



## FISKER PLUG-IN HYBRIDS DEBUT IN EUROPE AT GENEVA MOTOR SHOW

### European pricing and retail strategy announced

**GENEVA, Switzerland – March 3, 2009** -- Fisker Automotive, the new American manufacturer of premium green automobiles, debuted in Europe today the world's first luxury plug-in hybrid vehicles during the Geneva Motor Show. The 2L/100km Fisker Karma saloon will start at €78,780, excluding VAT, and be available through a network of 40 retailers across Europe beginning early 2010. The Karma S hardtop convertible concept is scheduled for 2011, but no pricing has been set.

Fisker Automotive ([www.fiskerautomotive.com](http://www.fiskerautomotive.com)), headquartered in southern California, has appointed two distributors: For southern Europe, GP Supercars ([www.gpsupercars.com](http://www.gpsupercars.com)) in Merano, Italy represented by CEO Gianfranco Pizzuto; and in northern Europe, Nellemann Group in Copenhagen, Denmark, represented by CEO Jac Nellemann ([www.koncern.nellemann.dk/](http://www.koncern.nellemann.dk/)). Nellemann is one of Europe's oldest auto distributors, with ties going back to Nash and Morris, and at present time Kia, Jaguar and Aston Martin to mention a few. GP Supercars was formed specifically for the distribution of exclusive cars like the Fisker Karma.

“Dealer selection criteria includes a strong and sustained record in retailing premium cars, great customer satisfaction, location and of course an empathy with and an understanding of the market in which they represent us. Most of all we want them to share our vision and excitement for Fisker vehicles and the very positive dynamic it will bring to the automobile market,” said Vic Doolan, Member of the Board of Directors at Fisker Automotive.

As for retail centers, Doolan added, “We plan to minimize the retailers' investments by having small footprints focusing on Eco facilities rather than Ego facilities. We believe the best showroom for our cars are the roads of Europe.”

Designed and developed by auto industry veterans Henrik Fisker and Bernhard Koehler, the Fisker Karma proves environmentally friendly cars do not have to sacrifice performance, style or function. Before partnering to start Fisker Automotive in 2007, Mr. Fisker was head of design at Aston Martin, while Koehler directed business operations at Ford's Global Advanced Design Studio and Ingeni,

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Ford's London design center. Both also helped lead Designworks USA, BMW's North American design studio. Together they have delivered some of the world's most desirable automobiles on time and within budget.

"To date we have met all development milestones and are on target to start delivering the first cars later this year," said Koehler, COO at Fisker Automotive.

Low and wide, the Karma looks like no other car. Exclusive, 22-inch wheels and tires completely fill the wheel arches. The trunk will fit several pieces of luggage or two bags of golf clubs. New technology, materials and applications can be found throughout the car's purposeful interior. For example, the Karma will be the first car to feature a haptic touch-screen interface and offer an animal-free interior.

The Karma is an Extended Range Electric Vehicle (EREV). It can reach 100km/h (62mph) in about six seconds and achieve a top speed of 201km/h (125mph), yet has the potential to use as little as 40 liters (10 gal) of petrol per year. The Q-DRIVE® plug-in hybrid powertrain, derived from military applications, is comprised of two electric motors that produce up to 375 kW (403 hp) and 1,300 Nm (959 lb/ft) of torque. Main power comes from a 200kW (peak) Lithium-ion battery pack that offers an emission-free range of 80.5km (50 mi) when fully charged from any 110, 220 or 240v household outlet. At 80.5km a generator, turned by a 2.0L turbocharged Direct Injection petrol engine, provides the motors with electricity. Total range is 482km (300 mi).

#### **ABOUT FISKER AUTOMOTIVE, INC.**

Fisker Automotive, founded in 2007 by Fisker Coachbuild, LLC and Quantum Technologies (QTWW), is a privately owned American car company producing premium green automobiles. North American headquarters are located in Irvine, California. The company is backed by Kleiner Perkins Caufield & Byers, Palo Alto Investors and the Qatar Investment Authority (QIA). More information is available at [www.fiskerautomotive.com](http://www.fiskerautomotive.com).

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