



Faraday Future Announces its First, Flagship Brand Experience Center in Beverly Hills, Selects ASTOUND Group for Experience Design and Execution

May 18, 2022

- Brand experience center brings FF another step closer to realizing the launch of its flagship vehicle, the FF 91.
- Faraday Future selects world-class creative ASTOUND Group to implement design direction of the brand experience center for a TechLuxury customer experience.
- FF has received its dealer license from the State of California for its U.S. operations and will go to market using a unique direct sales model.

BEVERLY HILLS, Calif.--(BUSINESS WIRE)--May 18, 2022-- Faraday Future Intelligent Electric Inc. ("FF") (NASDAQ: FFIE), a California-based global shared intelligent electric mobility ecosystem company, today announced its flagship brand experience center in prestigious Beverly Hills, Calif., and its selection of [ASTOUND Group](#) to implement design direction, and execute the physical experience of the interior and exterior spaces. FF is on track to launch its flagship vehicle, the FF 91, in Q3 2022.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220518006008/en/>



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(Photo: Business Wire)

The retail space will create an environment where users can experience Faraday Future; it will highlight the brand's advanced technology, distinctive luxury, and futuristic design. Located at 464 N. Beverly Drive in Beverly Hills, the brand experience center is a block from the famed Rodeo Drive.

"Designing FF's flagship brand experience center, working with the world-class brand experience design firm ASTOUND, and getting our dealer license to sell the FF 91 brings us closer to launching this remarkable electric vehicle to our users," said Dr. Carsten Breitfeld, Global CEO of Faraday Future. "Having a tangible space where users can visit, interact, co-create, and ultimately purchase a vehicle from FF will make this whole journey a reality. In the near future, our cars will not only be in store windows but will also be on the streets of California and beyond, available to all who wish to experience this new species of the ultimate intelligent TechLuxury vehicle."

FF received its dealer license from the State of California for its U.S. operations. The California dealer license makes it possible for FF to sell directly to users in the state and to sell vehicles online to users outside of California. FF will go to market using a unique direct sales model leveraging its online platforms (FF Intelligent App, [FE.com](#)), FF stores, and partner showrooms for an asset-light sales network. Having its own distribution network allows FF to provide a seamless user experience and enables the company to deliver the highest level of price transparency to its users.

FF selected ASTOUND Group to implement the design direction of the brand experience center, which will be equipped with a retail area, sales lounge, cafe, VR experience, co-creation lab, and VIP lounge, making the in-store sales experience complementary to the driving experience of the FF 91. Users also will be able to schedule demonstration drive experiences. ASTOUND Group is a fully integrated experience design and fabrication firm that has over 20 years of experience crafting human-centered projects that connect brands with audiences in over 40 countries across a variety of industries.

"ASTOUND is excited to be collaborating with FF on the design and delivery of the physical environment and the consumer journey at their flagship brand experience center in Beverly Hills," said Dale Morgan, CEO, ASTOUND Group. "Taking a holistic approach to the design and integrating the physical-digital elements will result in an immersive, future-forward retail experience."

Users can preorder an FF 91 via the FF Intelligent App or through our website (English): <https://www.ff.com/us/preorder> or (Chinese): <https://www.ff.com/cn/preorder>.

Download the new FF Intelligent App (English): <https://apps.apple.com/us/app/id1454187098> or <https://play.google.com/store/apps/details?id=com.faradayfuture.online>, (Chinese): <https://www.faradayfuturecn.com/cn/mobile-app/>.

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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