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EXEED Redefines Battery Safety with First Live Fire Test in the Middle East



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Doha, Qatar – October 13th, 2025 – Silver Lake Motors, a subsidiary of Al Mana Holding,

announced that EXEED has set a new benchmark for electric vehicle safety by completing the

Middle East's first live fire battery safety verification. The landmark test, held at the Emirates

Motorplex in Umm Al Quwain, underscores EXEED's commitment to pioneering innovations that

turn “battery safety” from a promise into a proven reality.

In front of media, customers, and international authorities, the EXEED RX PHEV equipped with CATL’s NP self-isolation smart battery underwent a 70-second extreme heat trial. The battery withstood the burn without fire or explosion, successfully meeting international standards such as GB-38031.

“Battery safety is not an option – it is the foundation of trust in new energy mobility,” said **Ms. Lillian Xiong, VP of EXEED International.** “By making this test public, we want consumers in the Middle East to see, touch, and believe in the safety of EXEED technology.”

Ms. Ping Ding, Operations Manager at Silver Lake Motors said, “Qatar is moving quickly toward a more sustainable future, and safety is at the heart of that transition. This live fire test is more than just a technical achievement, it shows our customers that EXEED’s technology can be trusted, even in the toughest conditions. In a region where extreme heat is part of daily life, proving that our battery can perform safely under pressure is a big step forward. We’re proud to bring this level of innovation and reassurance to drivers in Qatar.”

Intelligent Safety Across the Full Lifecycle

EXEED's smart battery, supported by CATL's NP self-isolation technology, prevents thermal propagation even when a single cell goes into thermal runaway. Combined with advanced thermal management, the system ensures stable performance across extreme heat, cold, humidity, and altitude conditions.

A cloud-connected Battery Management System (BMS) monitors voltage, temperature, and current in real time, providing early warnings for risks such as overcharge, over-discharge, and overheating. From factory to end-user, the battery remains under constant intelligent supervision, while CATL's long-life technology reduces degradation and preserves vehicle value.

Engineering Precision for Maximum Protection

The battery pack features a high-strength 3D aluminum alloy frame, reinforced with 3mm localized thickening. In compression simulations, the pack showed only 2.6mm displacement under 100kN pressure, proving exceptional resistance to deformation.

Its base structure layers PVC protection, high-strength steel, MPP buffering, and aluminum alloy, shielding cells from external impacts and scratches.

Vehicle-Level Synergy for Real-World Confidence

EXEED's vehicle safety system exceeds national requirements with reinforced underbody beams, high-strength steel protection, and multi-path energy dispersion to shield the battery during collisions.

In pole impact tests, the explosive disconnect switch cut power within 2 milliseconds—far faster than industry norms. With IPX8-rated connectors, IP68 waterproofing, and 450mm wading depth, the EXEED RX PHEV is prepared for extreme weather and road conditions.

Raising the Industry Standard

“This is more than a technical milestone; it’s a message to the industry,” added **Ms. Maissa Zhang, GM of EXEED Middle East.** “Safety must be transparent, demonstrable, and measurable. Today’s test in the UAE is a clear demonstration that EXEED delivers on that promise. We will have more tests around whole middle east region.”

By integrating control systems, electrochemistry, thermodynamics, mechanics, and electrical engineering into a full-chain safety ecosystem, EXEED is not only protecting drivers—it is setting a new reference point for the region’s electric mobility future.

With this extreme test, EXEED has transformed safety into something **perceivable, verifiable, and trustworthy**—ensuring that every journey is safe, secure, and worry-free.

Customers can explore the **EXEED** lineup by visiting the flagship showroom at **West Walk**, a symbol of sophistication and elegance. For more information or to arrange your test drive, stop by the **EXEED** showroom or call 800 1115.