

# LYNK & CO

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## Welcome to a winner: Lynk & Co's revolutionary 01 lands top honor in the 2021 MUSE Design Awards

Lynk & Co is kicking off 2021 in style! Our second Club, a community-focused hub for all, opened its doors in hometown Gothenburg, we premiered a revolutionary world-first virtual test drive experience and today the Lynk & Co 01 has been named number one in the Transportation Design category for the highly prestigious (and ultra-cool) 2021 MUSE Design Awards.

The 01 scooped the top gong after winning accolades from some of the most distinguished and notable names within the design world. An international panel of the world's leading creative and digital professionals, across no fewer than 23 countries, was tasked with identifying true excellence. In the field of transportation design, they chose the Lynk & Co's 01 – which makes perfect sense to us.

The 01 is a radical solution for a new generation of connected customers who want mobility on their terms. The automotive industry has continued with a distribution and ownership model that has existed for over 100 years and Lynk & Co has recognized that people value products and services that reflect an ever-changing lifestyle.

*One of the unique parts about Lynk & Co is that our business model, as well as the 01, are fundamentally designed to meet our costumers needs and to make life a little easier. Receiving this award makes us proud but also additionally committed to our vision to change mobility forever.*

— Alain Visser, CEO of Lynk & Co

Designed to be deeply customer-centric and brutally simple, the 01 is all-in. No expensive options or upgrades, just instant access to a (very, very good) car. The only decision that members will have to make is whether they want a black or blue 01 and whether they want a plug-in hybrid or standard hybrid.

The trophy cabinet has been unlocked and opened ahead of 01 deliveries to members across Europe this spring.

Lynk & Co