

# LYNK & CO

## **Lynk & Co's Hamburg Club: Stylish Mobility and Community**

Welcome to the Lynk & Co Club – an avant-garde space nestled in Hamburg's exclusive Passage District. Imagine stepping into a world filled with surprises at every turn, designed with a playful touch and a nod to our passion for remarkable experiences. From thought-provoking interactive wonders to a hint of magic, this is no ordinary club – it is a gateway to the dazzling future of mobility by Lynk & Co.

### **Revolutionizing Mobility Now**

Lynk & Co is transforming how people perceive mobility and the automotive industry. Our journey began with a bold departure from the traditional car dealership model. Our clubs are a creative interpretation of experiential retail. We welcome all Lynk & Co enthusiasts: car aficionados, sustainability trendsetters, and anyone seeking a space to meet and share ideas. Community is at the heart of what we do. If you hear the 01 whisper, you can experience it firsthand with a test drive.

### **Hamburg's Alte Post: A Historical Gem Reimagined**

Located in the heart of Hamburg, the Alte Post is a remarkable building with a rich history, inspired by Tuscan palazzo architecture and built in 1847. Today, the Lynk & Co Club resides in the Alte Post, creating an atmosphere like no other. The design features signature Lynk & Co elements, such as a metallic bar for your daily caffeine fix and a lounge area with immersive trompe-l'œil art and graphic patterns. The meeting room, aptly named "Server Room," places you in the core of an AI mainframe, showcasing the brand's technological essence. Highlights include a fully functional carousel serving as a co-working station, an extraordinary dressing room, and an impressive car cage adorned with an organic painting of Lynk & Co's flagship model, the 01. Our bathroom offers a magical experience with a forest theme, illuminated mushrooms, and mystical sounds.

### **Sustainable Gear Selection: Partnerships for Mindful Living**

Our gear partnerships offer a meaningful collection that promotes sustainable choices. Collaborating with brands like Got Bags and Nortvi, we present eco-conscious travel essentials that combine functionality with environmental mindfulness. Additionally, we introduce our new local partnership with Frau Tonis Berlin and their fragrance "Hamburg," which captures the essence of our club. Sustainability is a core value in all our clubs, powered entirely by renewable energy. This commitment extends to all our offices in Europe, powered by renewable energy sources since 2021.

### **In the Words of Alain Visser, CEO of Lynk & Co:**

*"At Lynk & Co, it's about making significant changes, not just small adjustments. Our Hamburg Club is a prime example of this philosophy. We have successfully blended the history of the old building with modern and innovative concepts. Instead of disregarding the past, we have embraced it, ensuring many parts of the club honor its long history. As we prepare to reopen the Hamburg Club, we are genuinely excited and confident that it will be a fantastic place for our community and future members to meet and connect."*