exhibitor map

Note*: Click on the logo to jump to the corresponding introduction.



Pre-exhibition insights

- **Debut of new-energy models** from Audi, Nissan, Li Auto and AITO
- **Local brands racing to launch new models**, while joint ventures accelerate collaboration with domestic suppliers
- **Showcase of the latest tech breakthroughs** in smart cockpits, advanced driver-assistance and chassis systems, plus new-energy applications from local, joint-venture and import OEMs.

| Key models to watch | | | |
|---------------------|-------------|-------|--|
| Brand | Model | Booth | Highlight |
| NIO | ET9 | 7A16 | Equipped with the NIO NT 3.0 platform, offers the Sky OS operating system and NIO's own driving chips. |
| Toyota | Bo Zhi 3X | 8A11 | First launch of Momenta 5.0 "end-to-end" advanced intelligent driving assistance system. |
| BYD | Han L | 8A06 | Equipped with the DiLink 150 cockpit system, God's eye B, and BYD's super e-platform. |
| AITO | M8 | 5A07 | Equipped with ADS 3.3 and HarmonyOS 4.0. |
| Li Auto | MEGA | 6A09 | Offers a special family edition cabin upgrade and an intelligent driving renewal version. |
| Audi | A5L | 3A03 | The first Audi fuel model to adopt Huawei's Qianqun intelligent driving solution |
| Nissan | N7 | 8A15 | Equipped with NISSAN OS smart cockpit and momenta ADAS. |
| Lynk & Co | 900 | 6A07 | Equipped with intelligent driving system and digital chassis to enhance safety and comfort. |
| Mercedes-Benz | CLA L | 4A10 | Based on the MMA platform, features the MB.OS operating system for the first time. |
| Audi | AUDI E | 3A03 | Integrating classic Audi genes with Chinese innovation, a comprehensive AUDI digital cockpit and ADAS. |
| Zeekr | 9X | 6A06 | The first Zeekr model equipped with NVIDIA DRIVE Thor chip and "Level 3" autonomous driving |
| Volkswagen | concept car | 5A09 | With the strategy "In China, for China," three models tailored for the Chinese market are launched. |

*The content of this report is based on public information.



NIO ET9 | 7A16



NIO ET9 | Equipped with the NIO NT 3.0 platform, offers the Sky OS operating system and NIO Shenji ADAS SoC.



| | |
|------------------|----------------------------------|
| Connected system | NT.Cedar |
| ADAS | NAD |
| Powertrain type | BEV |
| Vehicle class | D |
| Launched time | December 31 st , 2024 |



Intelligent cockpit, intelligent driving, and architecture-related

1 New generation ADAM NIO central computing platform

- Two self-developed NIO NX9031 intelligent driving chips
- One Qualcomm Snapdragon SA8295P vehicle chip



2 NT.Cedar Cedar

- Sky OS vehicle-wide operating system
- NOMI Intelligence provides personalized AI experience
- AR-HUD



3 NT 3.0 Platform

- 900V High Voltage Architecture with 255km addition for 5 minutes charging
- Steer-by-Wire Technology



New car highlights

- NIO's first NT 3.0 platform model, supporting 900V high voltage and steer-by-wire technology.
- Equipped with a 15.6-inch AMOLED central control screen, AR-HUD, NIO Link executive connectivity screen, and a rear center control screen.
- Brand new ADAM NIO central computing platform, featuring self-developed intelligent driving chips.



Toyota Bo Zhi 3X | 8A11



Toyota Bo Zhi 3X | First launch of Momenta 5.0 "end-to-end" advanced intelligent driving assistance system.



| | |
|------------------|---------------------------------|
| Connected system | Toyota Intelligent Connectivity |
| ADAS | Momenta 5.0 |
| Powertrain type | BEV |
| Vehicle class | SUV |
| Launch time | March 6 th , 2025 |



Smart Cockpit



Intelligent driving



New car highlights

- Equipped with Qualcomm Snapdragon 8155 car chip and Orin-X intelligent driving chip.
- Cooperating with Momenta to provide intelligent driving system.
- Offers Scene Master 3.0 + iSpace, which allows for customization of multiple scenarios.

Toyota Connect

- 8.8-inch full LCD instrument panel + 14.6-inch floating central control large screen combination.
- Supports four-zone voice recognition, voice vehicle control, online navigation, smart scenarios, digital key, remote vehicle control via mobile phone, in-car biometric monitoring system, OTA upgrades, and other functions.

Momenta 5.0 intelligent driving system

- Equipped with NVIDIA Orin-X chip and a total of 27 sensors including 1 LiDAR.
- End-to-end large model architecture, with AD algorithm 5.0, to achieve a full-scenario INP navigation driving assistance system.



BYD Han L | 8A06



BYD Han L | Equipped with the DiLink 150 cockpit system, God's eye B, and BYD's super e-platform.



| | |
|------------------|------------------------------|
| Connected system | DiLink 150 |
| ADAS | DiPilot 300 |
| Powertrain type | BEV/PHEV |
| Vehicle class | C |
| Launched time | April 9 th , 2025 |



Intelligent cockpit, intelligent driving, and architecture-related

1 DiLink 150 Smart Cockpit

- Voice assistant integrated with the full version of Deepseek.
- Fully compatible with the Android app ecosystem.



2 God's eye B

- 1 LiDAR, 3 front-view cameras included in a total of 30 perception components.
- Equipped with NVIDIA Orin X high-computing power chip.



3 Super e-Platform

- 1000V & SiC high-voltage structure, supports megawatt fast charging, adding 400km range in 5 minutes of charging



New car highlights

- DiLink 150 smart cockpit system, 4nm vehicle chip
- God's eye B intelligent driving system, equipped with Orin X high-computing power chip
- Pure electric models support megawatt fast charging, PHEV models offer the fifth-generation DM hybrid system
- Yun Nian-C intelligent body damping control system



AITO M8 | 5A07

AITO M8 | Equipped with ADS 3.3 and HarmonyOS 4.0.



| | |
|------------------|-------------------------------|
| Connected system | Harmony OS 4.0 |
| ADAS | ADS 3.3 |
| Powertrain type | REEV/BEV |
| Vehicle class | SUV |
| Launched time | April 16 th , 2025 |



Smart Cockpit



Harmony OS 4.0

- Equipped with a brand-new projector, achieving 1080P resolution, and featuring remote control and floating functions.
- Supports opening car doors and tailgate with gestures outside the vehicle.

Intelligent driving



Qiankun ADS 3.3

- Newly equipped with a rear solid-state LiDAR
- Supports recognition of low curbs, ditches, overhead obstacles, etc.
- Supports intelligent driving from parking spot to parking spot, capable of passing through park gates, roundabouts, ETC, etc.

New car highlights

- Equipped with an integrated central control screen and a co-pilot screen, with sizes of 15.6 inches and 16 inches respectively, and offers an AR-HUD.
- New generation rear projection screen and light machine, with the screen supporting hovering to display navigation, music, weather, and other information.
- Added a rear-facing LiDAR to enhance the identification of obstacles during parking.



Li MEGA | 6A09



Li MEGA | Offers a special family edition cabin upgrade and an intelligent driving renewal version.



| | |
|-----------------------|------------------------------------|
| Connected system | Li Auto's connected vehicle system |
| ADAS | AD Max |
| Powertrain type | BEV |
| Vehicle class | MPV |
| Estimated launch time | April 23 rd , 2025 |



Smart Cockpit



MEGA Home special family edition cabin upgrade

- Equipped with second-row rotatable seats and small tables, allowing second-row passengers to face and sit with third-row passengers
- Added Type-C charging ports and functional buttons

Intelligent driving



MEGA Ultra smart driving renewal version

- Adopting a brand-new LiDAR solution with a smaller volume
- AD Max is upgraded from dual NVIDIA Orin-X chips to a single Thor-U chip
- Supports the next-generation autonomous driving architecture MindVLA

New car highlights

- The MEGA Ultra smart driving renewal version will adopt a brand new LiDAR solution with a smaller volume, upgraded to a single Thor-U chip and the MindVLA large model.
- MEGA Home has been optimized and upgraded in details, equipped with second-row rotatable seats and small tables.



Audi A5L | 3A03



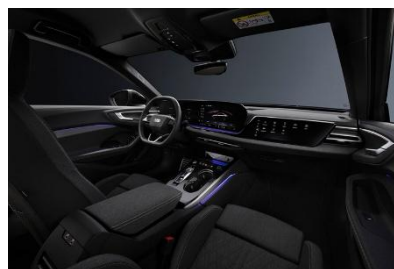
Audi A5L | The first Audi fuel model to adopt Huawei's Qiankun intelligent driving solution.



| | |
|-----------------------|-------------------------------|
| Connected system | Audi Connect 3.5 |
| ADAS | Huawei Qiankun |
| Powertrain type | ICE |
| Vehicle class | C |
| Estimated launch time | April 25 th , 2025 |



Smart Cockpit*



Audi Connect 3.5

- 11.9-inch and 14.5-inch curved OLED instrument and central control dual screens, along with a 10.9-inch privacy entertainment co-pilot screen
- Equipped with AR-HUD
- Equipped with a customized Gaode 3D map, WeChat for vehicles, and integrated with multiple localized apps

Intelligent driving



Huawei Qiankun Intelligent Driving

- Equipped with a dual LiDAR + multi-sensor fusion solution, including 2 LiDARs, 6 millimeter-wave radars, 12 ultrasonic radars, 11 cameras
- Supports advanced intelligent driving functions such as highway and urban NOA.

New car highlights

- Equipped with the fifth-generation EA888 Evo5 engine (with a 48V mild hybrid system) and the quattro ultra four-wheel drive system.
- Equipped with the new generation of digital LED headlights and brand new OLED digital taillight technology, featuring pattern editing capabilities and external light interaction.
- Developed based on Audi's all-new PPC (Premium Platform Combustion) platform, equipped with the E³ 1.2 electronic and electrical architecture.



Nissan N7 | 8A15



Nissan N7 | Equipped with NISSAN OS smart cockpit and momenta ADAS.



| | |
|-----------------------|-------------------------------|
| Connected system | NISSAN OS |
| ADAS | Momenta ADAS |
| Powertrain type | BEV |
| Vehicle class | C |
| Estimated launch time | April 27 th , 2025 |



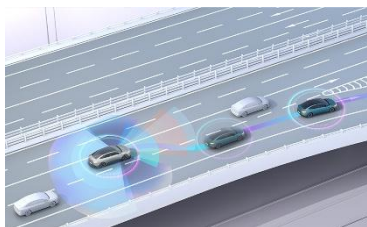
Smart Cockpit



NISSAN OS

- AI assistant Xiao Ni deeply integrates top AI models such as DeepSeek.
- Supports various desktop modes, including navigation desktop, car model desktop, and customizable desktop backgrounds.

Intelligent driving



Advanced Driving Assistance System

- Co-developed with Momenta, the intelligent driving model is based on localized needs and integrated into a globally verified system
- It supports urban and highway scenario NOA as well as memory parking

New car highlights

- Equipped with a floating full LCD instrument panel and a 15.6-inch 2.5K central control screen.
- Qualcomm Snapdragon 8295P cockpit chip.
- Co-developed intelligent driving system with Momenta.
- Equipped with an intelligent and dynamic lighting language system.



Lynk & Co 900 | 6A07

LYNK & CO Lynk & Co 900 | Equipped with an intelligent driving system and digital chassis to enhance safety and comfort.



| | |
|-----------------------|-----------------|
| Connected system | Flyme Auto |
| ADAS | Lynk Co Pilot |
| Powertrain type | PHEV |
| Vehicle class | SUV |
| Estimated launch time | Late April 2025 |



Intelligent cockpit, intelligent driving, and architecture-related

1 Flyme Auto

- Equipped with dual 180-degree electric rotating seats in the second row of an SUV.
- Provides a co-pilot entertainment screen and rear entertainment screen.



2 Lynk Co Pilot

- Equipped with ROI adaptive zoom LiDAR and NVIDIA Drive Thor chip,
- Providing G-AES general obstacle continuous avoidance function.



3 SPA EVO

- Adopting the LKEEA central integrated digital architecture
- Lynk & Co Super AI digital chassis



New car highlights

- Equipped with a 30-inch 6K integrated central control + co-pilot screen and a 30-inch 6K floating entertainment screen in the back row.
- Equipped with Qualcomm Snapdragon dual 8295 cockpit chips.
- Equipped with an active interactive digital pixel technology lighting system, supporting various light shows.
- Lynk & Co Super AI digital chassis, enabling functions such as spinning in place, crab mode, and agile steering.



Mercedes-Benz CLA L | 4A10



Mercedes-Benz

Mercedes-Benz CLA L | Based on the MMA platform, features the MB.OS operating system for the first time.



| | |
|-----------------------|------------|
| Connected system | MB.OS |
| ADAS | MB.DRIVE |
| Powertrain type | BEV |
| Vehicle class | C |
| Estimated launch time | April 2025 |



Intelligent Driving, Smart Cockpit, Electrical Architecture

1 MB.Drive

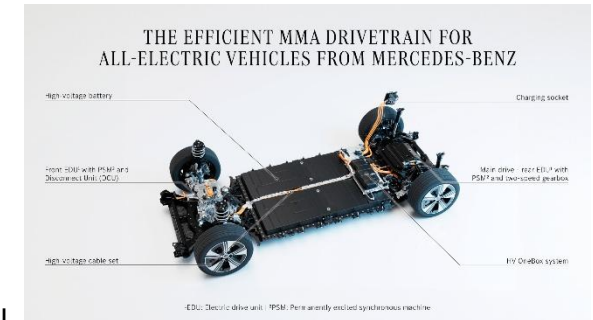
- Mercedes-Benz's first L2++ full-scenario advanced intelligent driving
- Supports urban-NOA

2 MB.OS

- The first model with MB.OS
- Uses domain control architecture, covering domains like cockpit, AD, vehicle operation, and charging.

3 MMA Platform

- 800V electrical architecture
- Adopts self-developed electric drive unit (EDU), coupled with a 200 kW rear axle EDU for direct rear-wheel drive



New car highlights

- Adopting a triple-screen design, 10.25-inch LCD instrument panel + 14-inch central control screen + optional 14-inch co-pilot entertainment screen.
- The professional version of the MB.DRIVE assistance system will make its global debut in the Chinese market in 2025.



AUDI E | 3A03

A U D I | AUDI E | Integrating classic Audi genes with Chinese innovation, a comprehensive AUDI digital cockpit and ADAS.



| | |
|-----------------------|--------------------------------|
| Connected system | AUDI OS |
| ADAS | AUDI Driving Assistance System |
| Powertrain type | BEV |
| Vehicle class | C |
| Estimated launch time | April 2025 |



Smart Cockpit*



AUDI OS Smart Cockpit

- Customized services based on facial recognition functions
- Customize personal screen space, and view screen content through direct touch gestures
- Virtual AUDI Assistant intelligent assistant

Intelligent driving



AUDI Driving Assistance System

- Equipped with an advanced intelligent driving assistance system suitable for highway and urban road conditions.
- The parking assistance system offers features such as automatic parking and memory parking.

New car highlights

- Equipped with Qualcomm Snapdragon 8295P cockpit chip.
- Adopted a large-sized triple-screen design including dashboard, central control screen, and co-pilot touch screen.
- Using electronic exterior rearview mirrors.
- Built on the intelligent digital platform (Advanced Digitized Platform) jointly developed by Audi and SAIC Group, adopting an intelligent partitioned electronic architecture. * The cabin layout and details have not been disclosed yet.



Zeekr 9X | 6A06*



Zeekr 9X | The first Zeekr model equipped with NVIDIA DRIVE Thor chip and “Level 3 autonomous driving”.



| | |
|-----------------------|-----------------------|
| Connected system | Zeekr OS for 9X |
| ADAS | Qianli Haohan System |
| Powertrain type | PHEV |
| Vehicle class | SUV |
| Estimated launch time | Third quarter of 2025 |



Intelligent driving



Qianli Haohan System

- Uses ZEEKR “L3 intelligent driving” technology architecture, equipped with ZEEA 3.0 central centralized digital architecture.
- Expected to carry a 5-lidar solution, including 1 long-range lidar and 4 blind-spot lidars.

Charging related



Haohan-R Architecture

- Upgraded based on the SPA architecture, supporting pure electric and extended-range models.
- Expected to debut with ZEEKR's super hybrid technology.

New car highlights

- Debut of ZEEKR “L3 autonomous driving”
- Expected to debut ZEEKR's new generation platform

*Limited official information released about ZEEKR 9X; the information is collected from public sources.



Volkswagen concept car | 5A09



Volkswagen concept car | With the strategy "In China, for China," three models tailored for the Chinese market are launched.



| | |
|-----------------------|---|
| Connected system | New generation of Volkswagen's connected vehicle system |
| ADAS | New generation of Volkswagen's connected vehicle system |
| Powertrain type | BEV/REEV |
| Vehicle class | B/C |
| Estimated launch time | TBC |

SAIC Volkswagen FAW Volkswagen Anhui Volkswagen

1 SAIC Volkswagen

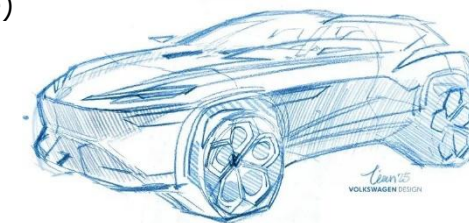
- B-class extended-range SUV

2 FAW Volkswagen

- Brand new CMP platform, China-exclusive EE architecture CEA (China Electronic Architecture)
- A-class pure electric vehicle

3 Anhui Volkswagen

- ID. EVO B-class pure electric SUV



New car highlights

- Volkswagen's exclusive EE architecture CEA (China Electronic Architecture) for the Chinese market
- The first extended-range model of SAIC Volkswagen



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Do you have any questions?

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