



Faraday Future Announces New Brand Campaign as It Partners with Top Global Industry Suppliers to Build the California-Manufactured Techluxury FF 91 EV

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- Faraday Future's brand campaign "Born in California. Global DNA" spotlights production in California and the extensive list of global suppliers
- The campaign spotlights its California assembly of the globally sourced intelligent techluxury FF 91 EV as well as top-tier suppliers from Germany, Italy, the US and more that contribute to FF's Global DNA

LOS ANGELES--(BUSINESS WIRE)--Apr. 3, 2022-- Faraday Future Intelligent Electric Inc. ("FF") (NASDAQ: FFIE), a California-based global shared intelligent electric mobility ecosystem company, launched its "Born in California. Global DNA" brand campaign showcasing the company's global partners for its flagship vehicle, the ultimate techluxury FF 91. The FF 91 is designed and built in California by the company's global employees supported by FF co-creators, with technology from top-tier suppliers across the globe. FF is on track to launch the FF 91 in Q3 2022.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220403005111/en/>



"Our 'Born in California. Global DNA' campaign highlights our global sourcing which helped us create an EV unlike any other before it," said Carsten Breitfeld, Global CEO of Faraday Future. "While we are manufacturing the FF 91 in California, the vehicle has global DNA. We have assembled the best the industry has to offer, representing the highest quality product, with delivery to our first users expected in Q3 of this year."

The flagship FF 91 was designed in the company's headquarters in Los Angeles, engineered in Los Angeles and Silicon Valley, and is being produced in the Hanford, Calif. manufacturing plant. The FF 91's "Global DNA" reflects the talent at FF and across the globe, with support from top-tier suppliers from countries such as Italy, Germany, Japan, Netherlands, China, Belgium, Switzerland and more.

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To commemorate the production achievements of the FF 91, the company

launched the ieMedals campaign. With each production-intent vehicle manufactured in the months leading up to the FF 91's SOP, FF will honor a different supplier in the FF 91 family from around the globe with a unique ieMedal. Users on the FF Intelligent App can earn ieMedals by completing specific tasks or by participating in co-creation challenges. The ieMedals are electronic awards added to users FFID accounts on the FF Intelligent App.

To find out more, and to participate in the ieMedals campaign, Futurists can download the FF Intelligent APP at: <https://apps.apple.com/us/app/id1454187098> or <https://play.google.com/store/apps/details?id=com.faradayfuture.online>.

FF is a high-end, high-performance, luxury, intelligent EV manufacturer poised to reset driver and passenger experience expectations. The company has marked its fourth manufacturing milestone by launching production-intent vehicles, which completes the final engineering certification and validation prior to the start of production in Q3 2022. As FF moves through the production-intent build process, the company is featuring each of these new builds to highlight the global supply partners that make this car unique.

Learn more about the campaign here: <https://www.ff.com/us/born-in-ca/>

Users can reserve an FF 91 Futurist model now via the FF Intelligent APP or [FF.com](https://www.ff.com) at: <https://www.ff.com/us/reserve>.

Download the new FF Intelligent APP at: <https://apps.apple.com/us/app/id1454187098> or <https://play.google.com/store/apps/details?id=com.faradayfuture.online>.

ABOUT FARADAY FUTURE

Faraday Future is a class-defining luxury electric vehicle company. The Company has pioneered numerous innovations relating to its products, technology, business model, and user ecosystem since inception in 2014. Faraday Future aims to perpetually improve the way people move by creating a forward-thinking mobility ecosystem that integrates clean energy, AI, the Internet and new usership models. Faraday Future's first flagship product is the FF 91 Futurist.

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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 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 Faraday Future'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 Faraday Future's ability to satisfy the terms of the Nasdaq exception and to file the Q3 Form 10-Q and Form 10-K by May 6, 2022, and its ability to regain compliance with the Nasdaq continued listing standards; the implementation of the Special Committee's actions and related internal review by Company; Faraday Future's ability to execute on its plans to develop and market its vehicles and the timing of these development programs; Faraday Future's estimates of the size of the markets for its vehicles and costs to bring its vehicles to market; the rate and degree of market acceptance of Faraday Future's vehicles; the success of other competing manufacturers; the performance and security of Faraday Future's vehicles; potential litigation involving Faraday Future; the result of future financing efforts and general economic and market conditions impacting demand for Faraday Future's products; and the ability of Faraday Future to attract and retain employees. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the preliminary registration statement on Form S-1 recently filed by Faraday Future and other documents filed by Faraday Future from time to time with the SEC. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Faraday Future does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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