



## Nicolas López Appelgren

Chief Executive Officer,  
Lynk & Co International

Nicolas López Appelgren is the Chief Executive Officer of Lynk & Co International, bringing more than 30 years of automotive leadership experience to the role.

Since joining Lynk & Co, Nicolas has led a major transformation of the business, shifting the company into a wholesale model through retailer partnerships and accelerating its expansion across Europe. Under his leadership, the brand has rapidly grown its retail footprint to more than 125 points of sale in 2025 and now operates in 25 markets through a combination of NSCs and importer partners – significantly increasing accessibility for customers across the region.

Nicolas has also overseen the evolution of the European product portfolio, expanding from a single model to three, including the Lynk & Co 08 – a long-range plug-in hybrid that sets a new benchmark in the segment.

Before joining Lynk & Co, Nicolas held senior roles at Volvo Cars across Belgium, Sweden, the UK, the US, and multiple Latin American markets. Throughout his tenure, Nicolas led global teams in the areas of marketing, product marketing, customer care, and retail operations; driving major business transformations and developing innovative processes that strengthened global partnerships.

While prioritizing results, Nicolas is a strong advocate for Inclusion and Diversity, fostering a culture where innovation and accountability thrive. His leadership is anchored in long-term, sustainable growth and a clear ambition to redefine modern mobility in Europe.

Nicolas holds a Bachelor's degree in Management and Business Administration from Lund University, including an additional specialization year in Marketing at Universidad Complutense in Madrid; and a Bachelor's degree in Information Technology from the University of Gothenburg.