

BAIDU-BACKED DEEPWAY PRESENTS AUTONOMOUS TRUCK DESIGNED BY PININFARINA

Launched by the Chinese internet giant through its subsidiary DeepWay, the Smart New Energy Heavy-Duty Truck with advanced self-driving technology is aimed at automating highway mainlines

Turin, January 13, 2022 – DeepWay, a Baidu- backed company, has presented Xingtū, a smart new energy heavy-duty truck equipped with 11 onboard cameras, an infrared detector, 5 millimeter-wave radars and a LIDAR sensor, thus achieving end-to-end autonomous driving and ultra-long range detection of more than 1 kilometer.

Designed by Pininfarina Shanghai, the Chinese studio of renowned Italian design house Pininfarina, DeepWay Xingtū is the first fully self-developed intelligent new energy heavy truck in China, precisely designed for operational scenarios, fully satisfying the underlying requirements of intelligent driving and giving full play to the advantages of new energy drive.

“Autonomous driving must use advanced driverless technology to create new products that offer the ultimate experience in order to achieve commercial success,” said **Yunpeng Wang**, vice president and general manager of autonomous driving technology at Baidu. “We aim to create value in real-life scenarios such as transporting people, delivery and life services. This new generation of vehicle is by no means just a modified truck – it’s a robot truck.”

“DeepWay’s trust in Pininfarina has led to this opportunity bringing a successful partnership. Being backed by Baidu and LionBridge gives DeepWay an inherent advantage in self-driving technology, logistics freight and transport, paired with a team of experienced professionals. ▶



Pininfarina, over its 90-year history, has been creating timeless beauty through its values of elegance, purity, and innovation. The two parties have joined to create a very pure, avant-garde and technological heavy truck model, marking a significant milestone for both parties in our cooperation”, commented **Simone Tassi**, General Manager of Pininfarina Shanghai.

Matteo Piguzzi, Head of Design of Pininfarina Shanghai, explained: ‘Heavy trucks are rapidly evolving to adapt in a quick-changing environment where new technologies allow Smart and Connected vehicles to safely help everyday duty. The sophisticated design of DeepWay introduces a new advanced language, where efficiency and aerodynamic work together to create an iconic exterior shape; and the interior perfectly integrates all the new technologies in a very modern and relaxed space, where the duty of travelling is transformed into an intuitive and seamless new experience. Intelligent, connected, premium but practical, DeepWay Xingtū has a pure and iconic design language, marking the future of a new generation of heavy transportation”.

The first generation of DeepWay’s product, DeepWay Xingtū, offers four core advantages: deep intelligence, deep performance, deep design and deep space.

• **Deep Intelligence:** DeepWay Xingtū features DeepWay’s Highway Intelligence System (HIS) based on Baidu’s autonomous driving technology. Equipped with 11 onboard cameras, 1 infrared detector, 5 millimeter-wave radars and a LIDAR sensor, along with advanced algorithms, DeepWay Xingtū enables end-to-end autonomous driving - from sensing to execution - in 100 milliseconds, as well as ultra-long range sensing of more than 1 kilometer.

• **Deep Performance:** DeepWay Xingtū offers increased efficiency for freight drivers. Simulation tests with the China Automobile Research Institute showed a wind resistance coefficient as low as 0.35, which effectively reduces overall energy consumption. At a full load of 49 tons, Xingtū’s custom-developed 450kWh battery pack can travel up to 300km on a single charge, and charges in just one hour at a 1C current. In addition, DeepWay has also developed a quick-swap solution for the battery, which enables freight drivers to swap out ▶



their battery in 6 minutes. All of this together can reduce energy, maintenance and operation costs, as well as transportation time.

- **Deep Design:** DeepWay Xingtu adopts a lightweight integrated battery and chassis design, which greatly reduces wind resistance. Coupled with E/E architecture that integrates across multiple domains, the vehicle is much easier to control, making it more stable and safer to operate. Pininfarina incorporated its unique Italian design DNA into the shape of this futuristic heavy truck creating elegant and pure lines with a strong focus on aerodynamics, leveraging the experience gained in this field along 50 years as its Wind Tunnel was inaugurated in 1972.

- **Deep Space:** DeepWay and Pininfarina dedicated great attention to the interior space creating an intelligent living cabin, a sort of a second “home” for long-haul truck drivers. DeepWay Xingtu’s new generation of smart cabin adopts the concept of separate driving, working and living spaces, giving more room to the drivers. Equipped with an intelligent voice assistant, a large touchscreen

infotainment system and ultra-comfortable seats and beds, freight drivers will experience a much more comfortable working and living environment while on the road.

The autonomous driving technology base of DeepWay Xingtu – Apollo, developed by Baidu since 2013, has completed 20 million kilometres of testing. This new energy heavy-duty truck adds intelligent freight to Baidu’s existing autonomous driving solutions including passenger cars, Apollo Go robotaxis and minibuses, expanding the applications of intelligent driving to industry and business. As of December 2021, DeepWay has completed dynamic testing of autonomous driving technology, interior and exterior clay reviews and model data freeze, and will soon enter the product validation phase. In the future, DeepWay will continue to focus on R&D and manufacturing of smart new energy heavy-duty trucks and promote the commercialization of L4 autonomous driving technology in the China truck freight industry in the coming years. ▲

ABOUT PININFARINA

Global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service Group, supreme expression of automotive styling and an established reality in industrial and experience design, architecture, nautical and mobility beyond automotive. A group employing 500 people, offices in Italy, Germany, China and the United States and listed on the Stock Exchange since 1986. Over the course of nine decades Pininfarina has designed more than 1,200 vehicles and more than 600 projects in different areas,

receiving numerous international awards. Pininfarina has been the first Italian design house to provide styling and engineering services to Chinese car manufacturers from 1996 onwards. In 2010 Pininfarina Shanghai was set up with the aim of locating a design development center in Shanghai, the strategic Automotive site for the Asian area. Today Pininfarina Shanghai is a design studio able to offer to the Chinese market a 360° range of design services, from automotive to architecture and industrial & UX design. Under the guidance of General Manager Simone Tassi, Pininfarina Shanghai has recently opened new offices in Shenzhen and Ningbo.



ABOUT DEEPWAY

DeepWay is a joint venture company created by Baidu and Lionbridge in 2020 to focus on the development and manufacturing of smart new energy heavy-duty trucks, offering intelligent driving solutions for the truck freight market.

ABOUT BAIDU, INC.

Founded in 2000, Baidu's mission is to make the complicated world simpler through technology. Baidu is a leading AI company with strong Internet foundation. Baidu is traded on the NASDAQ Global Select Market

under the symbol "BIDU", and on the main board of the Hong Kong Stock Exchange under the stock code "9888". Currently, one ADS represents eight Class A ordinary shares.

ABOUT LIONBRIDGE

Founded in 2012, Lionbridge is a digital technology company in the logistics industry, based on AI, big data and other internet technologies. Starting from digital management and deep value-added services, Lionbridge builds a logistics industry service ecology with online processes and scaled-up

capacity management, effectively driving the digital transformation of the logistics and transportation industry. Lionbridge has already taken a leading position in the market in logistics and transportation platform services, R&D and manufacturing of intelligent new energy trucks, truck finance and transaction services.

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