

# Media Alert: LYNK & CO TURNS ITS 2026 BEIJING AUTO SHOW SPACE INTO AN URBAN PLAYGROUND

**Beijing, May 2026** – At the 2026 Beijing Auto Show, Lynk & Co takes over Booth A103, Hall A1, going beyond the traditional auto show format, and delivering a bold, experience-led presence that blends cars, culture and community into one dynamic space.

As the brand celebrates its 10th anniversary, this year's presence marks a milestone moment, bringing together a decade of design, performance and community.

## **A Full Line-Up and Global Debut**

The booth showcases Lynk & Co's global product line-up, highlighting:

- The world premiere of the GT Concept "**Time to Shine**"
- The new Lynk & Co 10+ and 10 electric sport sedans
- The Lynk & Co 900 five-seat version
- The first Lynk & Co 03+ TCR customer race car

A dedicated area highlights the GT Concept through an immersive three-screen "digibox" installation, using dynamic lighting and animation to enhance its light-and-shadow design and performance character.

Unveiled as part of the brand's 10-year milestone, the concept car stands as a bold expression of Lynk & Co's future design and performance direction.

## **More Than a Booth: An Urban Playground**

Rooted in its "think outside of the car" philosophy, Lynk & Co reimagines the auto show experience as an urban eco-complex, where visitors could explore a mix of interactive zones and lifestyle experiences:

- RACING CENTER: driving simulators showcasing the performance of the 03+

- CO:LAB: hands-on creation of Lynk & Co mini car ornaments
- PHOTO BOOTH: AI-powered image creation and instant printing
- CALLBACK: VR journey through Lynk & Co's 10-year history
- LYNK & CO COLLECTIONS: branded merchandise area
- CO:STORE: gamified experience with rewards and surprise boxes

The space also integrates music, art, fashion and social experiences, creating a vibrant environment designed for a new generation of car enthusiasts.

With its presence at the Beijing Auto Show, Lynk & Co reinforces its ambition to go beyond conventional automotive boundaries, creating a brand experience that connects performance, design, technology and culture in a single, engaging destination.





# About Lynk & Co

## About Lynk & Co International

Lynk & Co is more than a car company; it's an innovative mobility provider. Offering a diverse range of electrified cars – from the long-range plug-in hybrid 08, to the fully electric 02, to the popular plug-in hybrid 01 – the brand combines vibrant, cutting-edge design with pioneering connectivity solutions to deliver a forward-thinking driving experience. Established in 2016 and headquartered in Gothenburg, Sweden, Lynk & Co now operates in 25 markets across Europe and is on an ambitious expansion journey, redefining what modern mobility can be.

As Lynk & Co continues its bold journey of expanding into retail sales channels through partnerships with local retailers, more than 140 partner-operated sales points are now open across Europe. This growing network brings Lynk & Co closer to more customers while staying true to its mission: to change the future of mobility – for people, for progress, and for impact

To learn more or book a test drive, visit [LynkCo.com](https://lynkco.com)

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