



## Lucid Motors Announces Launch Plans for Europe; Pricing and Specs for Lucid Air Dream Edition Models

May 10, 2022

The company opens its first European Studio in Munich, Germany; aims to open additional Studio and service center locations in Europe in 2022



**AMSTERDAM, May 10, 2022** —[Lucid Group](#), Inc. (NASDAQ: LCID), which set new standards with the longest-range, fastest-charging electric car on the market in North America, today announced its initial launch plans for the European market. This includes the forthcoming availability of both versions of Lucid Air Dream Edition with the most advanced electric powertrain available today. **The Dream Edition R is optimized for efficiency with an estimated 900 km\* of range, and the Dream Edition P features 1,111 horsepower (828 kW).**

The company also plans to open its first European retail location – the Lucid Studio at Odeonsplatz in Munich, Germany – on May 13, 2022. The luxury retail space will invite customers to experience the brand and its products in the heart of the iconic old town area. The company expects to open additional studios and service centers in Germany, the Netherlands, Norway, and Switzerland in 2022, and has the ambition to expand into additional key markets across the European continent in the coming years.

“The expansion into Europe and the decision to offer Lucid Air Dream Edition in this market serve to strengthen Lucid’s position as a global brand and further supports our mission to elevate the standards of the electric vehicle industry,” said Zak Edson, VP of Sales and Service, Lucid. “The company’s first offering, Lucid Air Dream Edition, delivers 0-100 km acceleration in 2.7 seconds or an estimated 900 km\* of range on a single charge, along with a 924 V electrical architecture for impressive fast charging – all the performance, the quality, and the range that make it perfectly suited for the European market.”



### Dream Editions for Europe

After successfully launching Lucid Air Dream Edition P and Lucid Air Dream Edition R in North America, with a limited volume of 520 units, Lucid announced it will offer a very limited number to existing reservation holders in Europe to celebrate the launch of Lucid Air — and highlight Lucid’s vision for advancing luxury electric. These two distinct versions – with **Dream Edition P** featuring a powertrain optimized for performance, and **Dream Edition R** embodying Lucid’s exacting focus on maximizing range – will be offered to reservation holders in Germany, the Netherlands, Norway and Switzerland. They also feature exclusive exterior and interior trim and every available upgrade, with additional specs detailed below.



Customers in the aforementioned countries with an existing reservation for a Lucid Air can request an upgrade of their reservation to an Air Dream Edition P or Dream Edition R while available.

### Pricing

Lucid Air Dream Edition P and Dream Edition R will be priced, fully-equipped, according to below table.



First deliveries are expected to begin in late 2022. Pricing and delivery dates for Lucid Air Pure, Air Touring and Air Grand Touring, as well as option pricing for EU markets, will be announced later this year and is expected to start at approximately €100,000 for Lucid Air Pure in Germany and Netherlands, CHF100,000 in Switzerland and NOK 1,000,000 in Norway.



### European Expansion

Lucid currently accepts reservations from European customers in Austria, Belgium, Denmark, Finland, France, Germany, Italy, Monaco, the Netherlands, Norway, Spain, Sweden, Switzerland, and the UK. By placing a fully refundable reservation starting at €300, customers will secure their place in line for the Lucid Air Pure, Touring, and Grand Touring models when deliveries begin in their respective countries. These specific markets were selected due to a combination of charging infrastructure, market acceptance, and size. Further expansion in Europe is planned in the future, including additional Studios and services centers in major European cities and a right-hand-drive model for the UK.

### Studio Experience

With a direct-to-consumer model, every Lucid Studio offers a digitally oriented premium experience tailored to each customer’s preferences, whether they visit in-person, make enquiries entirely online, or combine the two. Lucid’s Munich Studio will allow customers to fully experience the brand and gain information about its products in a location that underscores the company’s unique design aesthetic. Exploring a Lucid Studio, visitors will get a vision of how the company draws inspiration from the beauty, innovation, and diversity of its home state of California.

*\*Lucid Air is in preproduction for European market, final specifications are not currently available. Ranges provided are manufacturer’s projected WLTP ratings when equipped with 19” wheels and are for informational purposes only. Official WLTP ranges may vary and will be announced when available. Actual driving range will vary in actual driving operation and may be influenced by other factors such as driving behavior, environmental impacts, route conditions, etc.*

*Electric power consumption is 13.12 kWh/100 km for Lucid Air Dream Edition R; CO2 emissions is 0 g/k.*

*Further information on the official fuel consumption, official specific CO2 emissions and electricity consumption of new passenger cars can be found in the 'Guide to fuel consumption, CO2 emissions and electricity consumption of new passenger cars', which is available free of charge at all points of sale and at DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern, or which can be accessed under <https://www.dat.de/co2/> free of charge.*

#### **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®. Deliveries of Lucid Air, which is produced at Lucid's new factory in Casa Grande, Arizona, are currently underway to U.S. customers.

Further information can be found at: <https://www.lucidmotors.com/media-room>

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