# DSP Motor named exclusive distributor of LS AUTO in the UAE

*The LS AUTO LEV01 all-electric SUV makes its first exhibition appearance at EV World 2026, Stand B-02, Hall 6, Dubai World Trade Centre*

**DUBAI, UAE, 10 November 2026** – D S P New Motor Vehicles Trading LLC (DSP Motor) is the official, exclusive distributor and dealer of LS AUTO in the United Arab Emirates, registered with the UAE Ministry of Economy. Appointed by brand owner Zhejiang LaunchEV Automotive Trading Co., Ltd., DSP Motor holds the exclusive rights to import, market, sell and service LS AUTO vehicles across the UAE. This starts with the LEV01 all-electric SUV and covers future LS AUTO models.

DSP Motor is presenting the LEV01 at EV World 2026, its first exhibition, from 10 to 12 November at Stand B-02, Hall 6, Dubai World Trade Centre. Three LEV01s are on the stand, and visitors can sit in them, get special EV World pricing and book a test drive.

The LEV01 is a five-seat electric SUV with up to 517 km of range (NEDC) from a 63.8 kWh LFP battery. It charges from 20 to 80% in as little as 30 minutes on a DC fast charger. Every LEV01 comes with a five-year vehicle warranty and an eight-year battery warranty, each up to 150,000 km. Special EV World pricing starts at AED 109,900 including VAT and runs until 30 November 2026.

DSP Motor supports LS AUTO customers from sale to service. Sales and test drives run from its showroom in Al Quoz, Dubai. Aftersales are handled at a service centre in Dubai Investment Park with UAE-wide partner EVS, and genuine parts are held locally to keep vehicles on the road. For companies, a dedicated fleet team offers total-cost-of-ownership analysis, volume pricing, leasing aligned to replacement cycles and support for government and semi-government tenders.

“Being named LS AUTO’s exclusive partner in the UAE gives drivers and fleet operators one clear point of contact, from the first test drive to every service visit after it,” said Marcel Kruetzfeldt, CEO of DSP Motor. “The LEV01 shows what the brand stands for: real range, a five-year vehicle warranty and an eight-year battery warranty, at a price that makes switching to electric an easy decision. EV World is our first exhibition, and we are bringing three cars so visitors can see the LEV01 for themselves.”

“Fleets are where the UAE’s move to electric will happen fastest, and we are building our LS AUTO business around them,” said Yury Domanskiy, Chief Strategy Officer of DSP Motor. “Operators want clear numbers, not promises. We give them a transparent cost of ownership, leasing that fits their replacement cycle and local aftersales that keeps every vehicle working.”

LS AUTO is an electric vehicle brand from the group behind Shanghai Launch Automotive Technology Co., Ltd. (Launch Design). Founded in 2000, Launch is one of China’s first independent vehicle design and engineering companies. It has helped bring more than 400 models to market for carmakers and runs a styling centre in Turin, Italy. The wider LS AUTO line-

up includes the LEV05, LEV07 and MEV01, and DSP Motor will introduce further models to the UAE as they are certified for the market.

Visitors to EV World 2026 can scan the QR code on the stand to register their interest. Test drives can also be booked at lsautouae.com/book-your-test-drive.

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## NOTES TO EDITORS

### About DSP Motor

D S P New Motor Vehicles Trading LLC (DSP Motor) is a Dubai-based new-vehicle dealer and the official, exclusive distributor of LS AUTO in the United Arab Emirates, registered with the UAE Ministry of Economy. From its showroom in Al Quoz, Dubai, DSP Motor handles retail sales, test drives and corporate and fleet business, with aftersales delivered in Dubai Investment Park together with UAE-wide service partner EVS. www.lsautouae.com · www.dsp-motor.com

### About LS AUTO

LS AUTO is an electric vehicle brand owned by Zhejiang LaunchEV Automotive Trading Co., Ltd., the vehicle trading company of Shanghai Launch Automotive Technology Co., Ltd. (Launch Design). Launch was founded in 2000 and has helped bring more than 400 models to market for carmakers. Its line-up includes the LEV01 all-electric SUV, the LEV05, the LEV07 and the MEV01.

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**See the LEV01 at EV World 2026:** Stand B-02, Hall 6, Dubai World Trade Centre, 10–12 November 2026.