Lucid Motors Opens First Retail Studio Location in Texas, the Dallas Studio at Legacy West

November 18, 2022

Dallas Grand Opening to take place on Saturday, November 19 at 10:00 AM CT.

NEWARK, Calif., Nov. 18, 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 Studio location in the state of Texas. This Studio opening marks 29 Lucid Studio and service center locations open in North America and 32 globally, including the recent opening in Geneva, Switzerland. The Lucid Studio at Legacy West will be open to the public starting Saturday, November 19.



"Opening in the heart of Plano, we're thrilled to announce our first Studio in Texas," said Zak Edson, Lucid's Vice President of Sales and Service. "We look forward to serving the people of Texas and introducing consumers to the full Lucid Air lineup, including the recently unveiled Air Pure and Touring at a more accessible price point."

EV enthusiasts in Texas are encouraged to visit the Lucid Studio at Legacy West on Saturday, November 19 for the grand opening. Lucid will also be hosting its Dream Ahead Tour throughout the weekend, where consumers can schedule appointments to view the impressive Air lineup and drive the Lucid Air. Walk-ups will be available in a limited capacity.

Studio Experience

The Dallas Studio will offer 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 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 & 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. Lucid Air Grand Touring features an official EPA estimated 516 miles of range or 1,050 horsepower. Deliveries of Lucid Air, which is produced at Lucid's factory in Casa Grande, Arizona, are currently underway to U.S. and Canadian customers.

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