



Luxury Sound for a Luxury Car: Composition for the Maextro S800 Grand Design

Description



Some launches are product announcements. Others are declarations. When Huawei and JAC unveiled the Maextro S800 Grand Design in June 2026, it was clear which category this fell into. A flagship sedan starting at affordable price, positioned to go head to head with the market leaders, and built to signal that Chinese luxury has arrived on its own terms. For a moment like that, the music has to carry real weight. Tracks & Fields composed the original score.

The Car That Wants to Change the Conversation

For years, the ultra-luxury sedan segment in China belonged to European imports. Maextro, the brand built jointly by Huawei and JAC under Huawei's Harmony Intelligent Mobility Alliance, has been working to change that. The standard S800 launched in May 2025 and moved 19,000 units in its first 13 months, holding the top spot in China's million-yuan luxury car sales for nine consecutive months. The Grand Design variant goes further.

The S800 Grand Design is not simply a higher-trim version. It is a deliberate aesthetic and cultural statement. The interior features 18 wood trim panels crafted with marquetry techniques, a real-wood steering wheel with touch-sensing driving assistance, a crystal knob with 116 crystal facets, and an optional Chinese-aesthetic package with a hand-embroidered headliner carrying 510,000 stitches and mulberry silk cushions. Underneath all of that craftsmanship sits Huawei's Qiankun ADS 5.0 system, engineered for L3+ autonomous driving with a six-LiDAR perception array. The car is targeting buyers who want Chinese luxury on Chinese terms, and it is not being subtle about it.

Music for a Moment That Needed to Land

A car at this price point, carrying this much cultural ambition, needs a launch film that feels earned. The music cannot be generic. It cannot hedge. It has to commit to the scale of what is being announced.

Tracks & Fields composed an original score built around exactly that demand. Cinematic and majestic in character, with choir elements that give the piece genuine gravity. Choir works here in a specific way: it adds a human dimension to something that could easily feel cold or corporate, and it signals occasion. Not just a product reveal, but a moment worth marking.

The composition was written entirely for this campaign, shaped around the visual language of the launch and the story Maextro wanted to tell. That kind of bespoke approach matters when the brief is as specific as this one was.

When the Music Has to Match the Ambition

There is a logic to pairing an original composition with a launch like this. Maextro is not just selling a car. It is making a case for what Chinese luxury can be. That kind of story deserves music that was built for it, not borrowed from somewhere else.

The score T&F composed for the S800 Grand Design carries that intention. Cinematic and majestic, with choir that gives the piece genuine occasion. Luxury sound for a luxury car. When the brief calls for

the very best, the music should say the same thing the car does: nothing here was left to chance. That is the kind of work we love doing at T&F. Finding the sound that a moment actually deserves. [Get in touch](#) and let us compose something special built for your next campaign.

<https://player.vimeo.com/video/1204498990?h=e6964e9d12>