

# Lynk & Co SEE

PRESS Meet & Greet

Ljubljana, Maj 2024



# Uvod

## SEEAG

- Skupina avtomobilskih podjetij delujoča od 1993, s skupno **650 zaposlenimi**
- Aktivna v 12 državah Jugovzhodne Evrope
- Prihodki presegli 600 milijonov evrov v letu 2023
- Distributer vozil Volvo, Kia, SSY, Geely and **Lynk & Co**
- Neodvisni Volvo uvoznik za 8 trgov od leta 2014 in največji Volvo uvoznik v regiji EMEA v 2023
- Prvi Geely uvoznik in partner v Evropi
- Skupna prodaja vozil skupine presegla **23.000 vozil**



# Lynk & Co South East Europe

Lynk & Co South East Europe – 12 trgov  
(Adria + Grčija, Romunija, Bolgarija, Moldavija)

Organizacija trenutno združuje 22 avtomobilskih strokovnjakov različnih narodnosti.

V maju odprt prvi Lynk & Co center v Atenah, sledijo centri v Bukarešti, Ljubljani, Zagrebu, Beogradu...





LYNK & CO – Here we go!



Lynk & Co je globalna avtomobilska blagovna znamka, nastala v sodelovanju med **Geely Auto Group** in **Volvo Car Group**.

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# Blagovna znamka Lynk & Co

**Ustanovljena leta 2016** s trenutno več kot 1.000 zaposlenih na sedežu podjetja v Gothenburgu.

**Evropski dizajn** – glavni oblikovalski center v Gothenburgu, z dodatnimi centri v Šanghaju, Kaliforniji in Veliki Britaniji.

**Globalna proizvodnja** – štiri novoustanovljene in izjemno moderne proizvodne linije proizvajajo vozila Lynk & Co.



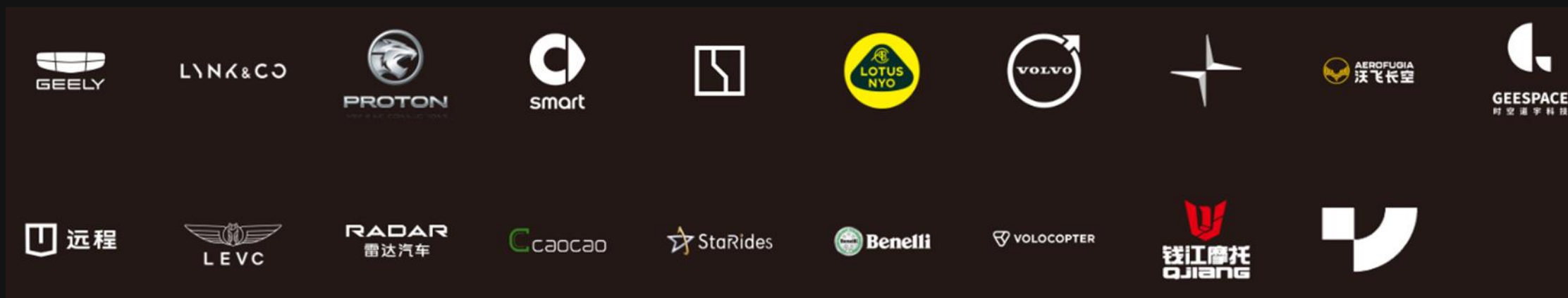
# Skupina Geely

Zhejiang Geely Holding Group (Geely Holding) je globalna avtomobilska skupina, ki ima v lasti več znanih mednarodnih avtomobilskih znamk, s poslovanjem, ki zajema celotno vrednostno verigo avtomobilske industrije, od raziskav, razvoja in oblikovanja do proizvodnje, prodaje in servisiranja.

Geely Holding, ki ga je leta 1986 ustanovil Eric Li, predsednik uprave družbe, je svoje avtomobilsko podjetje ustanovil leta 1997 in ima zdaj sedež v mestu Hangzhou na Kitajskem.

Danes ima Geely v lasti odmevne znamke, kot so Volvo, Lotus, Polestar, smart in Zeekr.

Cilj skupine je imeti blagovno znamko v vsakem segmentu in cenovnem razredu.




# Lynk & Co v Evropi

Prisoten na 7 evropskih trgih od leta 2020

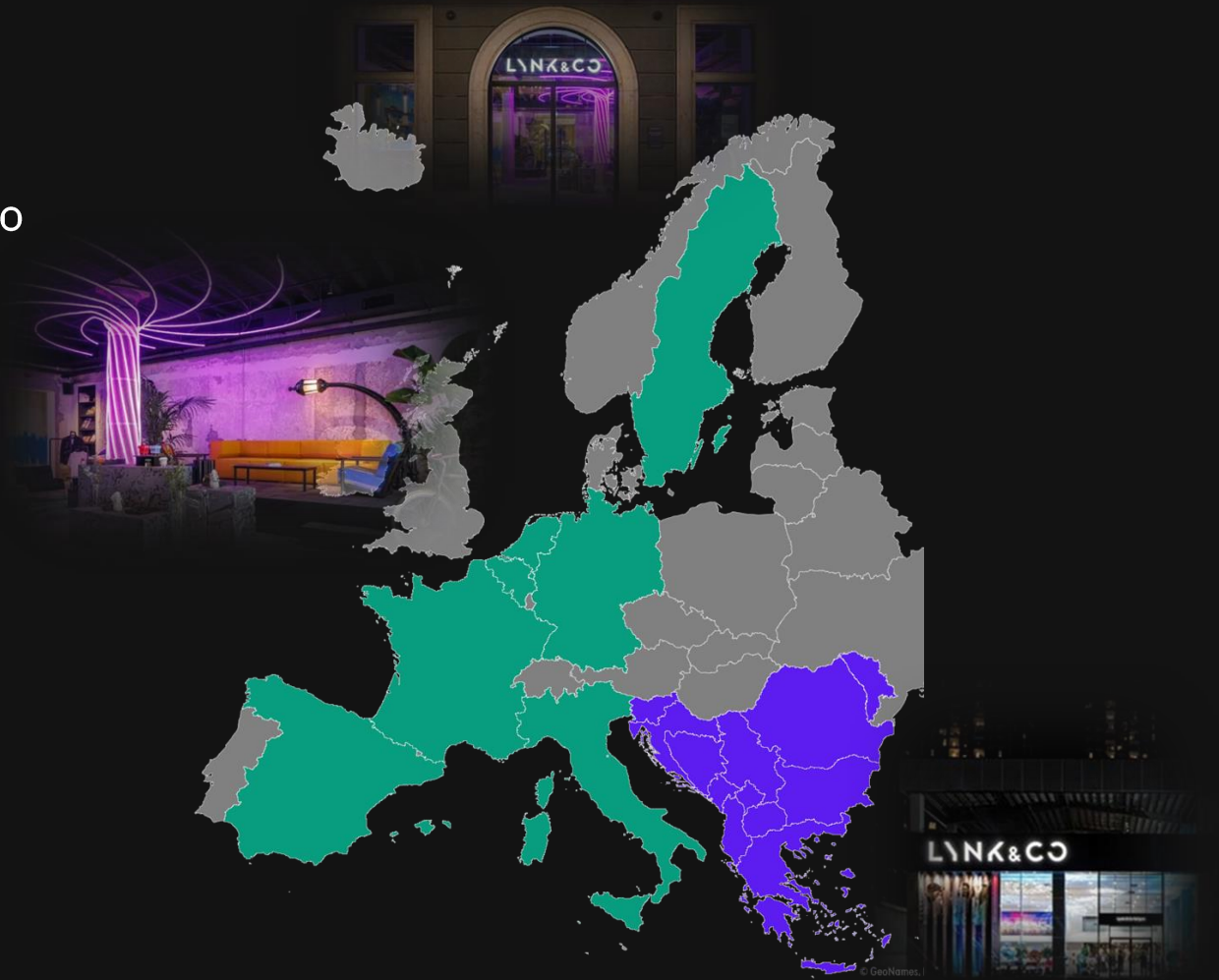
Širitev na druge trge vključno z Jugovzhodno Evropo

- 12 trgov - (Lynk & Co SEE)

 57 000 novih vozil od leta 2021

 +185 000 članov skupnosti

 320 servisnih točk v Evropi



A person wearing a dark hoodie is seen from behind, with their right hand raised in a rock-on gesture. They are looking out over a city skyline at night, with numerous lights from buildings and streets creating a bokeh effect. The sky is a mix of blue and orange, suggesting dusk or dawn. The overall mood is one of freedom and global connectivity.

Born to be  
globally open  
and  
interconnected

Lynk & Co? The Co stands for **Connected...**

Always connected WIFI is included...

Lynk & Co APP

Digital Key

LYNK & CO

# Lynk & Co Brand Positioning

Lynk & Co cars are positioned between the Volvo and Geely brands, as a so called 'near premium' brand. And that is exactly what these cars are – to the more affordable mainstream market, close to Geely, they bring the most advanced technologies, superior safety, sophisticated design and refined solutions, characteristic of Volvo.

Good looks, **High Tech**,  
High Performance, **High Safety**  
**High Value**



# 01

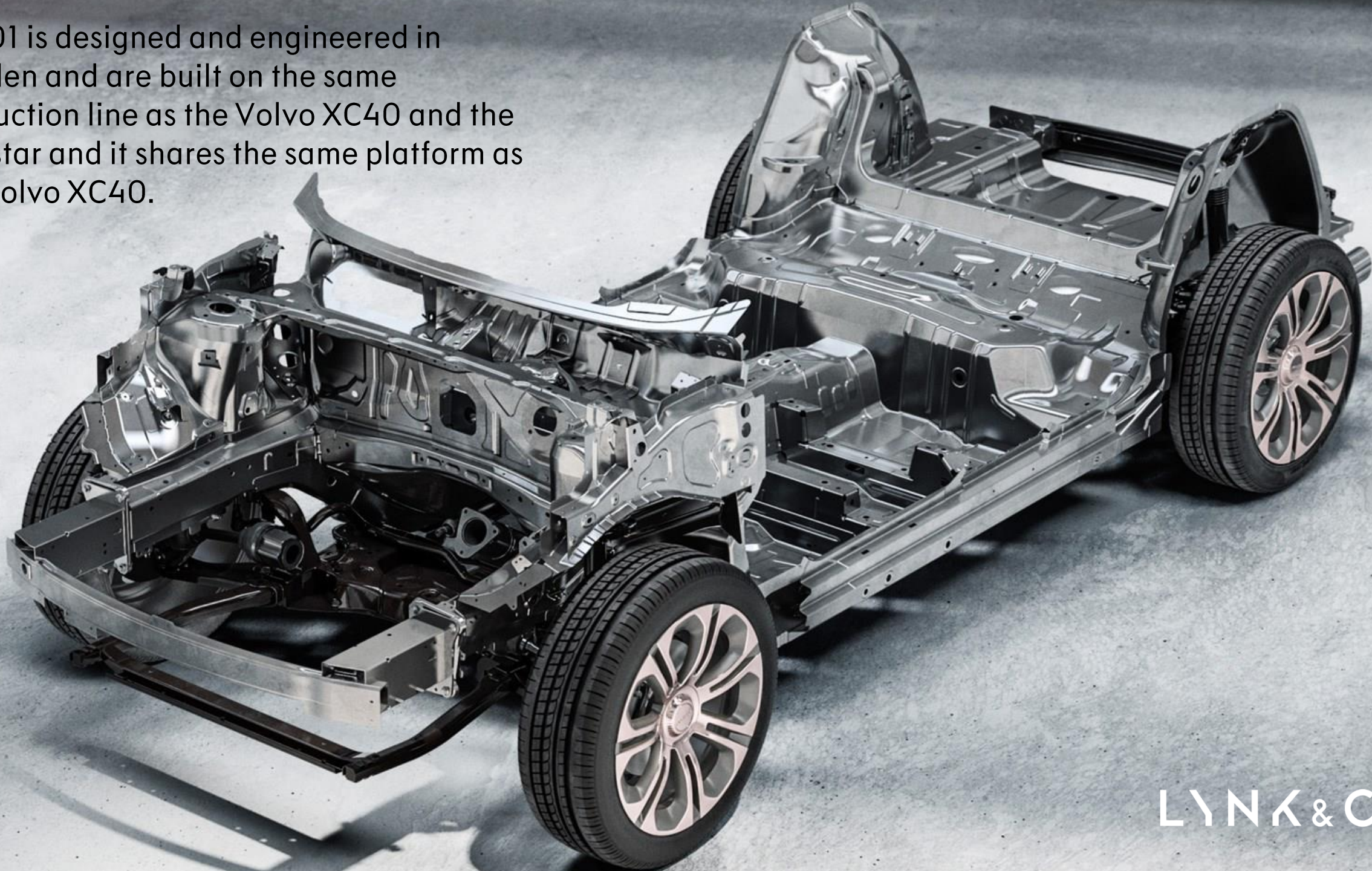
The 01 is a Premium Plug in Hybrid SUV with a combined 262 HP with the electric motor and the same 1.5 petrol engine as the XC40. It has 75km of range in pure electric mode through the 17.6 kwh battery and charges using the onboard 7.2kw charger.



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The 01 is designed and engineered in Sweden and are built on the same production line as the Volvo XC40 and the Polestar and it shares the same platform as the Volvo XC40.



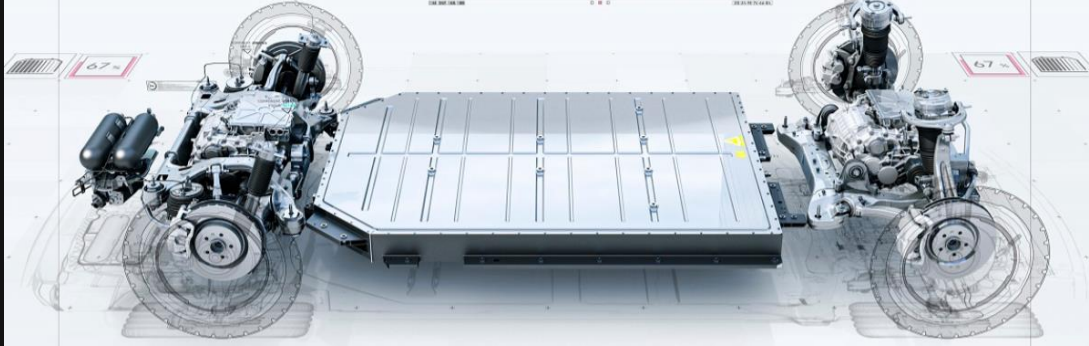
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# Lynk & Co Product Strategy

## PHEV Engines



## BEV Motors



01

2 colours Blue or Black.

No Options – as everything comes as standard



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Opening Panoramic Sunroof



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Satellite Navigation with OTA updates, real time traffic and parking information – Always connected WIFI\*

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Familiar layout with 2 Screens, high quality materials and fantastic build quality.

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Wireless charging, Apple CarPlay and Android Auto

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# All the cool features

## Exterior

- Metallic paint, two-tone contrasting roof
- Power operated tailgate
- Powered and heated door mirrors with memory settings
- Automatic LED headlights
- Active bending lights
- Automatic High Beam Control
- Exterior welcome and goodbye lights
- Ground lights under all four doors
- Roof spoiler
- Roof rails in Satin Natural Chrome
- Approach and Home safety lights
- Dual visible tailpipes
- Shark fin antenna
- Active upper grille shutter
- Capless fuel filling
- Front acoustic laminated windows on driver passenger side (PHEV from 2022)
- Alloy wheels 235 / 45 / 20 (PHEV)
- 2 charging cables (PHEV): Type 2 3.6kW, Schuko
- 2 charging cables (PHEV from Aug-22): Type 2 7.2kW, Schuko

## Interior

- Driver seat Power 8 way with memory and power lumbar
- Passenger seat 6 way manual adjustment
- Steering wheel with touch controls for cruise control and audio
- Windshield rainsensor
- Ambient light multi color
- Panoramic sunroof
- Rear view mirror with auto dimming
- Automatic 2-zone climate system with remote control from the App (PHEV)
- Cooled glove box
- Rear center armrest with 2 integrated cup holders
- Tunnel console with closed storage and adjustable armrest
- Two front cup holders in tunnel console
- Isofix hooks for rear seats outer positions
- Rear seat 60/40 foldable split
- Vertical cargo load net
- 2 hooks for grocery bags and 4 load lashing points in trunk
- 12V outlets, one in front and in cargo area
- Retractable cargo cover (PHEV from 2023)

# Everything included, safety is not optional

Safety and Driver assistance (stop & go)  
Adaptive Cruise Control with que assist (radar+camera)  
HWA (Highway Assist)  
TJA (Traffic Jam Assist)  
RCTA (Rear Cross Traffic Alert)  
LCA (Lane Change Assist)  
BSD (Blind Spot Detection)  
AHB-C (Active High Beam-Control)  
LKA (Lane Keeping Aid)  
LDW (Lane Departure Warning)  
PAC 360  
TSR (Traffic Sign Recognition)  
DAC (Driver Alert Control)  
SAP+ (Semi-Automatic Parking)  
Alarm  
Theft and stolen vehicle notification via telematics  
AVSL+ Speed limiter (Automatic Vehicle Speed Limitation)  
Euro NCAP 5-star



# Warranty

Commitment to the highest quality standards and design a car to last.  
That's why the 01 comes with an included warranty for **4 years or 120.000 km.**

**2 YEAR 30K SERVICE INTERVALS**

**96 MONTH 120K BATTERY WARRANTY**



# Competitive Position

SPECIFICATION	LYNK & CO
	01
MAKE/MODEL	1 MODEL
MRSP	49.990
OPTIONS PRICES	0
<b>LAUNCH PRICE</b>	<b>46.990</b>
LENGTH	4,54
LUGGAGE SPACE LITRES	461
ELECTRIC RANGE (KM)	75
BHP	261

Premiumness



*Spacious car with Premium quality offered at mainstream price*

# Wrap up



## Designed and engineered in Sweden

The Lynk & Co 01 is designed in Sweden and built to last. Capable of driving fully electric or hybrid. It's your decision.



## Built-in connectivity

Get access to a library of apps, over-the-air updates and the ability to manage your car through the mobile app.



## Everything awesome comes standard

Panoramic sun roof? Check.  
Parking assistance? Check.  
A whole bunch of other fun stuff? Check.

**75 km**

Pure electric range

**1.0 l/100km**

Combined fuel consumption (WLTP)

**8.0 sec**

From 0 to 100 km/h

**24 g/km**

Emission CO2