



LYNK&CO

Does the world need another car brand?



1886 Benz Patent – The Motorwagen



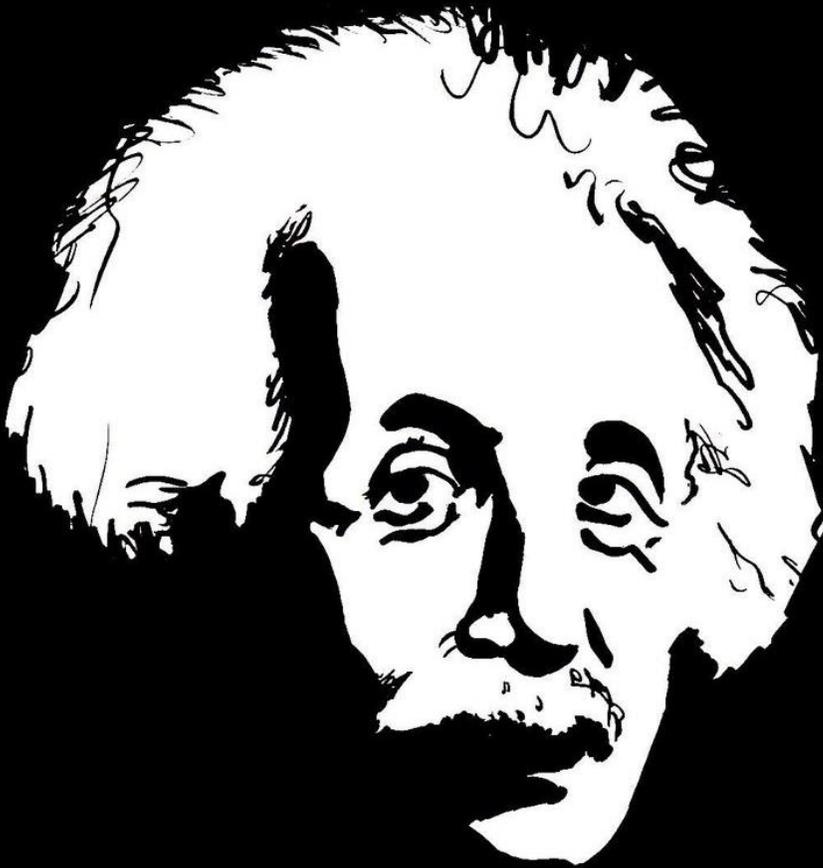
Ford Motor Company 1913



Car dealerships



- Low customer satisfaction
- High cost
- Low profitability



*“Insanity is doing the same thing over and over again
and expecting different results.”*

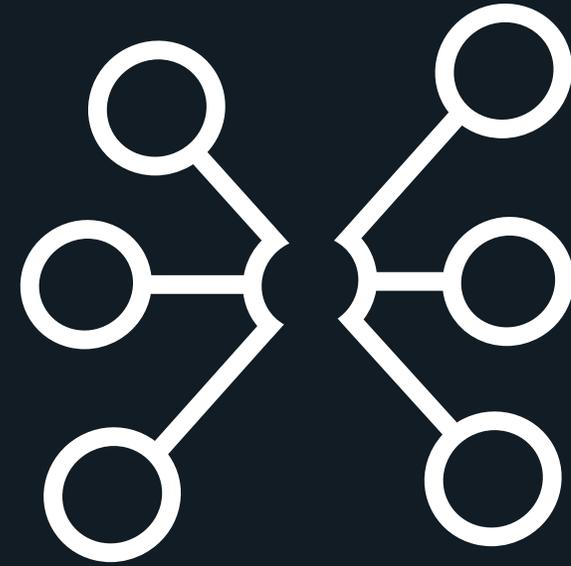
- Albert Einstein



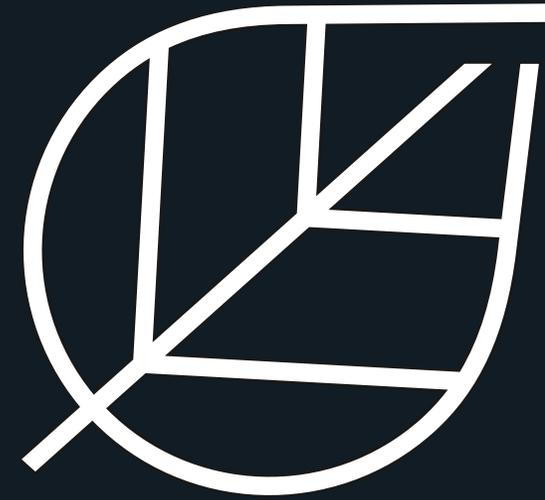
Megatrends in today's society



Experience over
ownership

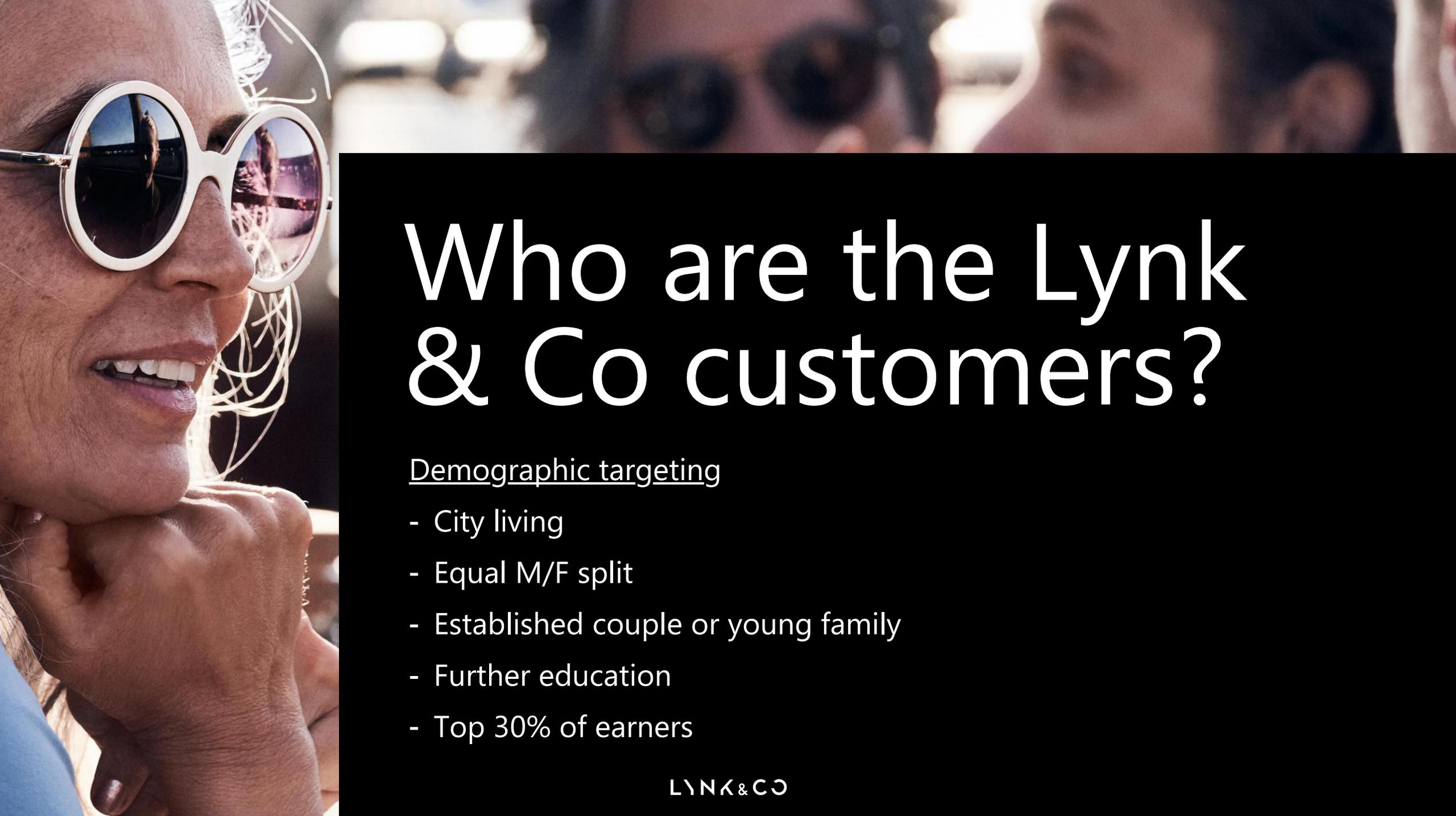


Connectivity



Sustainability

LYNK&CO



Who are the Lynk & Co customers?

Demographic targeting

- City living
- Equal M/F split
- Established couple or young family
- Further education
- Top 30% of earners



Generation Y

(aka Millennials born 1981 – 1996)

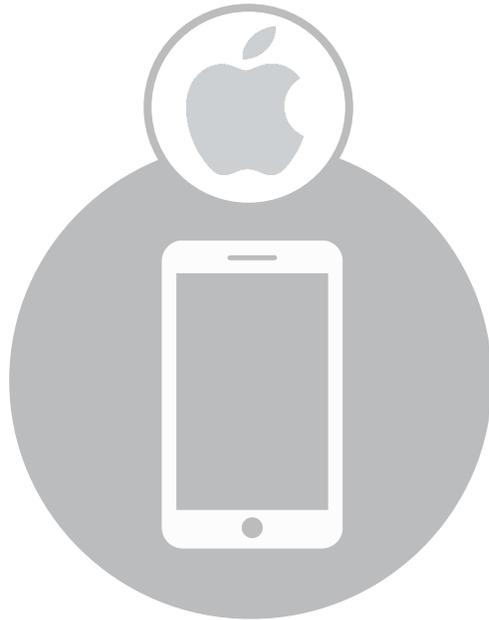
- 23% of global population
- Fastest growing segment of vehicle buyers
- Will represent 2/5ths of total US vehicle market by 2020

Source: F&S industry report

“You’ve got to start with the customer experience and work back toward the technology – not the other way around”

- *Steve Jobs*

Don't follow the evolution, be the revolution!



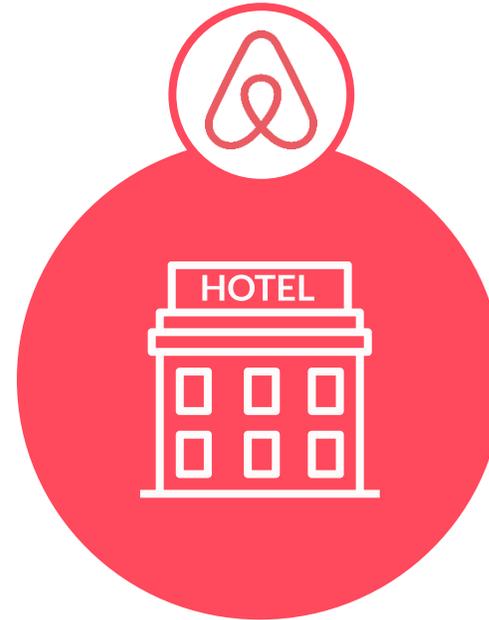
Apple

Phone Industry



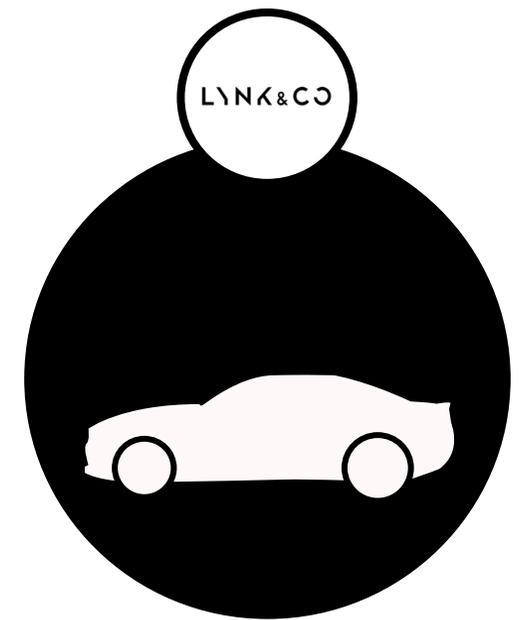
Spotify

Music Industry



Airbnb

Hotel Industry



Lynk & Co

Automotive Industry

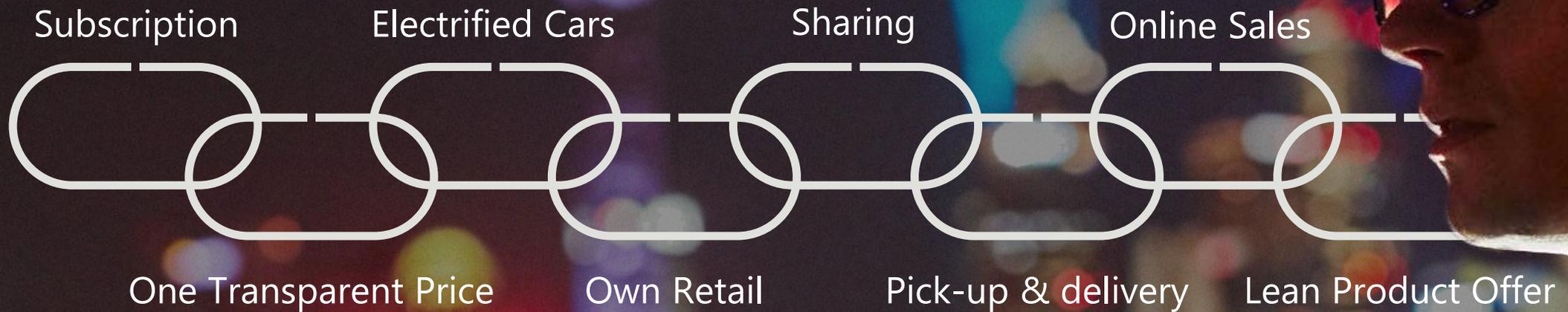
But unlike Apple, Spotify and Airbnb, who created a revolution within their respective industries.

We, at Lynk & Co, are creating a revolution within both the automotive industry as well as within a company, Geely Auto.

A red Lynk & Co SUV is shown driving on a city street at dusk. The car is in the foreground, moving towards the viewer. The background features modern buildings and other vehicles on the road, with city lights and traffic signals visible. The overall atmosphere is urban and modern.

The Lynk & Co Business Model

Disruptive Business Model



Subscription model



One price strategy



Lean product offer

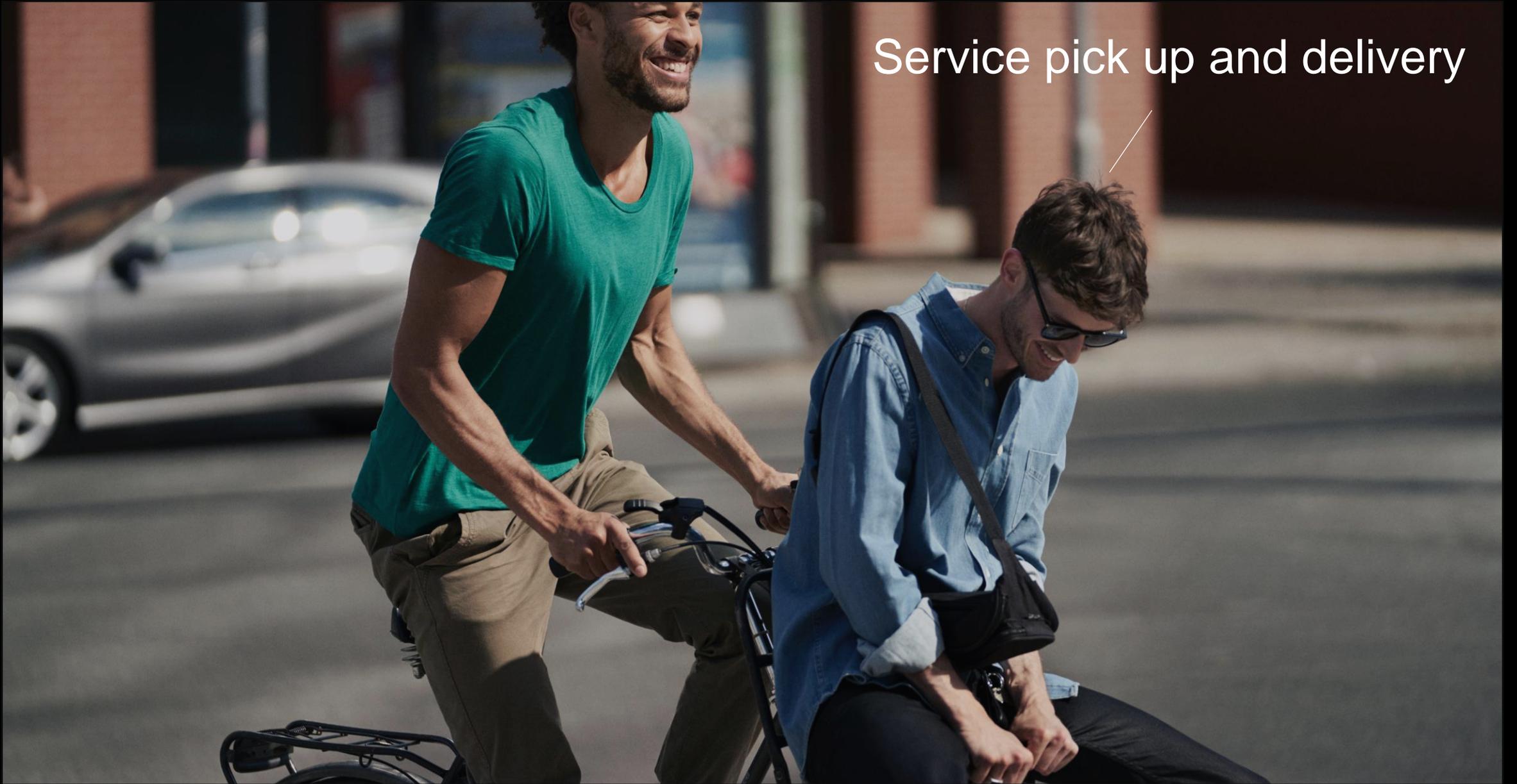


Own retail distribution model



Lynk & Co - Offline tour pop-up store concept

Service pick up and delivery



Kill traditional marketing



...Speaking about our brand name

LYNK & CO

”Rong can be so write”



Expansion Strategies

China – November 2017

- Manufacturing Sites: Luqiao, Zhangjiakou, Yuyao, Meishan, Chengdu
- R&D: Shanghai
- Distribution: [200] dealership network

Expansion Strategies

Europe – 2020

- Manufacturing Site: Ghent
- R&D: Gothenburg
- Distribution: Online sales and own distributors

Lynk & Co Brand Film



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Thank you

Questions
?

Let's connect!



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