

Media Alert

Lynk & Co Launches Sales for the New 01 Plug-In Hybrid: Enhanced Power, Design, and Advanced Technology.

The global mobility innovator Lynk & Co announces the official start of sales for its newly upgraded Lynk & Co 01 SUV, following its reveal in September. The iconic 01 has been updated with subtle yet impactful design enhancements, giving it a more mature and sophisticated presence. Featuring trim levels: Core and More, and new color options, these updates reflect input received from Lynk & Co's community, balancing familiar features with significant improvements.



The new version of the Lynk & Co 01 features a completely re-engineered plug-in hybrid powertrain delivering increased power, a more dynamic driving experience, improved fuel efficiency, and reduced emissions. Additionally, a brand-new electrical architecture and one of the industry's most advanced automotive chipsets ensure a faster, more elevated infotainment system.

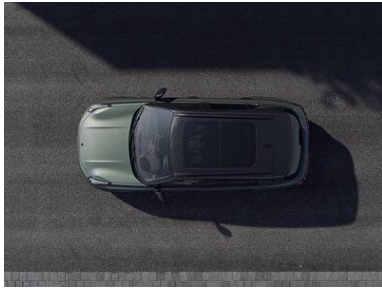
In Europe, the Core version will start at **40.995 €** while the More version will be available from **44.995 €**.

Customers can register online or visit any Lynk & Co Club across Europe to receive updates on test drives. Starting in December, the new Lynk & Co 01 will be available for purchase at local Clubs and online at [Lynk & Co.](#)

As part of Lynk & Co's bold expansion strategy, the brand is entering the wholesale model through retail partners. This move creates a powerful new sales channel and supports the brand's plan to establish a robust retail network across Europe. It complements Lynk & Co's existing business model, which combines owned operations with strategic retail partnerships to enhance accessibility, diversify sales channels, and expand service points.

By the end of 2024, Lynk & Co will expand its presence to nearly 30 sales points across key European markets. For the first time, customers will be able to purchase Lynk & Co cars through a network of selected retail partners.

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About Lynk & Co

Lynk & Co is more than just a car company; it's an innovative mobility provider. Offering a diverse range of car ownership options – including subscription, lease, purchase, and car sharing – the brand combines vibrant, cutting-edge 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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