

Lynk & Co Unveils Exciting New Version of 01 Plug-in Hybrid Car: Enhanced Performance and Innovation

As part of its expansion strategy, Lynk & Co is introducing an upgraded version of the popular 01 plug-in hybrid. This latest model features refined design updates inside and out, along with new trim levels and colour options. It also incorporates a completely new electrical architecture, chip set and advanced infotainment technology, as well as an all-new powertrain concept that delivers a more powerful and efficient plug-in hybrid experience.

10 September 2024 - Lynk & Co announces the launch of a significantly upgraded version of its iconic 01 SUV, marking an important milestone in the company's ongoing expansion. For this new iteration of the beloved Lynk & Co 01, the company gathered and addressed customer feedback, leading to subtle design refinements and colour options. Alongside these updates, the new 01 features a completely new plug-in hybrid powertrain concept, offering increased power, an enhanced driving experience, improved fuel efficiency, and reduced emissions. Additionally, the new 01 benefits from a brand-new electrical architecture and boasts one of the most powerful automotive CPUs available, delivering a significantly faster and more advanced infotainment experience.

The distinctive Lynk & Co 01 is an SUV designed to turn heads and stand apart from the rest. Its new version presents a more purposeful design that showcases a new gloss black grille, new wheels and new rear LED lights. Complementing these enhancements is a broader range of paint colours including new Crystal White, Sparkling Black and Mineral Green.

Technology remains at the forefront of every detail in the new O1. Inside the cabin, the infotainment system has been refined for quicker response times, ensuring drivers have seamless access to all features when needed. The system is now complemented by a high-definition driver display, a 15.4-inch HD touchscreen, and the powerful Qualcomm Snapdragon® 8155 chip for enhanced performance. The new design also introduces new physical steering wheel controls allowing drivers to keep their full focus on the road.

"The O1 has always been a vehicle that people love to drive. This launch represents a key milestone in our strategic expansion across Europe. With the latest updates, and the introduction of the different specifications and colours, its appeal will reach an even broader range of consumers. As a progressive and vibrant brand, we're proud to build flexibility into our offerings and to continue to push boundaries within sustainable mobility."

Nicolas López Appelgren, CEO of Lynk & Co.

A Sophisticated Plug-in Hybrid Powertrain: More Power and Efficiency

The carefully curated enhancements to the new O1 underscore Lynk & Co's commitment to innovation and sustainability. These changes not only highlight the brand's leading position in plug-in hybrid technology but also establish it as a core element of Lynk & Co's DNA, driving the electrification forward and setting the scene for the brand's future.

Building on the strengths of the original version, the newly improved Lynk & Co O1 marks a significant leap forward in design and technology, setting the stage for the brand's future. This latest version, honed by consumer feedback, balances innovation with familiarity—preserving what drivers loved while enhancing where it truly matters. From the exterior's refined aesthetics to the thoughtfully upgraded interior, every change is driven by the desire to improve the driving experience, not just what meets the eye.

Central to the new O1 is its advanced plug-in hybrid powertrain, which now takes centre stage as a crucial element of the vehicle's performance. Leveraging the engineering expertise of the Geely Holding Group, this powertrain not only boosts power and efficiency but also solidifies the O1 as a key player in the transition to full

electric vehicles. With a combined output of 206kW (276hp) and 535Nm of torque, the car delivers sharper acceleration and more responsive handling on the road.

Fuel economy has been a primary focus, resulting in a remarkable consumption rate of just 0.9 litres/100km and CO2 emissions as low as 20g/km (WLTP). These improvements underscore the 01's role as a bridge to a fully electrified future, offering up to 75km of near-silent, pure electric driving for day-to-day commutes.

The new Lynk & Co 01 stands as a testament to the brand's commitment to continuous improvement and innovation. It is more than just an updated model; it is a forward-thinking vehicle designed to meet the evolving needs of today's drivers while paving the way for a fully electrified tomorrow.



About Lynk & Co

Lynk & Co is more than a car company; it's a mobility provider committed to flexibility as its core principle. With a diverse range of car ownership options – from subscription to lease to purchase – Lynk & Co is at the forefront of the car-sharing movement. The brand combines vibrant, innovative design with pioneering connectivity solutions, offering consumers a forward-thinking driving experience.

Established in 2016 and headquartered in Gothenburg, Sweden, Lynk & Co utilizes its own and operated business model to serve seven core markets: Sweden, Netherlands, Belgium, Germany, France, Italy, and Spain. Through distinct business models, the company is extending its presence to 22 European markets by the end of 2024. Committed to a positive impact, Lynk & Co drives change by championing progressive practices and continuously pushing the boundaries for a better future for the automotive industry and for people.

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