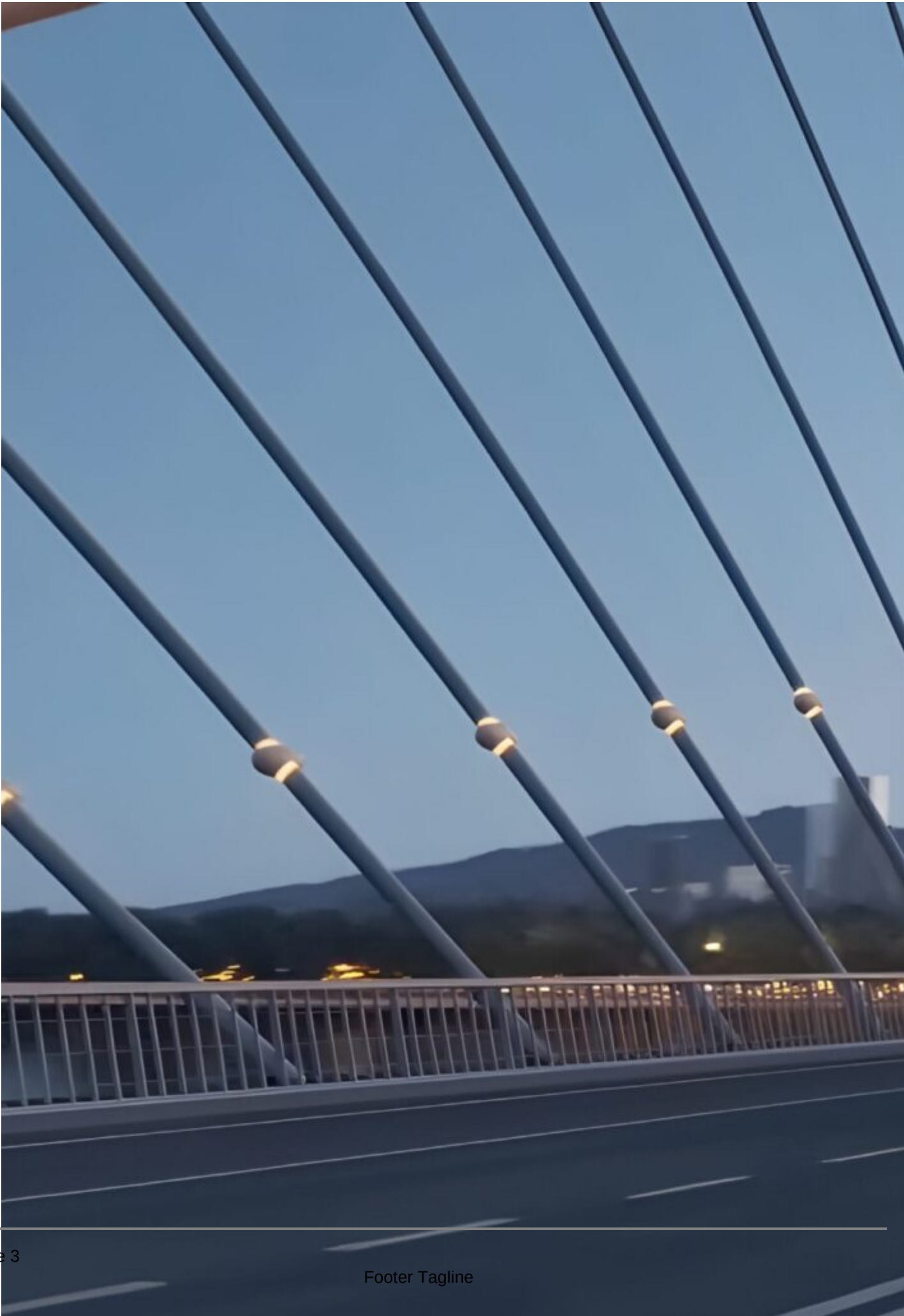




Never Compromise, Especially with Music.

Description



When XPENG unveiled the P7+ to the world, the message was that this is not just a new electric car. It is a statement about balance, intelligence, and movement in a changing world. Tracks & Fields was proud to compose the original music for the P7+ launch film, a piece designed to move with the car and with the ideas behind it.

A journey between worlds

The film opens in the streets of Shanghai. Glass, steel, motion, light. The city feels fast but precise, alive with possibility. From there, the P7+ leaves the urban grid behind, moving into open countryside and finally the mountains. The shift is seamless. The car never feels out of place.

This progression mirrors the narrative of the voiceover. Fast and still. Bold and kind. Strength and softness. The film refuses to choose a single identity, and instead embraces coexistence. It is a visual expression of balance, where intelligence reshapes design and technology defines the future. Every location reinforces the idea that modern mobility should adapt to us, not the other way around.

Composing the sound of balance

T&F's approach to the score was rooted in the same philosophy. The music needed to feel futuristic, electric, and cinematic, without overpowering the story. It had to breathe with the visuals and leave space for reflection.

The track blends synthetic textures with restrained melodic movement. Pulses suggest energy and forward motion, while sustained tones create calm and clarity. Nothing rushes, but nothing stands still. Just like the P7+, the music moves with intention.

As the car transitions from city to nature, the composition subtly evolves. Rhythms open up. Harmonic space widens. The sound design becomes more expansive, reflecting freedom without losing focus. It is a score built on contrast, not conflict.

For T&F, this project was about capturing the emotional intelligence of the brand. Not just how the car looks or performs, but how it feels to live with it.

Human by design

The closing words of the film say it best. Balance is not standing still. It is knowing when to move and when to stay. The XPENG P7+ is presented as a car for those who refuse to be defined by a single trait or direction.

By aligning sound, story, and image, the film positions the P7+ as more than a product launch. It becomes a reflection of modern humanity. Contradictory, adaptable, thoughtful, and always in motion.

T&F is honored to have shaped the sound of this moment, and to contribute to a launch that marks the start of a new era.

[Get in touch](#) to explore how we can help lifting your next project to the next level with tailor made music.

<https://vimeo.com/1153638418/83f9a27f4b?share=copy&fl=sv&fe=ci>