Lucid Expands Presence in Northeast U.S. with Boston, MA and Manhasset, NY Studio Locations

April 15, 2022

Boston Grand Opening to take place on Saturday, April 16 at 11 a.m. EDT. Manhasset location set to open this Spring.

NEWARK, Calif. , April 15, 2022 /PRNewswire/ -- Lucid Group (NASDAQ: LCID), setting new standards with the longest range, fastest charging electric car on the market, today announced the official opening of its newest Studio location in the Seaport District in Boston, MA. Following the Boston location, another location will open at the Gate at Manhasset on Long Island, NY. These Studio openings will mark 26 Studio and service center locations open in North America. The Lucid Studio Seaport will open to the public on Saturday, April 16 with the Lucid Studio Manhasset opening later this spring.



"Our Studios in Boston and Manhasset will increase our physical footprint in a market where we see growing demand for electric vehicles – the Northeast," said Zak Edson, Vice President, Sales and Service of Lucid. "These new locations position Lucid next to likeminded, luxury brands and expose us to potential customers who might be discovering the brand for the first time."

These openings follow the recent start of deliveries for the Lucid Air Grand Touring and announcement of the new Grand Touring Performance model. More information on these models can be found, here.

Studio Experience
Every Lucid Studio offers a digitally oriented luxury experience tailored to each customer's preferences, whether they visit in-person, make inquiries entirely online, or combine the two. Lucid Studios allow customers to experience the brand and obtain information about its products in locations that underscore the company's unique design aesthetic. Visitors who explore a Lucid Studio will get a vision of how the company draws inspiration from the beauty, innovation, and diversity of its home state of California. In addition, Lucid Studios augment the physical experience of seeing and touching a Lucid Air with an elevated digital experience. Using a 4K VR configurator, Lucid's Virtual Reality Experience combines the physical and virtual worlds to showcase seamless personalization of everything from interior finishes and materials to exterior color.

Virtual Experience
Mirroring the luxury one-to-one Studio experience online, customers can also take advantage of "Lucid Studio Live," a cloud-based configuration solution powered by ZeroLight's Concierge product. From the comfort of their own homes, customers can virtually interact with a car while a Lucid representative guides them through key features and configuration options.

Future Studio & Service Centers
Additional locations will continue to open as Lucid expands its presence in North America and globally. Customers can visit during normal business hours or can book a personal appointment by contacting the Lucid team at lucidmotors.com/contact. They can always start exploring the Lucid Air through the "Design Yours" Configurator.

About Lucid Group
Lucid's mission is to inspire the adoption of sustainable energy by creating advanced technologies and the most captivating luxury electric vehicles centered around the human experience. The company's first car, Lucid Air, is a state-of-the-art luxury sedan with a California-inspired design that features luxurious full-size interior space in a mid-size exterior footprint. Underpinned by race-proven battery technology and proprietary powertrains developed entirely in-house, Lucid Air was named the 2022 MotorTrend Car of the Year®. The Lucid Air Grand Touring features an official EPA estimated 516 miles of range or 1,050 horsepower. Customer deliveries of Lucid Air, which is produced at Lucid's new factory in Casa Grande, Arizona, are underway.

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