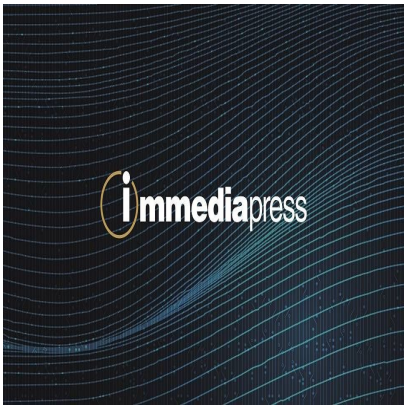

IAA Will Kickâ??off in Hannover â?? Unveiling FOTONâ??s Systematic Global Expansion Blueprint

Descrizione

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COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

BEIJING, Sept. 7, 2026 /PRNewswire/ â?? The global commercialâ??vehicle industry is at a critical inflection point, driven by profound shifts toward electrification, intelligence and lowâ??carbon solutions. Boasting stringent access regulations, a mature business environment and diverse transport scenarios, Europe serves as a key benchmark arena for evaluating the comprehensive capabilities of commercialâ??vehicle manufacturers. Chinaâ??s commercialâ??vehicle exports have long moved beyond the initial stage of pure product export, evolving into a new era of systematic competition that encompasses technology transfer, localised operations and collaborative industrialâ??ecosystem development.

With more than two decades of deepâ??rooted engagement in overseas markets, FOTON has ranked first among Chinese commercialâ??vehicle exporters for 15 consecutive years. Having advanced from its earlyâ??phase productâ??driven â??going globalâ?• to the fullâ??fledged â??going deep, going steady, going farâ?• Globalization 3.0 stage, FOTON has achieved a transformative leap from volumeâ??led exports to valueâ??driven globalisation. It has built a comprehensive export system that integrates products, technology, manufacturing, supply chains and service ecosystems.

On the technology front, FOTON has obtained key overseasâ??market access credentials. Multiple batteryâ??electric lightâ??duty trucks and vans have secured WVTA (EU Whole Vehicle Type Approval) and VECTO heavyâ??duty vehicle carbonâ??emission certification, effectively securing its access to the highâ??end European market. CAVAN New Energy products are being rapidly rolled out across 15 European countries, alongside highâ??potential markets including Australia and New Zealand. This translates Chinaâ??s domestic newâ??energy technology strengths into global greenâ??mobility supply capacity.

In manufacturing and supply chains, FOTON runs 32 local overseas manufacturing facilities across Southeast Asia, Latin America and the Middle East. It has established a jointâ??venture supplyâ??chain entity with COSCO Shipping Specialized Carriers to secure dedicated export shipping capacity. Construction of key plants in Indonesia and Saudi Arabia is being accelerated. Domestic supplyâ??chain partners are being brought along on its overseas expansion journey, building a resilient, highlyâ??efficient global industrial network.

Within Europe, the Regional Parts Distribution Centre (RDC) in Unna, Germany is now operational. Complementing 18 global parts hubs, over 1,200 sales outlets and more than 1,500 service points, it underpins a 24â??hour partsâ??support system for fast local afterâ??sales responses across Europe. Between January and August 2026, FOTONâ??s export volumes hit 149,000 units, a yearâ??onâ??year increase of 44.3% â?? solid market validation of its systematic capabilities.

FOTON will stage a major appearance at the IAA Transportation show in Hannover on September 14. Highlights include the launch of its new European strategy, a milestone ceremony marking the global delivery of its 13â??millionth vehicle, and the overseas premiere of the CAVAN BEACON â?? an intelligent heavy truck compatible with both batteryâ??electric and hydrogen fuelâ??cell powertrains. The show will also feature seven newâ??energy vehicle models and six inâ??houseâ??developed core components, covering mainstream European transport useâ??cases and demonstrating FOTONâ??s fullâ??chain, selfâ??reliant hardâ??tech strengths.

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This is far more than a product exhibition; it offers a comprehensive showcase of FOTONâ??s systematic globalâ??expansion capabilities. As global attention turns toward Europe, the continent will get to know FOTON. Join us on September 14 in Hannover to witness a new chapter for Chinese commercialâ??vehicle globalisation.

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