

LYNK&CO

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The Lynk & Co experience: Coming to a city near you.

The Lynk & Co 01 is hitting the road in more than one way this year. With Clubs opening in major cities and the first cars start being delivered to members, we're excited to announce the launch of a new retail concept coming soon: Lynk & Co on tour.

Just like your favorite bands (minus the novelty tee-shirts), we're packing up our gear and bringing the Lynk & Co experience live and in-person to cities across Europe. Each stop will have fun events, snacks and, of course, 01s available for test driving. Tour dates are planned in the summer and fall of 2021, starting in Stockholm, Sweden on 28 May and then on to Germany, Italy, and beyond. Keep an eye on our [newsroom](#) for more updates on dates.

The tour represents a new path for automotive retail—one that's uniquely suited to the Lynk & Co model. While we're blazing a trail with hassle-free digital sales, we've never lost sight of the importance of connecting with our members. By bringing our brand experience and the 01 to people's own backyard, they're able to easily try out the car on their own terms and get a feel for the membership community.

Europe is still getting to know Lynk & Co, and the tour is a huge opportunity for people to see what we're all about. We're never going to do the dealership thing, so it's extra important that we have these opportunities to connect with our community and share incredible experiences with our members.

— Alain Visser CEO Lynk & Co

Along with the tour stops, there will also be long-term pop ups (6-12 months) in several major cities where people can test drive the 01. And of course, members and soon-to-be members can always test the car and explore the world of Lynk & Co at the Amsterdam Club (at Rokin 75, Amsterdam, the Netherlands) and the Gothenburg Club (at Ekelundsgatan 4, Gothenburg, Sweden).

Follow us on social media or check lynkco.com/meetus for updates on events and the tour schedule.



ABOUT LYNK & CO

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