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Lynk & Co enters into a strategic partnership with BCA Europe to bring the 01 to an even wider range of customers

Lynk & Co has today announced a partnership with BCA Europe for the remarketing of its used cars. This covers the 7 European markets the Swedish brand currently operates in. This strategic partnership enables a centralized approach for the remarketing of its cars that have been part of the Subscription program.

The partnership with BCA Europe will ensure that the de-fleet is done in a simple and hassle-free process – which aligns well with the values of the Lynk & Co brand.. Members returning vehicles will be provided with a remote inspection tool and after collection, each vehicle will go through a standardized industrial inspection, focusing on both cosmetic and mechanical state, with reconditioning available where required.

The partnership will help to ultimately increase the lifetime use of each Lynk & Co vehicle. With increased visibility within the used car market, and possibly a positive impact on the residual value of the 01, this partnership positively impacts the overall total cost of ownership.

Importantly, this appointment gives a wider audience the chance to experience the Lynk & Co 01 and the unique mobility offering the brand is renowned for. Next to that the end user of the cars sold will be welcomed to the Lynk & Co community offering them to share their 01 with borrowers on the brand's platform.

BCA Europe is operational across the 7 key markets for Lynk & Co, which combined with excellent coverage across the rest of Europe, ensures there is a robust audience for the de-fleet and remarketing of the Lynk & Co 01.

“This partnership with BCA Europe not only allows us to increase lifetime usage of our 01 car, to help maintain a sustainable future, but it also means we can offer even more customers a chance to experience our product.”

— Alain Visser , CEO Lynk & Co

Launched in 2021, Lynk & Co offers mobility solutions for the connected generation. The innovative membership-based approach makes it easy for members to access a car on a flexible, month-to-month basis and share with friends, family, and the Lynk & Co community.

Now, with the appointment of BCA Europe, a wider range of new customers will get the chance to experience the brand and join the Lynk & Co community. The sharing functionality of the Lynk & Co 01 is one of the core values of the brand and will continue to be available in all of its used cars in the same way as it is to members on the month-to-month membership.

ORIGINAL URL

<https://press.lynkco.com/en-WW/225957-lynk-amp-co-enters-into-a-strategic-partnership-with-bca-europe-to-bring-the-01-to-an-even-wider-range-of-customers>

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