

Xiaomi officially confirmed plans to enter the European electric vehicles in 2027. This will be the first foreign market for a new business direction, which was announced by the President of the company Lu Weibin (William LU) during the discussion of financial results. Now Xiaomi is at the stage of preparation and research.

The company showed interest to access to Europe in the spring of 2025 at the MWC exhibition in Barcelona. Later, Lu Weibin published a photo of the SU7 Ultra experimental model with German numbers - the first Xiaomi registered test car in Europe, by the way.

According to the founder of the company Lay Yun, the priority is still the domestic market of China. The fact is that the demand for electric vehicles is so high that the time of waiting for the delivery of the SU7 model reaches 41 weeks, and Yu7 up to 58 weeks.

In the second quarter of 2025, Xiaomi business in the field of electric vehicles brought revenue 20.6 billion yuan (about \$ 2.87 billion). The company set a record - 81,302 cars, which is almost three times more than a year ago. True, the direction is still unprofitable due to investment over 30 billion yuan over the past three years.