

小鹏汽车-W XPeng (9868 HK)

小鹏“智驾险”权益上线，创新覆盖系统退出 5 秒内场景保障

XPeng Launches "ADAS Insurance" Benefit, Innovatively Covering Scenarios Within Five Seconds After System Exit

王凯 Kai Wang, CFA

k.wang@htisec.com

王沈昱 Oscar Wang, CFA

sy.wang@htisec.com

热点速评 Flash Analysis

(Please see APPENDIX 1 for English summary)

事件

2025 年 4 月 28 日，小鹏汽车正式上线“智驾险”——小鹏智能辅助驾驶安心服务，售价 239 元/年，最高赔付 100 万元，支持智驾行车模式退出后 5 秒内保障，由五家保险公司联合承保，适用于全车系新老车主。

点评

小鹏汽车推出“智能辅助驾驶安心服务”，为其智能驾驶功能提供专属保险保障。该服务由小鹏汽车联合中国人保等五家保险公司提供，仅限在小鹏汽车官方合作渠道购买车险的新保及续保客户购买，产品年费 239 元，适用于小鹏汽车全系车型，涵盖智驾行泊功能。保障期分为智能行车功能和智能泊车功能，分别从**激活功能时起至退出后满 5 秒（行车，如 NGP、AI 代驾、LCC）或退出时（泊车，如 APA、VPA、循迹倒车）止**。赔付标准方面，服务最高赔付额度为 100 万元，主要用于**补偿**在使用智能驾驶功能过程中发生事故所造成的车辆损失和对车上人员人身伤害及第三方人身与财产损失的赔偿责任，**赔偿金额为实际损失扣除交强险和商业险已赔付部分后的剩余部分**。

定位为车险补充保障，差异化覆盖智驾退出 5 秒内情景。从产品属性和服务范围来看，尽管该服务由车企联合保险公司提供，但本质上仍属于对智能辅助驾驶功能的补充保障权益，而非传统意义上的责任险，无法替代交强险和机动车商业险，且在理赔顺序上也不会优先于车险，驾驶员责任仍需承担。相较此前华为鸿蒙智行等智驾供应商或车企推出或计划中的智驾保障服务，小鹏此次发布的智驾险在保障时间维度上实现创新，成为行业首个将智驾行车退出后 5 秒内纳入保障范围的产品，体现了对自身技术性能的高度自信与对用户安全的重视。

智驾险的推出是对现阶段 L2+产品的重要补充，有助于提升用户信心并强化销售转化。随着高阶智能辅助驾驶技术快速发展，产品渗透率 and 市场需求持续增长，但用户认知和法规建设相对滞后，智驾险能够在一定程度上弥补当前保障体系的空缺。延长系统退出 5 秒内保障的设计不仅反映了头部车企智驾产品性能的快速迭代节奏，也在近期智能驾驶相关事故引发的舆情环境下，起到了提振市场信心的作用。**我们认为，小鹏此举有助于形成在智能驾驶平权时代下的重要差异化竞争优势（类似电池包保修时长），同时行业内优质车企预计也将持续跟进，推出更高标准的保障产品，推动相关法规落地，遏制夸大宣传对行业整体形象的负面影响。整体看好智驾技术持续迭代升级及头部玩家通过产品力构建性能护城河的中长期趋势。**

风险

技术发展与商业化落地进程不及预期，法规政策相关风险，竞争加剧风险等。

图表 1 智能辅助驾驶保险/保障权益

品牌	长安汽车	极越	宝骏汽车	华为鸿蒙智行	阿维塔	小鹏汽车	小米汽车
服务名称	自动泊车使用责任险	智驾保	灵眸智驾保障服务	智驾无忧服务	智驾无忧服务	智能辅助驾驶安心服务	智驾保障服务
发布时间	2019年7月1日	2024年3月1日	2024年8月	2024年11月17日	2025年2月24日	2025年4月28日	2025年4月(预计)
保障额度	最高55万元	未明确	未明确	最高500万元	最高600万元	最高100万元	最高300万元
保障场景	APA自动泊车系统	高速、城市、泊车等全场景	高阶智能驾驶辅助功能（如自动泊车、车道保持、自适应巡航等）	APA、AVP、RPA、LCC、NCA	APA、AVP、RPA、LCC、NCA	NGP、AI代驾、LCC、APA、VPA、循迹倒车	城市/高速导航辅助驾驶、自动泊车等核心功能
事故时间	自动泊车系统质量问题导致事故	智驾功能开启期间	智驾功能开启期间	智驾功能开启期间	智驾功能开启期间	行车功能：退出后延续5秒；泊车功能：退出即止	未明确
合作险企	中国太保	平安产险	未明确	平安产险	未明确	中国人保、平安保险、太平洋保险、中华保险、阳光保险	头部保险机构
适用车型	新CS75领智型、CS75PHEV领航型、CS85COUPE智型等	极越01等车型	宝骏云海等车型	问界M5/M7/M9、智界S7/R7、享界S9等	阿维塔11、阿维塔12等	小鹏全系车型	小米SU7系列等
服务价格	未明确	新用户免费赠送，老用户可通过任务获得	未明确	价值4000元，活动期间赠送；目前仅支持权益激活后一年内有效	价值4000元，活动期间赠送；目前仅支持权益激活后一年内有效	239元/年	未明确
赔付范围	单独赔付	定额保障服务和漆面补偿服务	未明确	车险赔付后剩余部分	车险赔付后剩余部分	车险赔付后剩余部分	未明确

注：仅长安汽车“自动泊车使用责任险”属严格意义责任险
资料来源：公司公告，海通国际

APPENDIX 1

Summary

Event

On April 28, 2025, XPeng officially launched the "Intelligent Driving Insurance" — XPeng Smart Assisted Driving Protection Service. Priced at RMB 239 per year, the service offers a maximum coverage of RMB 1 million and supports claims within five seconds after exiting for smart driving mode. It is jointly underwritten by five insurance companies and is available to both new and existing XPeng vehicle owners across all models.

Commentary

XPeng has introduced the "Smart Assisted Driving Protection Service" to provide dedicated insurance coverage for its intelligent driving features. The service is jointly offered with five insurers, including PICC, and is available exclusively to customers who purchase new or renewed insurance policies through XPeng's official partner channels. Priced at RMB 239 per year, it covers all XPeng models and applies to smart driving and parking functions. The coverage period for driving functions (such as NGP, AI Valet Driving, and LCC) extends from activation until five seconds after deactivation, while for parking functions (such as APA, VPA, and Memory Parking Assist), it ends immediately upon deactivation. The service offers a maximum compensation of RMB 1 million, covering vehicle damage, personal injury to passengers, and third-party injury or property loss arising during the use of smart driving features. The payout amount is the actual loss minus the amounts already compensated under mandatory and commercial auto insurance.

Positioned as a Supplement to Auto Insurance with Differentiated Coverage for Post-Exit Scenarios. From a product and service perspective, although the insurance is jointly offered by XPeng and partner insurers, it essentially serves as a supplementary protection for intelligent driving functions rather than a replacement for mandatory or commercial auto insurance. It does not take precedence over traditional insurance in claims processing, and driver liability still applies. Compared with similar services launched or planned by other intelligent driving suppliers or OEMs, such as Huawei's Harmony Intelligent Mobility alliance, XPeng's smart driving insurance introduces an innovation by covering incidents occurring within five seconds after system deactivation — the first of its kind in the industry. This design reflects both XPeng's confidence in its technology and its strong commitment to user safety.

An Important Supplement to L2+ Products, Strengthening Consumer Confidence and Sales Conversion. The launch of the smart driving insurance serves as an important functional supplement to current L2+ products, helping to boost user confidence and support sales conversion. While the penetration rate and demand for advanced assisted driving technologies continue to rise rapidly, user understanding and regulatory frameworks remain underdeveloped. This insurance product helps bridge existing gaps in protection. The extension of coverage to five seconds post-system exit not only highlights the rapid iteration pace of leading OEMs' intelligent driving capabilities but also helps to restore consumer confidence amid recent incidents involving smart driving features. We believe XPeng's initiative will create meaningful product differentiation in an era of increasing parity in intelligent driving (similar to the extended warranty for battery packs) and anticipate that other leading OEMs will follow suit by offering higher standards of coverage. This trend should drive regulatory advancement and mitigate the negative impact of exaggerated marketing claims, ultimately supporting the continued iteration of intelligent driving technologies and enabling leading players to build performance-based competitive moats over the long term.

Risks

Slower-than-expected technological advancement and commercialization, regulatory and policy uncertainties, and intensifying market competition.

附录 APPENDIX

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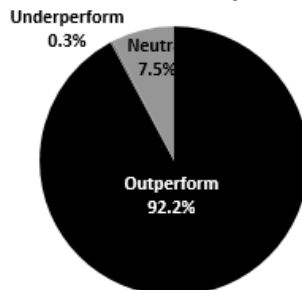
各地股票基准指数：日本 - TOPIX, 韩国 - KOSPI, 台湾 - TAIEX, 印度 - Nifty100, 美国 - SP500; 其他所有中国概念股 - MSCI China.

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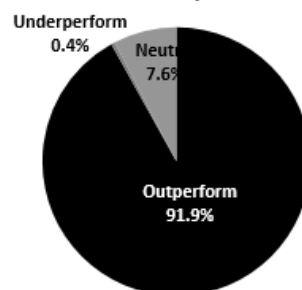
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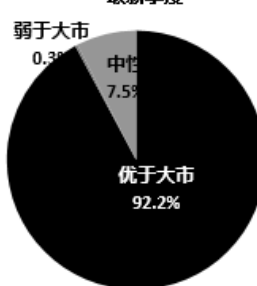
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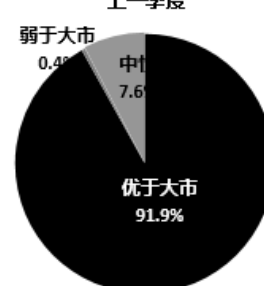
Prior Full Quarter



最新季度



上一季度



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	优于大市	中性 (持有)	弱于大市
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*在每个评级类别里投资银行客户所占的百分比。

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	Outperform	Neutral (hold)	Underperform
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IB clients*	3.3%	3.5%	0.0%

*Percentage of investment banking clients in each rating category.

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研究机构名称: Haitong Securities India Private Limited

SEBI 研究分析师注册号: INH000002590

地址: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

电话: +91 22 43156800 传真: +91 22 24216327

合规和申诉办公室联系人: Prasanna Chandwaskar; 电话: +91 22 43156803; 电子邮箱: prasanna.chandwaskar@htisec.com

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Name of the entity: Haitong Securities India Private Limited

SEBI Research Analyst Registration Number: INH000002590

Address : 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

Ph: +91 22 43156800 Fax: +91 22 24216327

Details of the Compliance Officer and Grievance Officer : Prasanna Chandwaskar : Ph: +91 22 43156803; Email id: prasanna.chandwaskar@htisec.com

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1. 24 May 2022 OUTPERFORM at 90.85 target 99.35.
2. 27 May 2022 OUTPERFORM at 84.60 target 99.35.
3. 11 Aug 2022 OUTPERFORM at 90.85 target 99.35.
4. 24 Aug 2022 OUTPERFORM at 82.95 target 84.17.
5. 22 Sep 2022 OUTPERFORM at 53.90 target 84.17.
6. 27 Oct 2022 OUTPERFORM at 30.55 target 84.17.
7. 2 Dec 2022 OUTPERFORM at 33.65 target 63.51.
8. 27 Mar 2023 OUTPERFORM at 39.05 target 40.60.
9. 26 May 2023 OUTPERFORM at 31.35 target 38.22.
10. 30 Jun 2023 OUTPERFORM at 50.00 target 38.22.
11. 22 Aug 2023 NEUTRAL at 62.00 target 60.42.
12. 29 Aug 2023 NEUTRAL at 74.30 target 60.42.
13. 25 Oct 2023 NEUTRAL at 55.15 target 60.42.
14. 17 Nov 2023 NEUTRAL at 65.15 target 66.33.
15. 22 Mar 2024 NEUTRAL at 37.90 target 51.10.
16. 7 Nov 2024 NEUTRAL at 49.40 target 51.10.
17. 17 Nov 2024 NEUTRAL at 49.60 target 51.10.
18. 27 Nov 2024 OUTPERFORM at 44.40 target 63.32.
19. 20 Mar 2025 OUTPERFORM at 89.55 target 103.90.