
Blue Lake Motors Unveils the All-New Zeekr's 7X in the Heart of Doha



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Doha, Qatar – December 9th, 2025: Blue Lake Motors, a subsidiary of Al Mana Holding, proudly announces the arrival of the **all-new Zeekr 7X** in Qatar. The groundbreaking electric SUV was unveiled at **Zeekr**'s flagship showroom in Msheireb Downtown Doha, the beating heart of the city where innovation, lifestyle, and culture seamlessly converge.

The exclusive reveal event marked a defining milestone for **Zeekr** Qatar, welcoming an audience of media, partners, and distinguished guests to witness first-hand the blend of elegance, performance, and innovation that defines the **Zeekr 7X**. The evening reflected Zeekr's modern and progressive design philosophy, created for those who seek more than mobility.

Guests were greeted with a glamorous red-carpet reception and bespoke welcome experiences, setting the tone for an evening of sophistication. The event's highlights included captivating speeches by brand leaders, an inspiring showcase of ZEEKR's vision, and an energizing live DJ performance, all set against the backdrop of ZEEKR's stunning new showroom.

“The launch of the **Zeekr 7X** in Qatar marks a pivotal moment in our global expansion strategy,” said **Gavin Li, Managing Director, Zeekr Group International – Middle East & Africa Region.**

“Qatar stands out as a key market for Zeekr, driven by its forward-thinking approach to

innovation, sustainability, and mobility. The 7X perfectly represents our mission to redefine electric luxury through cutting-edge technology, bold design, and a driving experience that speaks to the modern, discerning customer.”

Reflecting Zeekr’s strategic outlook, the introduction of the 7X—a premium electric SUV—aligns perfectly with Qatar’s market preferences. The SUV segment remains the largest and most dynamic category in the country, making the 7X a natural choice for drivers seeking a seamless balance of sophistication, versatility, and performance.

“Our partnership with Zeekr introduces a new dimension of electric luxury to Qatar,” said **Moncef Ahabchane, Chief Operating Officer, Blue Lake Motors.** “We are proud to bring the **Zeekr 7X** to our Showroom at Msheireb, a district that mirrors Zeekr’s values of innovation, design, and sustainability. This launch strengthens our shared vision of shaping the future of mobility in Qatar by delivering premium electric experiences that resonate with local lifestyles.”

The unveiling embodied Zeekr’s spirit of progressive luxury, offering guests an immersive journey through the brand’s DNA, intelligent design, refined craftsmanship, and advanced technology. Attendees experienced the **Zeekr 7X** up close, discovering how it redefines what an electric SUV can offer in terms of comfort, capability, and performance.

As the evening concluded, guests departed with an inspired glimpse into the future of premium electric mobility, one that is already taking shape on Qatar's roads.

Indulge Every Journey

Designed for those who demand more than just mobility, the Zeekr 7X offers a haven of performance, luxury, and smart design. The lineup includes dual-motor 4WD with 646 hp and air suspension with Continuously Controlled Damping (CCD). Built on Zeekr's advanced 800V high-voltage system, the 7X delivers supercar-like acceleration from 0–100 km/h in just 3.8 seconds. The Zeekr 7X also offers an impressive WLTP driving range of up to 615 km.

Where Technology Meets Timeless Luxury

Designed in Gothenburg under the visionary leadership of Stefan Sielaff, the Zeekr 7X is defined by its unique premium "Hidden Energy" design philosophy, and 0.618 golden body ratio, creating an aerodynamic silhouette that blends elegance with functionality.

A segment-first 93-inch Stargate Integrated Smart Light Curtain and automatic frameless doors make the 7X a bold design statement. Inside, the cabin is a space of intelligent luxury with 3D RGB dynamic ambient lights, an arc-shaped panoramic double skylight, along with a super-large panoramic sunroof featuring electric shading. Passengers also enjoy 36 storage spaces, ensuring

ample space for all of their belongings.

Seamless Intelligence

The cockpit integrates a 13.02-inch HD driver's dashboard, AR-HUD, and OMS camera two-row view function, ensuring intuitive, high-definition interactions. Immersion extends to sound, with a 21-speaker Zeekr Sound system, creating a concert-hall audio experience. Smart convenience features include the AI Mate intelligent assistant and an intelligent B-pillar system to enhance accessibility and safety.

Safety Beyond Standards

The Zeekr 7X is engineered to set new benchmarks in safety, earning the coveted 5-star rating from Euro NCAP—the highest recognition from one of the world's most respected consumer safety authorities. Its revolutionary Dome Body Structure, crafted from a 2,000Mpa one-piece hot-formed pipe beam, combines high-strength steel with an aluminum hybrid body to deliver unmatched rigidity and protection. Pioneering industry-first innovations such as the One-Click Window Breaking system further elevate occupant security, while Zeekr's Advanced Driving Assistance System (ADAS) harnesses a suite of radars and cameras to deliver intelligent features including Lane Centering Control, Blind Spot Detection, and an Around View Monitor for

complete situational awareness. Adding to this, a Driver Monitoring System actively detects fatigue or distraction, while cutting-edge battery safety technology ensures 0 incidents of spontaneous combustion. With powerful braking that brings the 7X to a complete stop from 100 km/h in just 34.9 meters, ZEEKR doesn't just protect—it inspires confidence at every turn.

Delivering Confidence & Quality in Premium Electric Mobility across the Middle East & North Africa:

Every Zeekr 7X comes with the assurance of a 5-year manufacturer vehicle warranty and an 8-year manufacturer battery warranty, underscoring our unwavering commitment to quality and peace of mind. To celebrate this landmark launch, discerning customers will also enjoy a selection of exclusive introductory privileges, to be unveiled by our esteemed local distributor partners. By combining thoughtful ownership benefits with pioneering technology, Zeekr is raising the bar for what drivers in the Middle East can expect from premium electric mobility.

The Future is Electric

The Zeekr 7X's launch is only the beginning, reflecting the brand's commitment to shaping the future of mobility in the region. With the 7X, Zeekr delivers zero carbon emissions, sustainable

performance without compromise, and a luxury driving experience that adapts seamlessly to work, family, and adventure.

The **Zeekr 7X** will be available in Qatar with three distinct trims, each engineered to suit a wide range of driving lifestyles. The Rear-Wheel Drive variant offers an ideal balance of efficiency and everyday performance, while the Rear-Wheel Drive Long Range model is tailored for drivers who value maximum distance and seamless long-distance capability. At the top of the lineup, the All-Wheel Drive Flagship delivers unmatched power, control, and refinement, the ultimate expression of **Zeekr**'s intelligent luxury and cutting-edge engineering.

Complementing these trims is a curated palette of premium exterior colors designed to accentuate the **Zeekr 7X**'s sculpted form and modern aesthetic. Customers can choose from **Onyx Black Metallic, Pearl White, Tech Grey, Shadow Blue, and Forest Green**, each crafted to enhance the vehicle's bold character and dynamic presence on the road. This refined color selection allows every driver to express individuality while embracing Zeekr's signature design philosophy.

The Zeekr showroom, located in the heart of Msheireb Downtown Doha, represents a bold new approach to luxury mobility in the region, offering visitors an elevated and interactive brand experience that embodies the future of electric driving.

For more information or enquiries, kindly contact 8000505.