



## Faraday Future Invites the Public to Sign up for its Second Brand Strategy and Global Automotive Industry Bridge Launch Event, Announces Survey

Sep 5, 2024

- **The Launch Event will be held online on September 19.**
- **The public is invited to complete the first survey for the "Everyone's AI EV, You Decide" Co-Creation Campaign online.**

LOS ANGELES--(BUSINESS WIRE)--Sep. 5, 2024-- Faraday Future Intelligent Electric Inc. (Nasdaq: FFIE) ("FF", "Faraday Future", or "Company"), a California-based global shared intelligent electric mobility ecosystem company, today announced the formal invitation for its September 19 Launch Event where FF will further present its second brand strategy and Global Automotive Industry Bridge Strategy and discuss interim achievements. At the same time, the Company also launched the first survey for the "Everyone's AI EV, You Decide" Co-Creation Campaign.

FF's Global Automotive Industry Bridge Strategy and its second brand strategy represent the possible solution to address the lagging EV sales in the U.S. FF will seek to bring China's components and supply chain into the U.S. to invigorate the U.S. AI EV industry and provide consumers with more diverse and better product options.

FF is currently in deep negotiations with several potential partners regarding the model selection for its first second-brand vehicle. Multiple candidate models have already been shortlisted. To better meet the needs of the U.S. market, starting Sep. 4, FF will release a survey every day through social media, [FF.com](https://ff.com), and the FF App. Your feedback may influence our final selection.

At the same time, FF cordially invites stockholders, fans, and media to join Faraday Future's upcoming FF's Second Brand Strategy and Global Automotive Industry Bridge Launch Event. The event will be held via an online meeting and livestream. Your participation is a pivotal method to help FF pave the path to the future of electric mobility.

### Event Details:

**Date and Time:** September 19, 2024, PDT 17:00

**How to Participate:** Zoom meeting + live streaming on other platforms

- **Zoom meeting:** In addition to watching the live event, you will have the opportunity to interact directly with the FF team and other participants.
- **Livestreaming:** The event will be broadcast simultaneously on several media platforms for guests who are unable to join the Zoom meeting.

### Key Highlights:

- Unveiling the FF Second Brand Strategy and next steps for the Company.
- Showcasing interim achievements of the Global Automotive Industry Bridge Strategy.
- Revealing the results of the first-phase Co-Creation survey.

**Please click the following link to complete the first survey and confirm your participation for the launch event:**

[www.ff.com/survey](https://www.ff.com/survey)

Participants will receive further details on how to join the Zoom meeting via email.

### Contact Us:

If you have any questions or need more information, please feel free to contact us at: [events@ff.com](mailto:events@ff.com)

We look forward to your response and participation, and to co-creating the future of electric mobility together.

### ABOUT FARADAY FUTURE

Faraday Future is the pioneer of the Ultimate AI TechLuxury ultra spire market in the intelligent EV era, and the disruptor of the traditional ultra-luxury car civilization epitomized by Ferrari and Maybach. FF is not just an EV Company, but also a software-driven intelligent internet Company. Ultimately FF aims to become a User Company by offering a shared intelligent mobility ecosystem. FF remains dedicated to advancing electric vehicle technology to meet the evolving needs and preferences of users worldwide, driven by a pursuit of intelligent and AI-driven mobility.

### FORWARD LOOKING STATEMENTS

This press release includes “forward looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words “estimates,” “projected,” “expects,” “anticipates,” “forecasts,” “plans,” “intends,” “believes,” “seeks,” “may,” “will,” “should,” “future,” “propose” and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements, which include statements regarding the UAE, Middle East, and China-U.S. Automotive Bridge Strategy, are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company’s control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements.

Important factors, among others, that may affect actual results or outcomes include, among others: the Company’s ability to continue as a going concern and improve its liquidity and financial position; the Company’s ability to pay its outstanding obligations; the Company’s ability to remediate its material weaknesses in internal control over financial reporting and the risks related to the restatement of previously issued consolidated financial statements; the Company’s limited operating history and the significant barriers to growth it faces; the Company’s history of losses and expectation of continued losses; the success of the Company’s payroll expense reduction plan; the Company’s ability to execute on its plans to develop and market its vehicles and the timing of these development programs; the Company’s estimates of the size of the markets for its vehicles and cost to bring those vehicles to market; the rate and degree of market acceptance of the Company’s vehicles; the Company’s ability to cover future warranty claims; the success of other competing manufacturers; the performance and security of the Company’s vehicles; current and potential litigation involving the Company; the Company’s ability to receive funds from, satisfy the conditions precedent of and close on the various financings described elsewhere by the Company; the result of future financing efforts, the failure of any of which could result in the Company seeking protection under the Bankruptcy Code; the Company’s indebtedness; the Company’s ability to cover future warranty claims; the Company’s ability to use its “at-the-market” program; insurance coverage; general economic and market conditions impacting demand for the Company’s products; potential negative impacts of a reverse stock split; potential cost, headcount and salary reduction actions may not be sufficient or may not achieve their expected results; circumstances outside of the Company’s control, such as natural disasters, climate change, health epidemics and pandemics, terrorist attacks, and civil unrest; risks related to the Company’s operations in China; the success of the Company’s remedial measures taken in response to the Special Committee findings; the Company’s dependence on its suppliers and contract manufacturer; the Company’s ability to develop and protect its technologies; the Company’s ability to protect against cybersecurity risks; and the ability of the Company to attract and retain employees, any adverse developments in existing legal proceedings or the initiation of new legal proceedings, and volatility of the Company’s stock price. You should carefully consider the foregoing factors and the other risks and uncertainties described in the “Risk Factors” section of the Company’s Form 10-K filed with the SEC on May 28, 2024, as amended on May 30, 2024, and June 24, 2024, as updated by the “Risk Factors” section of the Company’s first quarter 2024 Form 10-Q filed with the SEC on July 30, 2024, and other documents filed by the Company from time to time with the SEC.

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Source: Faraday Future Intelligent Electric Inc.