

LYNK&CO

A new automotive brand owned by Chinese Automaker-Geely



INTRO OF THE BRAND

By Douglas Boldoc

Lynk & Co is an automotive brand owned by China-based Zhejiang Geely Holding Group. Founded in 2016, which will rely heavily on Volvo's vehicle technology and dealer network as it prepares to start European and U.S. sales in 2019. Zhejiang Geely will control 50 percent of Lynk & CO. The remaining 50 percent will be divided between the Geely Automobile and Volvo brands. (Volvo also was owned by Zhejiang Geely).

This means that Geely and Lynk & CO would gain access to Volvo's scalable product architecture, which underpins the award-winning XC90 large SUV as well as the s Volvo's global best-seller, the XC60 midsize SUV.

The partners will also cooperate more deeply on component sourcing to help reduce procurement costs. Volvo CEO Samuelsson says the planned collaboration will strengthen Volvo's ability to develop next-generation electrified cars. "This will give us unique access to the Chinese supply market," he told *ANE*. The deal, which also still needs to be approved by regulators, is expected to be extended to include sharing of components such as battery cells,



LYNK& CO 01 4WD SUV

e-motors and charging systems.

As part of the agreement, the intellectual property rights for any technology that is shared will remain with the company that developed it, but the technology itself will be available for use by Volvo, Geely Auto and Lynk & CO .

The Lynk & Co. brand will be used to launch the first vehicle based on the Compact Modular Architecture (CMA) platform developed by Geely and Volvo. This means the 01 crossover SUV and the 03 four-door sedan will likely have a similar chassis.

The company describes itself as a new kind of car brand that can meet the needs of a global and connected populace. This is code for a company that intends to provide Internet-connected services and apps that consumers already find on their smartphones as well as untraditional means of ownership. The connected car platform in the cars will make

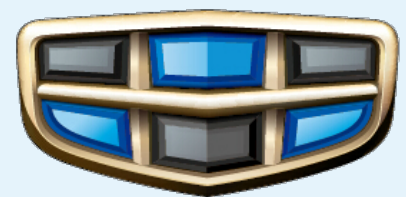


LYNK& CO 03 FOUR-DOOR SEDAN

them suitable for sharing. Alain Visser, senior vice president of Lynk & Co., says the company will offer a lifetime warranty and free Internet connectivity on every vehicle to "further underline our determination to challenge the traditional business model of the car industry. Lynk & Co. plans to sell its cars globally, starting with the 01 in China this year, followed by Europe, and the United States.

SHORT INTRO OF GEELY AUTO

Geely Auto is a Chinese multinational automotive manufacturing company headquartered in Hangzhou, Zhejiang. Its principal products are automobiles, taxis, motorcycles, delivery vans, engines, and transmissions. It sells passenger cars under the Geely and Volvo brands and taxis under the London Taxi brand.



吉利汽车
GEELY AUTO