

LYNK&CO

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200% more users joined LYNK & Co this year

2022 was a breakthrough year for mobility company LYNK & Co. If 2021 was the year we introduced our game-changing mobility offer, this was the year we caught the public's attention and boosted our community base.

The LYNK & Co community gained a massive influx of new users in 2022. In fact, 200% more users joined LYNK & Co this year, growing from 60,000 to over 170,000 members across seven markets; Netherlands, Sweden, Germany, France, Italy, Spain, and Belgium.

Challenging the automotive industry with radical simplicity

Lynk & Co is not your typical car company. We offer a monthly subscription to the Lynk & Co 01 hybrid car. Maintenance, insurance, and taxes are all included in the fixed price. And yes. The 01 can be shared with other users, reducing the monthly fee, allowing more people to have access to flexible mobility. Since day one, the aim is not to sell more cars but to make better use of fewer vehicles. 2022 was the year we launched and started trying out car sharing in every single one of our seven European markets.

2022 revealed that Lynk & Co is a force to be reckoned with. With our all-inclusive car subscription, we hope to bring radical simplicity, sustainability solutions and flexibility to the automotive industry. We are making steps in the right direction and are grateful for the thousands of members that choose Lynk & Co.

— Alain Visser, CEO of Lynk & Co

Taking sustainable steps from start-up to scale-up

Our membership base is not the only thing that grew in 2022. Lynk & Co's workforce more than doubled in size, with 340 employees from all over the world joining the team. Bringing the total employee headcount to almost 800! Lynk & Co's workforce also consists of 45% women, a notably more balanced ratio than the industry average¹. We are dedicated to creating a more fair, progressive, and sustainable society. We use 100% renewable energy in our seven offices and in all our Clubs and are shifting towards renewable energy across the whole chain of operations.

We also work to lower our cars' lifecycle footprint, increase the share of sustainable materials and establish car sharing as the new normal... Our aim is to go further than product development and electrification by shifting traditional business models and behaviors. Enabling shared, sustainable mobility.

Experiential retail in new cities

Instead of traditional car dealerships or showrooms, we chose Clubs. Our ten (and counting!) Clubs in Europe are welcoming spaces, open to the public. You can, of course, enquire about the 01 and do a test drive from there, but you can also flex-work in the unique meeting rooms, enjoy a cup of coffee, attend regular free inspiring events, or shop for items from sustainable brands – our ‘gear’ partners. This year, our Club staff welcomed over 10,240 people for test drives with the 01 and hosted dozens of activities and events.

We opened three new Clubs in 2022: adding Rome, Barcelona, and Milan alongside the already established Clubs in Amsterdam, Gothenburg, Stockholm, Antwerp, Munich, Hamburg and Berlin. In 2023, we look forward to opening new locations in France, Spain and Germany.

ABOUT LYNK & CO

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