# ZEEKR unveils advanced EV technology at CES 2025



At this year's CES 2025, which commenced earlier this week in Las Vegas, Chinese electric vehicle (EV) manufacturer ZEEKR showcased its latest advancements in EV technology and autonomous driving capabilities. This marks the company's third consecutive participation in the annual technology exhibition, a notable achievement considering it was established less than four years ago.

ZEEKR made headlines with plans to introduce at least three new models scheduled for launch in 2025, each featuring an advanced NVIDIA DRIVE Thor-based smart driver domain controller. ZEEKR is also set to release a specific model, referred to as the “RT,” in collaboration with the robotaxi developer Waymo. The RT is designed to enhance the capabilities of Waymo’s autonomous rideshare service.

During CES, ZEEKR illustrated its commitment to cutting-edge technology by highlighting the incorporation of NVIDIA’s DRIVE Thor—a next-generation centralized computer that it is integrating into its vehicles. Announced during the fall of 2022, ZEEKR is the first manufacturer to utilise this advanced system-on-chip (SoC) for handling various intelligent functions such as assisted driving, parking, and entertainment systems. As stated by NVIDIA, this advanced system delivers up to 2,000 teraflops of performance, streamlining multiple functionalities into a singular architecture aimed at improving efficiency and reducing costs.

ZEEKR’s CEO, Andy An, detailed the company’s ambitious plans, confirming the development of three new battery electric vehicles (BEVs), known internally by their codenames “EX,” “DX,” and “CC.” Alongside these, ZEEKR's RT van is currently undergoing real-world testing, with plans for its delivery to Waymo anticipated later this year. This initiative aims to establish it as the world's first mass-produced vehicle solely designed for autonomous rides.

The display at the CES venue included various ZEEKR models, such as the 009 MPV, the MIX van, and the 001 FR shooting brake at booth #5640 in the West Hall of the Las Vegas Convention Center.

As ZEEKR moves forward, the implications for the automotive industry are significant; the integration of advanced AI technologies in self-driving vehicles is projected to reshape its landscape. ZEEKR's endeavours to break into the U.S. market with its autonomous offerings mark a noteworthy chapter in the evolving narrative of EV manufacturers on a global stage.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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