

LYNK&CO

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Lynk & Co leads industry transformation

Lynk & Co set out on a bold mission to transform the automotive industry... and we'll be honest, not everyone was convinced at the beginning. But today, we're happy to report that this mission has been a success: through 2021 we've seen how people's mindsets have changed and how ready the world is for a different kind of car brand.

The traditional automotive industry's way of doing things adapted, innovated on, and (if you ask us) improved over the last year but when it comes to listening to the society and customers, they still have a long way to go. At Lynk & Co, we're not that interested in how many cars are being sold. Instead, we're proud to have welcomed almost 60,000 new members across Europe during 2021 compared to our target of 9000 members for the full year.

That means that nearly 60,000 people now have access to the Lynk & Co 01 whenever they feel like it- and hit the road. The built-in car sharing platform is an industry first, it's never been done by any other car maker. Lynk & Co car sharing sets new standards for hassle-free travel, flexible access to cars, and sustainable mobility options by reducing traffic congestion and using fewer cars more often.

“After over 100 years of the same in the automotive industry, it is time for something different. What we have done in the 12 months proves that the car industry will never be the same again.”

— -Alain Visser, CEO of Lynk & Co

We refer to our customers as members for a reason: they're part of a community. Members have access to a range of activities such as live music, film showings, and DJ sets hosted at Lynk & Co Clubs. In 2021 we hosted 47 Club events, nearly one per week... (of course with all restrictions followed) which is a small step up from a complementary cup of stale dealership coffee.

As of 2021, Lynk & Co now has 7 Clubs across Europe in Amsterdam, Gothenburg, Antwerp, Berlin, Stockholm, Hamburg, and Munich. Other European markets have access to Lynk & Co online and can also hang out with us at key cities across Europe for Lynk & Co on Tour, which visited 7 cities last year.

If you thought 2021 was interesting, wait until you see what we have lined up for 2022.

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