

# LYNK & CO

## **Lynk & Co Opens Its Second Club in Spain, Located in Madrid's Iconic Gran Vía**

- With this new opening, the company reaches twelve Clubs in Europe and reinforces its commitment to Spain after landing in Barcelona in 2022.
- The Club, located at number 1 Gran Vía, has a space of 360m<sup>2</sup> where users can learn first-hand about the latest developments of the brand.
- The Madrid Club has been designed by the prestigious Masquespacio studio, which stands out for innovative, creative, and disruptive vision.

24 of April 2024 – The complete Lynk & Co experience has just landed in Madrid. The Club has opened its doors at number 1 Gran Vía. With this new space, the company now has twelve clubs in Europe, including two in Spain. After the opening of Barcelona in 2022, the arrival in Madrid marks a definitive step towards the consolidation of Lynk & Co's business in Spain.

Spain is a key market for Lynk & Co and opening a Club in Madrid is a milestone that reinforces our commitment to Spanish consumers. Our Clubs offer immersive brand experiences in selected cities around Europe. It's not about being everywhere, but about being in the right places – and Madrid is certainly the right place to be' - Nicolas Lopez Appelgren, CEO of Lynk & Co International.

The new Club has 360m<sup>2</sup>, spread over two floors of 180m<sup>2</sup>. Through this space Lynk & Co captures the vibrant energy of Madrid, but also invites customers to experience first-hand the innovation and exceptional design of the iconic '01' in a unique and provocative environment.

The entire complex has been designed by the award-winning Valencian studio Masquespacio, which has managed to capture the essence of Spanish culture, drawing inspiration from emblematic elements of the capital, paying exceptional homage to Madrid's La Zarzuela theatre and Velázquez's masterpiece, "Las Meninas".

The '01' is presented as a highlight, allowing visitors to get to know the details of the car and learn more about the flexible offers available (subscription, lease, buy, borrow and sharing).

Lynk & Co Club at Gran Vía 1: a milestone towards consolidating the brand's presence in Spain

Following the arrival in Barcelona in 2022, the Madrid Club reflects the company's commitment with the Spanish market and consolidates its position as a key player in the sustainable automotive sector. Lynk & Co's arrival in the heart of Gran Vía presents a modern take on how mobility is perceived. Each of the brand's Clubs in Europe is strategically located in key points that bring to life the city's character and soul.

In the new Club, Lynk & Co presents an exceptional line-up of partner brands that share its core values. Among these partners are names such as Velca, SAYE, NWHR, OWL, Melanje, and Piece With Artist, each renowned for their commitment to sustainability, innovation, and inclusion.

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By fostering collaborations with like-minded brands, Lynk & Co continues to demonstrate its dedication to offer not just a product, but a lifestyle experience. Visitors to the new Club can expect nothing short of an amazing journey that celebrates the best in design, sustainability, and community.