

# a small, smart and electric high-end car for urban lifestyle

designed to help to do more of what you love, on your own terms,  
by removing the usual compromises of typical compact cars.

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## design

strong design identity with its characteristic trio  
lights, dynamic hoop & oval shapes.

## smart roominess

huge frunk & trunk and underseat storages

## safety

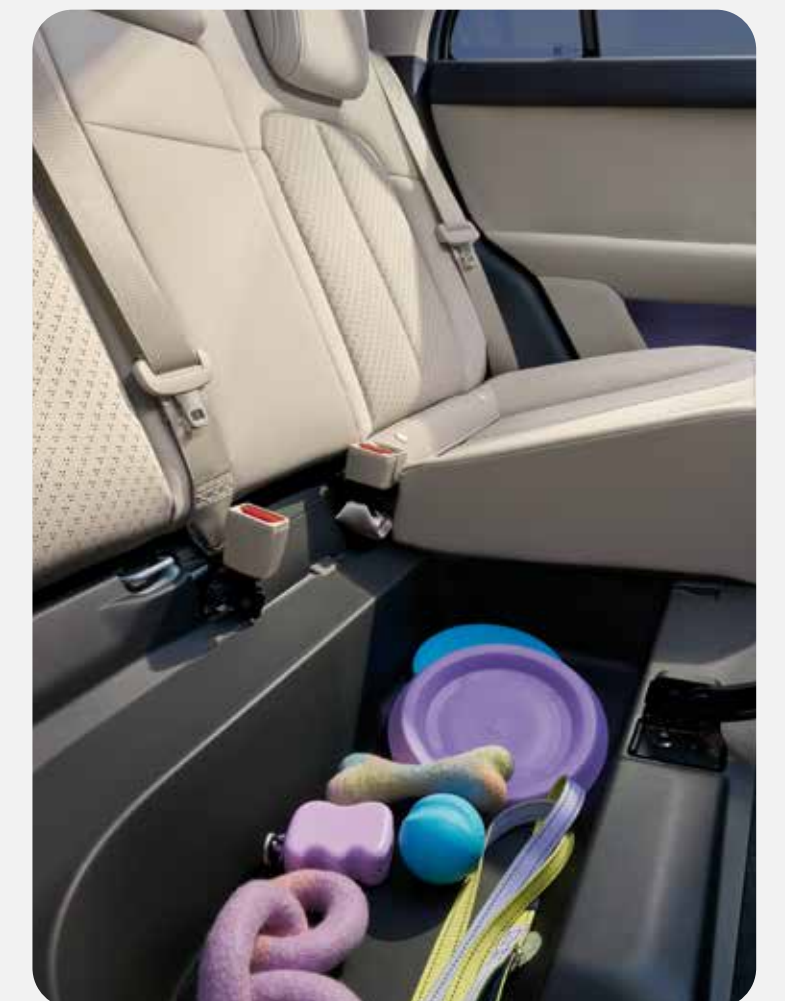
5\* NCAP & 24 Advanced Driving features.

## fun to drive

huge frunk & trunk and underseat storages

## born digital

5\* NCAP & 24 Advanced Driving features.



**FIREFLY**

smart. practical.  
**award-winning**

crafted for urban streets. enabling people to live more,  
move more and connect more.

**global availability**

as of Q1 2026, firefly has expanded its global presence to 12 markets across Europe, Asia, and the Americas, including China, the Netherlands, Norway, Belgium, Denmark, Greece, Austria, Portugal, Singapore, Luxembourg, Thailand, and Costa Rica.

**global deliveries to date**

over 50,000

**awards & recognition:**

2025: German Brand Award for “Excellent Brands – Transport & Mobility” and “Newcomer Brand of the Year”

2025: five-star safety ratings in both the European New Car Assessment Programme (Euro NCAP) and the China New Car Assessment Program (C-NCAP).

2025: "G"(Good) or above in all four evaluation categories of China Insurance Automotive Safety Index (C-IASI)

2025: Newsweek's Most Anticipated New Vehicles 2026 in Europe and Latin America

2025: AutoRai's CAR OF THE YEAR 2025

2026: World Urban Car of the Year

**FIREFLY**

