Press Material

Speech from Klaus Zyciora at Paris Motor Show 2026

Distinguished guests, ladies and gentlemen,

Good morning!

It is a great pleasure to be here in Paris.

Paris is a city of art, and one of the world's most influential stages for design. Standing here today, I cannot help but think of the 25-year journey between CHANGAN and Europe, a journey that has never stopped.

In 2001, we established the CHANGAN European Design Center in Turin, Italy, marking the beginning of our design journey in Europe.

This year marks the 25th anniversary of CHANGAN putting down roots in Europe. Over the past 25 years, we have continued to grow here, while drawing new inspiration from this continent.

This journey has taken CHANGAN from being a learner to becoming a truly global design organization, with design centers in China, Japan, Italy and Germany, bringing together nearly 1,000 designers from 37 countries and regions to shape our global products.

The CHANGAN European Design Center spans 22,000 square meters, undertaking design and R&D for over 15 product projects annually. The center's expansion was completed and opened in early 2025, enabling the facility to host more than 500 team members for collaborative development.

Twenty-five years of experience in Europe have given us a deeper understanding of what global design really means.

Global design is not simply about taking the same car to different markets. It means understanding how people live locally, identifying their real needs, and using design to respond to the unique mobility challenges of different cities and communities.

Urban spaces are becoming increasingly dense, with increasingly diverse ways of getting around. People value efficiency, but they also value safety, comfort and quality of life.

This is exactly why CHANGAN NEVO is coming to Europe.

We are bringing a new experience, a new design philosophy with us. We

want to start a dialogue with consumers here in Europe.

For us, this is more than a promise. It is a way of working: Customer

Feedback is the backbone of our company, we design in Europe, for Europe!

————

For our design team, the fundamental question is: What kind of design can CHANGAN NEVO use to build a meaningful connection with today's users?

Today, the wave of intelligent technology is transforming the entire automotive industry. More screens, more functions and more technologies are entering the cabin.

There is a common assumption that the car of the future simply means more technology and more features.

But we see it differently.

A truly future-oriented car is not about adding technology for the sake of technology.

It should have a clear and restrained design language, intuitive and effortless interaction, a relaxed and comfortable interior, and an overall experience that makes mobility feel easy and natural.

This is where the design philosophy of CHANGAN NEVO begins:

to make intelligent technology a natural part of everyday life, and to bring design back to what people can truly see, feel and experience.

————

CHANGAN NEVO is designed for a new generation of users, more emotional, more conscious of family needs, and more attentive to the quality of everyday life.

We want NEVO to offer not only intelligence and efficiency, but also comfort and ease, to become a warm and dependable companion in everyday life.

"Welcome home."

These simple words capture the original intention behind NEVO's design philosophy, Inspiration of Light.

Inspiration of Light represents the force that moves us toward a better way of living. It inspires us to create designs that are more efficient, more puristic, iconic and refined.

But Inspiration of Light is not an abstract idea.

It has to be expressed through the product itself, through proportion, stance, surfacing, lighting and materials, and ultimately through every real experience the user has with the vehicle.

That is why we have established three core design values for CHANGAN NEVO:

PURE & COMFORTABLE

SMART & FUTURISTIC

NATURAL & PREMIUM

These are the fundamental principles shared by every NEVO product.

Design can be puristic without being boring.

Technology can be advanced, without being overwhelming and

a premium experience can feel sophisticated and honed without being

unaffordable.

————

NEVO design has never been about following a fixed styling formula.

Different products serve different users and play different roles in their lives.

The CHANGAN NEVO Q05 is a premium all-electric SUV, compact

and handsome on the outside offering vast roomyness and unseen comfort inside!

In European cities, where urban space is often at a premium, we asked ourselves a simple question:

How can we create a greater sense of space and freedom within the realities of urban life?

The answer is embedded in the design of the Q05:

A well-balanced exterior footprint, highly efficient use of interior space, and greater flexibility in everyday use.

For the Q05, our global design team set a clear objective: to remove everything unnecessary, leaving only clean and powerful expressions of form.

The proportions of the vehicle have been carefully refined through multiple iterations, finding the right balance between agility and spaciousness.

And for an electric vehicle, we firmly believe that efficiency is also part of design.

That is why aerodynamics plays a key role in the Q05.

Through careful optimization of the active grille and the vehicle's body surfaces, the Q05 achieves an exceptionally low drag coefficient of 0.265 Cd.

When it comes to lighting, our goal has never been to make the lights simply brighter or more complex.

Instead, we focus on three principles: clear recognition, restrained expression and visual comfort.

The vehicle should be instantly recognizable from a distance, while avoiding unnecessary visual disturbance to others.

Whether it is parked or moving, the lighting should express the same consistent brand character.

In this sense, every detail of the Q05 serves both beauty and efficiency.

And through the Q05, we want to communicate a simple idea:

The future of mobility should feel effortless—and elegant.

————

As we continue to move forward with Inspiration of Light, the NEVO design language continues to evolve.

With the Q06, we take the Inspiration of Light philosophy one step further.

The signature lighting that defines the exterior naturally extends into the cabin, creating a seamless connection between exterior and interior.

Light, surfaces and materials work together as one.

Its purpose goes beyond illumination.

Through a consistent interplay of light and shadow between the exterior and interior, we create a cabin that feels more spacious, warmer and more welcoming.

Every time users get in or out of the vehicle, they experience the same sense of ease.

The A06, meanwhile, starts from the realities of family life.

It explores a more spacious and warmer expression of design, creating a family sedan that can truly become part of everyday family life.

Q05, Q06 and A06 share the same belief and also have their own distinctive characters:

Make advanced technology something people can experience naturally, creating a natural iconic expression that really stands out on the road.

This is the essence of Inspiration of Light, and the direction in which NEVO design will continue to evolve.

————

Today, sharing the design philosophy of CHANGAN NEVO here in Paris is about much more than presenting a few products.

It is an honest conversation about how design for the future should come to life.

“In Europe, For Europe.”

This is a philosophy we established years ago, and one that we continue to put into practice.

Our ambition for CHANGAN NEVO is to become a trusted part of everyday life for European users.

Looking ahead, we will bring more diverse products, more thoughtful services and deeper opportunities for collaboration to the European market.

Here, on this fertile ground for design, we look forward to continuing the conversation with European users and industry partners.

Through design, let us move together with Europe toward the future of mobility.

Thank you.