



Lucid Motors Opens First Retail Location in the Pacific Northwest at University Village in Seattle

June 24, 2022

Grand Opening to take place on Saturday, June 25, at 10 a.m. PDT

NEWARK, Calif., June 24, 2022 /PRNewswire/ -- [Lucid Group](#), Inc. (NASDAQ: LCID), setting new standards with the longest-range, fastest-charging electric car on the market, today announced the official opening of its first retail location in the Pacific Northwest at University Village in Seattle, WA. This Lucid Studio opening marks 28 Studio and service center locations open in North America. Lucid Studio University Village will be open to the public starting on Saturday, June 25.



"The response to Lucid in Washington state has been tremendous, which reflects the region's unique embrace of both innovation and the environment," said Zak Edson, Lucid's Vice President of Sales and Service. "We have a growing number of Lucid Air owners in the market, and the new Lucid Studio in University Village will provide the perfect opportunity for EV enthusiasts to engage with and learn about the groundbreaking Lucid Air."

Lucid Studio University Village will join the Lucid service center at 3412 Airport Way S, Seattle, providing comprehensive support for Lucid owners in the area.

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 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 Tour

For those customers who aren't able to visit a Lucid Studio, there is Lucid Studio Live, a private virtual tour that lets customers browse and build their dream car with the guidance of a Lucid team member. Each one-to-one appointment allows plenty of time for questions and offers an incredible 360° look at Lucid Air. Customers can see everything from views inside the cabin, into the trunk and frunk, to outside, and even above the vehicle—all set in their choice of iconic California backdrops. From there, customers can save a favorite design configuration to their Lucid account if they wish.

Future Studio and 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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