

# LUCID

## Lucid Motors Overview



### **Version**

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## Lucid Motors Company Overview

Lucid Motors is a luxury mobility company that is reimagining what a car can be. We are applying innovative engineering, design, and technology to define a new class of vehicle. Lucid is developing products and services for the new world of experiential, on-demand, and sustainable luxury, with the Lucid Air premium sedan as its first platform. Headquartered in the heart of Silicon Valley, the Lucid team brings deep expertise from the automotive and technology industries. Learn more at [lucidmotors.com](http://lucidmotors.com).

- **Founded:** December 31, 2007
- **Employees:** About 300
- **Headquarters:** Menlo Park, California (moving to Newark, California in 2018)
- **Factory Location:** Casa Grande, Arizona

## Lucid Air Product Overview

The Lucid Air all-electric sedan combines forward-looking design with groundbreaking technology to establish an entirely new class of vehicle. Featuring full-size interior space in a mid-size exterior footprint, the autonomous-ready Air will be available with over 400 miles of range and can accelerate from 0-60mph in under 2.5 seconds. The Air will be manufactured in Casa Grande, Arizona and deliveries will begin in 2019. Prices begin at \$60,000 before federal and local tax credits.

### Base Lucid Air

- 240-mile range
- 400 horsepower (rear-wheel drive)
- All hardware necessary for autonomous driving
- 12-way power front seats
- LED multi-lens array headlights
- Four screens, with interactive-touch surfaces on three
- 5-seat configuration with a rear bench seat
- 10 advanced airbags
- Aluminum roof
- 19-inch wheels
- 10-speaker audio system
- Over-the-air software updates
- Pricing: From \$60,000 before federal and local tax credits

### Options

- 400-mile-range battery
- Twin-motor configuration with all-wheel drive
- Fully active suspension, delivering a world-class ride
- Glass-canopy roof
- Rear executive seats that recline up to 55 degrees

- 22-way power front seats with heating, ventilation, dynamic bolsters, and massage
- 21-inch Lucid-design wheels
- 29-speaker audio system with active noise cancellation
- Expanded leather trim with corresponding material upgrades

#### Launch Edition

- The first 255 customer cars will be Launch Edition cars
- 400-mile range
- Twin-motor, all-wheel drive
- 0-60 mph in under 2.5 seconds
- Top speed: At least 155 mph
- Glass-canopy roof
- Autonomous driving hardware
- 21-inch Lucid-design wheels
- Premium leather interior
- Front seat: 22-way adjustable with heating, ventilation, dynamic bolsters, and massage
- Rear seat: Bench style, foldable with heating functionality
- Upgraded audio system
- Unique colors and badging
- Pricing: over \$100,000

#### Timeline of Recent Announcements

- October 19, 2016: Atieva relaunches as Lucid Motors (blog: [Introducing Lucid Motors](#))
- November 29, 2016: Announces Casa Grande, AZ plant location (blog: [Building the Dream](#))
- December 6, 2016: Announces strategic partnership with Samsung SDI for battery supply (blog: [Lucid and Samsung SDI Strategic Partnership](#))
- December 19, 2016: Announces strategic partnership with LG Chem for battery supply (blog: [Lucid Announces Strategic Partnership with LG Chem](#))
- December 15, 2016: Launch of the Lucid Air (blog: [Lucid Air Launch: A Look Back](#))
- March 15, 2017: Lucid details pricing and options on the Lucid Air (blog: [Clear the Air - The \\$52,500 Lucid Air](#))
- April 13, 2017: Lucid Air makes its auto show debut at the New York International Auto Show; Lucid announces a successful high-speed stability run of 217mph (blog: [Lucid Air Alpha Speed Car: First Test](#))
- July 17, 2017: Lucid Air returns to the high-speed test track and sets a top speed run of 235 mph (blog: [Testing Without Limits: Lucid Air Hits 235 mph](#))
- August 16, 2017: Lucid debuts a new color exclusive to the Launch Edition at Monterey Car Week, announces 400-mile range at launch. (blog: [Lucid at Monterey Car Week: A Look Back](#))
- November 27, 2017: Lucid announces its new headquarters in Newark, California. (blog: [On the Move: Lucid's New California Headquarters](#))

## Frequently Asked Questions

When will the Lucid Air start production?

The Lucid Air will start production in 2019 with deliveries taking place shortly thereafter.

How many Airs will you sell?

In the first twelve months of production, we intend to produce 10,000 units. By 2022, we intend to produce up to 60,000 units.

Where will you manufacture the car?

The Lucid Air will be built in Casa Grande, Arizona.

Is the Lucid Air an autonomous car?

All Lucid Airs will ship with the hardware necessary for Level 5 autonomy. At launch, the Air will be Level 2 autonomous capable. Increasing levels of autonomy will be deployed as regulations and software permit.

The company has been around since 2007. Why are we just seeing Lucid's first vehicle now?

Lucid (formerly Atieva) created EV battery systems for other manufacturers. Those batteries have logged over 20 million real-world miles to date. In 2014, the company decided to develop its own vehicle.

Who are Lucid's investors?

Lucid is an independent company that doesn't rely on a single source for investment. We have investment from Venrock (USA), Mitsui (Japan), Tsing Capital (China) and others.

Who supplies your batteries?

We have announced strategic partnerships with Samsung SDI ([blog post](#)) and LG Chem ([blog post](#)). We have not yet announced which cells will be used in which battery packs.

Is Lucid taking reservations? How many have you received?

Lucid began accepting reservations at the Lucid Air launch event on December 15, 2016. A Lucid Air can be reserved with a refundable deposit of \$2,500. A Lucid Air Launch Edition (the first 255 customer cars) can be reserved for a refundable deposit of \$25,500. Lucid does not disclose reservation numbers. [Reservations can be made online](#).

When will you be selling the Lucid Air in other markets?

We are currently focused on the US market. We do intend to sell the Air in both Europe and China, but we have not announced a timeline.

## **Media Contact**

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## **Social Media and Content**

- Website - <https://lucidmotors.com/>
- Facebook - <https://www.facebook.com/LucidMotors/>
- Twitter - [https://twitter.com/lucid\\_motors](https://twitter.com/lucid_motors)
- Instagram - <https://www.instagram.com/lucidmotors/>
- YouTube - <https://www.youtube.com/channel/UCxBheRQeJNTBYAsPAHhaBhA>
- LinkedIn - <https://www.youtube.com/c/LucidMotors>
- Blog - <https://lucidmotors.com/stories/>
- Gallery - <http://www.gallery.lucidmotors.com/>
- Media Kit (dropbox) - <https://lucidmotors.com/media-room>