

LYNK & CO

© 13 April 2021, 10:00 (CEST)



Lynk & Co introduces better mobility for businesses

Since launching our mobility memberships in the autumn of 2020, we've seen that people are eager for innovative, new ways to move. That's why we've brought the same principles that power our B2C memberships—sustainability, flexibility, and smart simplicity—to our new B2B offering. Lynk & Co for Business offers employers hassle-free, premium mobility that's tailored to their organization.

With Lynk & Co for Business, employers can get a fleet of premium, fully equipped 01s. Every 01 comes with the same standardized (awesome) features, which means that they can be used interchangeably between employees. Plus, with the built-in car sharing platform, it's super easy for employees to manage and share cars, reducing the need to keep a huge fleet. That means you can keep a smaller fleet and will have fewer underused cars sitting in the parking lot—a winning solution for both your company and the environment.

Businesses can sign up for Month-to-Month Memberships, buy the cars outright, or, exclusively available for business members, sign up for a Long-Term Membership. We work with ALD Automotive, one of the biggest players in the B2B mobility market, to put together our long-term offer: a multi-month contract tailored to your needs. Pricing will vary depending on how long you want to commit for, how much you want to drive, and if you want any extra services.

There are different ways to get going. The Month-to-month and Long-term memberships for B2B include the car (obviously), a maintenance plan, insurance, roadside assistance, and, of course, access to the Lynk & Co community and customer service. Want to go for the Cash membership and need insurance as well? No problem, we'll fix that too. Since Lynk & Co takes on the cost of owning and maintaining the cars, we're able to lower the running costs and maximize up-time. We've done everything possible to simplify mobility, giving you more time to focus on growing your business.

As the world adjusts to new ways of working, it's more important than ever for businesses to prioritize sustainability, flexibility, and employee retention. We're really proud to have put together a B2B offer that helps businesses hit those goals and modernize their fleet.

— Alain Visser, CEO of Lynk & Co

To support our expansion into business mobility, we've grown our B2B team to provide support in each of our seven European markets (Sweden, the Netherlands, Germany, France, Belgium, Italy, and Spain). With regional touchpoints and personalized support, we're equipped to provide white glove service for our B2B members... all with a heavy dash of Lynk & Co personality.

Lynk & Co