



XPENG Retail MKT

2026 Q3 POSM Guidelines 2.0

IDS Sales Management Dep.

2026.07.17



2026 Q3 POSM assets list: following the customer experience journey in showroom

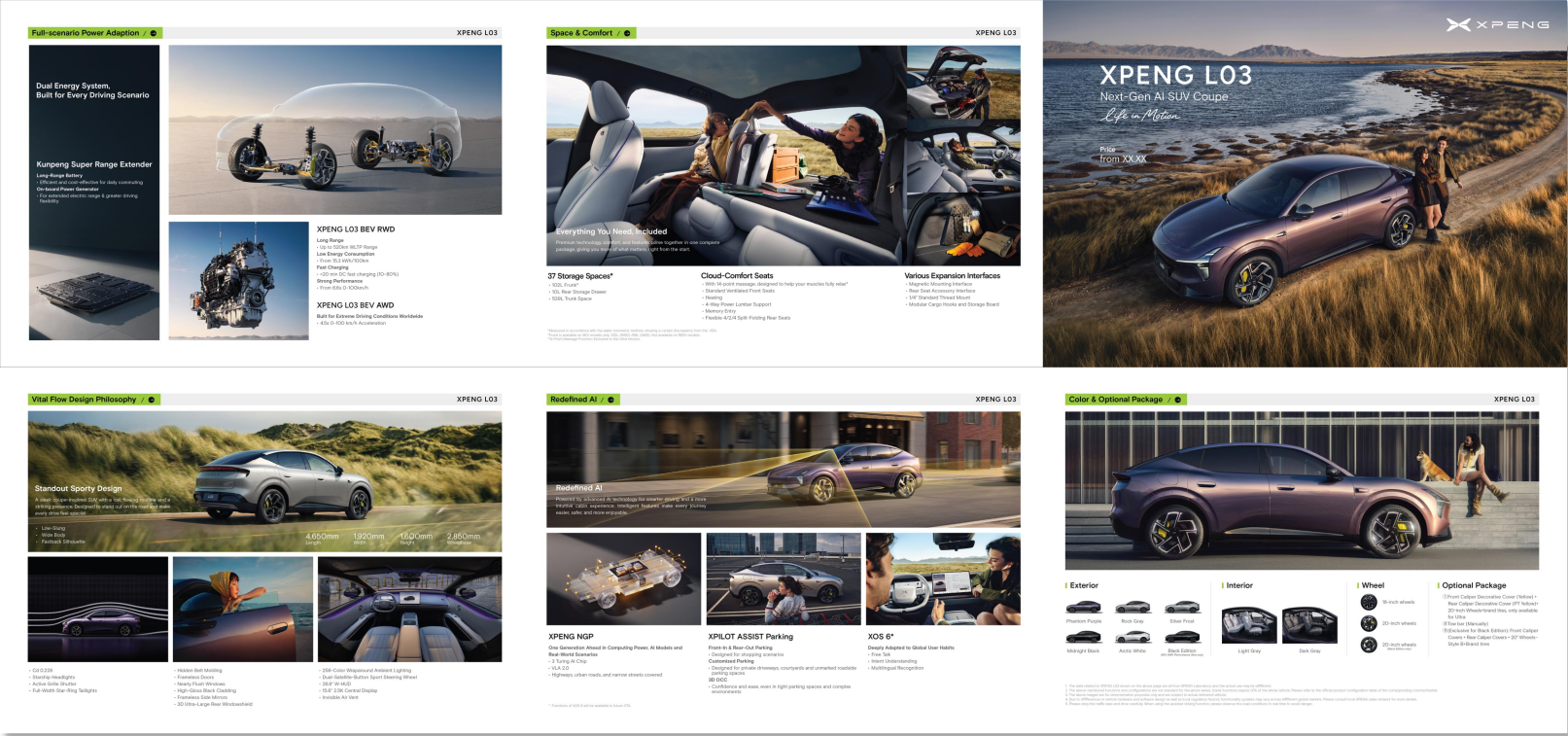
Number	Assets		Key Info.	Necessity	Design document download link
01	External area	Showroom window sticker	LO3 & P7+	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
02		Showroom and retail touchpoint video	Brand & product & IRON	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
03	Product experience	Hero car spot display	LO3	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
04		3D letter	All models	Optional	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
05		Secondary spot display	P7+/X9/G9/G6	Required	Reference image on the following page
06		Floor sticker	All models	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
07		Vehicle nameplate	All models	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
08		*Product brochure (Trifold)	All models	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
09		Side standee (Vertical banner)	All models	Optional	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
10	Promote conversion	*46,859 Orders Within One Hour (poster)	LO3	Optional	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
11		*Sales script one-page	All models	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
12		*Specsheet	LO3	Optional	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
13		*KSP & Price List (Social use)	LO3	Optional	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
14		Collection of brand/product awards	Brand	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
15		Test drive vehicle sticker	All models	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
16		Beverage	Brand	Optional	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
17		Table card/WiFi sign	Brand	Required	https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link
18		Delivery guideline	LO3	Required	Coming soon

*Updated page



Material design and usage guidelines: Product brochure trifold

- LO3 digital version available
- Suitable for potential customers who have visited showrooms or joined the related events



L03

Download Link: https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58BvgfOcrf?usp=drive_link

Material design and usage guidelines: 46,859 Orders Within One Hour (poster)

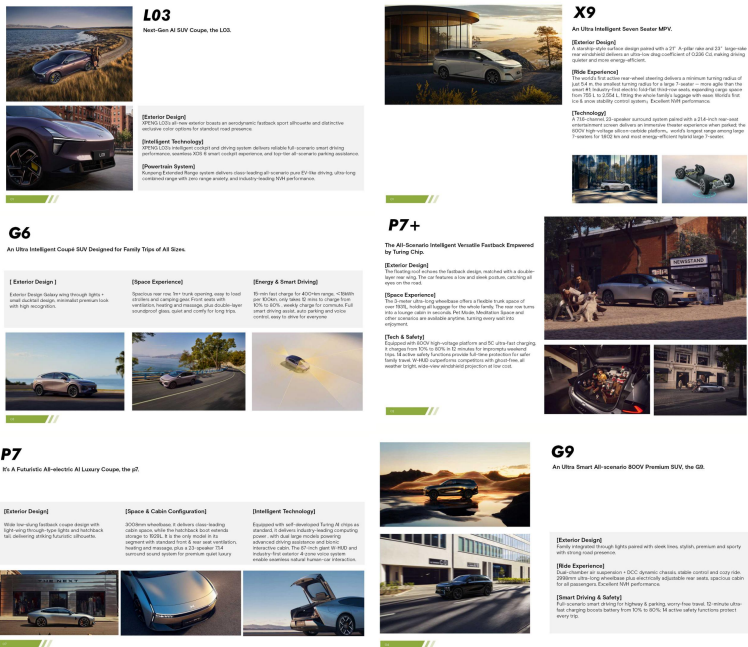
- The LO3 design file is provided to be translated into local languages



L03

Download Link: https://drive.google.com/drive/folders/1gQ_kKXsZaQ1bOxM37iSyDD58Bvgf0crf?usp=drive_link

- LO3 content and data updated
- Brand introduction: one-sentence version, three-sentence version & one page version
- Product highlights: three selling points by model



Product highlights

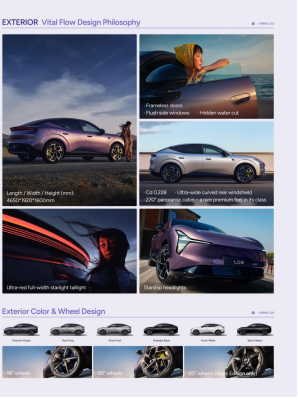


Material design and usage guidelines: KSP & Price List (Social use)

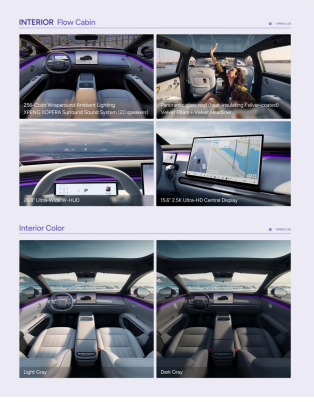
- LO3 KSP & Price List digital version is available



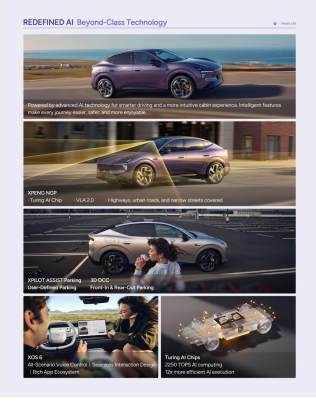
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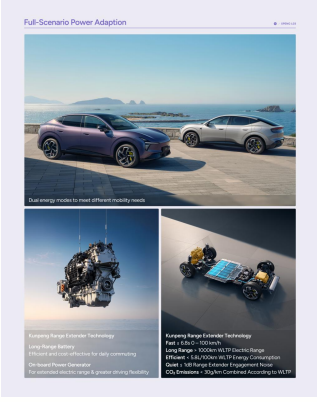
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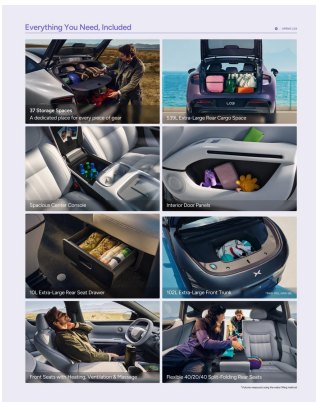
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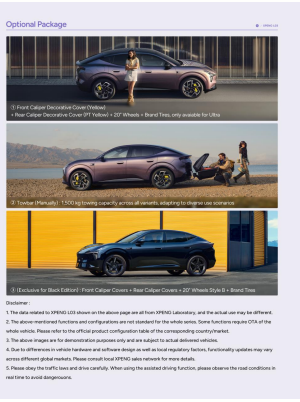
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Page 6



Page 7

If you use 367L instead of 539L to describe rear cargo space on page 6, please add disclaimer: **measured in accordance with the VDA, showing a certain discrepancy from the water volumetric method**



THANK YOU

XPENG