Li Auto Launches All-New Li L9 in UAE, Cementing Its Global Strategic Footprint

CHINA, September 4, 2026 /EINPresswire.com/ -- Li Auto, a leading Chinese new energy vehicle manufacturer, today held the launch event for the All-New Li L9 at the Atlantis The Royal, Dubai, officially introducing its flagship intelligent EREV SUV to the United Arab Emirates market. The UAE launch marks a pivotal milestone in Li Auto's global strategy, beginning a new chapter in the Middle East, one of the world's most prestigious luxury automotive markets.



Live from the All-New Li L9 launch in Dubai


All-New Li L9 Livis on the streets of Dubai

Announced in April 2026, Li Auto has partnered with Al Fahim Group as its exclusive general distributor in the UAE. Through its subsidiary, Al Fahim Motors, a powerhouse in the UAE automotive industry that holds distribution rights for ultra-luxury marques, including Li Auto, has secured access to a deeply established local network and premium customer service infrastructure. Together with the partner, Li Auto will establish more than 2 official retail and service centres in the UAE. The first official retail centre is slated to open in Downtown Dubai in September.

The All-New Li L9 features a third-generation extended-range electric powertrain, delivering a WLTC pure-electric range of 350 km and a combined range of 1,370 km. It comes standard with an 800V active suspension chassis, steer-by-wire, rear-wheel steering, and a next-generation

smart cockpit powered by a 29-inch panoramic screen and the Qualcomm Snapdragon 8797 platform. Li Auto has carried out targeted calibration and adaptation for the UAE's road conditions, extreme summer heat, and local charging standards—optimizing charging performance and cabin thermal management for high-temperature and sandy environments—ensuring reliable performance and providing families with a comfortable and worry-free travel experience.

To accelerate localised digital services, the All-New Li L9 has been equipped with region-specific features for the UAE market. The vehicle will feature an Arabic-localized user interface, while voice interaction is currently available in English, with Arabic voice support planned by the end of this year. In addition, the L9 supports local charging protocol adaptation and optimized map data, ensuring a seamless and intelligent driving experience for local users.

"The UAE is the benchmark market for innovation and growth in the Middle East," said Nestor Wu, Head of International Business at Li Auto. "As the EREV leader, we offer a solution perfectly suited to UAE families, daily electric driving with the freedom to go further. Our partnership with Al Fahim Group and other local partners ensures every touchpoint, from sales to after-sales, meets local expectations. The L Series' premium family focus and our proven EREV technology resonate strongly with regional needs."



UAE media get hands-on with the All-New Li L9.



In-car Amap navigation, localized in Arabic for the UAE



Nestor Wu, Head of International Business at Li Auto Speech in Dubai

Li Auto is working with local partners to jointly build an official sales network, delivery processes, and after□sales capabilities. Customers who purchase vehicles through authorised channels will enjoy official warranty coverage, certified inspection and repair services, genuine parts supply, technical support from Li Auto's engineering team, and continuous OTA software updates—ensuring comprehensive service throughout the vehicle's entire lifecycle.

The all-new Li L9 is now available in the UAE with two distinct trims: the Ultra and Livis. Li L9 Ultra starts at 319,900 AED; Li L9 Livis starts at 359,900 AED. The UAE launch marks a significant milestone in Li Auto's global strategy. Li Auto is China's top-selling luxury car brand, a market-validated success that first proved itself in Central Asia in 2025, and is now being replicated in the Middle East as a key pillar of Li Auto's global strategy.

Following the company's entry into Central Asia, the Caucasus, and North Africa in 2025, and further expansion into the Middle East in 2026—with the All□New L9 already launched in Kazakhstan and Uzbekistan—the UAE rollout completes Li Auto's market presence across the Gulf region. Looking ahead, Li Auto will participate in the Paris Motor Show 2026, marking its debut at a major European auto exhibition. The company will continue to advance global product development, regulatory adaptation, localised operations, intelligent ecosystem building, and global R&D capabilities, delivering high□quality smart mobility experiences for more families around the world through cutting□edge technology and long□term user services.

LIanwan Chen
Li Auto
+86 131 2016 7142
globalmkt@lixiang.com
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