



How Music Shapes the Future of Cars: The Soundtrack for the New XPeng P7

Description



Music has the power to transform a car launch into an **unforgettable brand experience**. For automotive brands, choosing the right sonic identity is just as important as design and performance – it’s what makes the message resonate with audiences on an emotional level.

That’s why we’re so proud of our latest project: crafting the soundtrack for the launch film of the new **XPeng P7**. Directed by **Wei Ning**, this two-minute cinematic epic is a celebration of futuristic design, innovative technology, and the thrill of motion. Our task was to create the music that made it all

come alive.

Turning Vision Into Sound

The challenge was clear: the soundtrack needed to **match the P7's bold innovation** capturing both the *human* emotion and the *technological* precision that define this car. We had created a **modern, electronic driving hymn** full of energy, lift, and momentum. Layers of rhythmic synths and atmospheric swells were crafted to mirror the car's sense of acceleration and elegance.

Far more than background music, the composition was designed as an engine for the narrative driving the visuals forward and ensuring that every scene hit with impact.

Adding a Human Touch

One detail we love: this track even includes the voice of one of our own project managers, who stepped into the recording booth to contribute backing vocals. Blending real human intimacy into a sleek electronic soundscape underscored the whole idea of the P7 – the dialogue between people and technology.

A Two-Minute Journey

From the delicate pulses in the opening to the powerful climaxes accompanying the car's design reveals, the soundtrack follows the film's rhythm with precision. The result is more than just a product film: it's an emotional journey that makes viewers **feel** the XPeng P7, not just see it.

Soundtracks That Drive Brands Forward

At our agency, we help brands shape emotional experiences through music. From **music strategy and sonic branding research** to **licensing, original composition, and building artist partnerships**, we work with brands and agencies to ensure music becomes a real driver of meaning, culture, and connection.

¿? If you're a **brand or agency** looking to strengthen your campaigns with smart, impactful music let's talk.

¿? [Get in touch with us today](#), and let's explore how we can craft the perfect soundtrack for your vision

