

LYNK & CO

On February 4, 2023, Lynk & Co Rolls into Düsseldorf with a New Club

Lynk & Co proudly opens its fourth club in Germany, right in the heart of Düsseldorf's Old Town. This new addition enhances Lynk & Co's presence, further revolutionizing the European mobility sector. Starting February 4, 2023, current and future members can explore the latest jewel of the Lynk & Co movement at Kasernenstraße 13.

Dealership? No, Thanks!

Lynk & Co is transforming the way people perceive mobility and the automotive industry. Our journey began with a bold departure from the traditional dealership model. Our clubs are a creative reinterpretation of experiential retail: we welcome all Lynk & Co enthusiasts, car lovers, sustainability trendsetters, and anyone seeking a space to meet and exchange ideas. Community is at the core of our mission. And yes, we also have a car – the Lynk & Co 01. If you hear it whispering in our new club, you can experience it firsthand with a test drive. Discover our sustainable offerings from partners like Got Bag (the world's first backpacks made from ocean plastic), REVIBE presents UTO EXI (focused on upcycling and reworking clothing), and Egal (skateboards).

Designed to Stand Out

Each Lynk & Co club is unique, and the Düsseldorf club is no exception. Situated in the fashion heart of the Old Town, the club is a true gem. Upon entering, you are enveloped by the signature Lynk & Co atmosphere. A blend of raw, natural surfaces with various textures, exposed piping, a bar with lounge furniture, co-working spaces, and our iconic yellow sofa. The 01 is elegantly showcased behind transparent metal curtains, resembling a vehicle's chainmail armor. This soft, charming, and shiny curtain can easily be drawn aside for a closer look at the 01. Even the bathrooms are a spectacle, featuring melted disco lights and a suggestive red room inspired by David Lynch, complete with funky music – offering a truly unique experience.

Yes, We Get Carried Away

After Munich, Hamburg, and Berlin, Düsseldorf marks our fourth club in Germany. The German market has been captivated by Lynk & Co's mobility concept from the beginning and remains one of our three most active and important markets. German subscribers particularly value flexibility, sustainable mobility, the digital features of the 01, and the design of the vehicle itself.

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

"We are very excited about the opening of our new club in Düsseldorf, as we see great potential here. Firstly, because many of our nearly 25,000 German members come from the Ruhr area. So, opening our new club is the next step for our ever-growing community in this region. Secondly, because this once very industrial region has evolved into a cultural and creative melting pot. Few cities in Germany embody fashion, international, and creative communities as much as Düsseldorf."

A Green Experience

Sustainability is a central theme in our clubs, which are powered by 100% renewable energy, just like all our offices in Europe since 2021. We strive to work with minimal additional materials, preserving most of the existing floors, ceilings, walls, and even the facade of the club as we found them. Our selection of creative partners also reflects this commitment to sustainability.