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THE STORE MAKERS

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Lucid Motors opens first establishment in Europe umdasch as implementation partner

Lucid Motors presents itself with its first studio in Europe on 280 m² in the heart of Munich's old town. umdasch The Store Makers was involved as general contractor in the flagship store of the Californian premium electric car manufacturer and coordinated all trades with the highest level of professionalism and a prudent steering skill in line with their motto: "We take care of everything".

It was no coincidence that the US electric car manufacturer Lucid Motors chose Munich's Odeonsplatz as the location for its first representation in Europe. The place is a popular spot for classy showrooms of premium car brands, so the new Lucid Motors studio is in the best company of other top-class manufacturers there. The carmaker, which is setting new standards with its range-extending and fast-charging electric cars, is strengthening its position as a global brand by expanding into Europe.

umdasch as a reliable general contractor

The coordination of all trades – from electrical and heating work to full-surface filling and dry construction to tiling work and the fire protection ceiling – was in the experienced hands of the umdasch general contracting professionals. The planned shop concept was successfully implemented by umdasch as general contractor in accordance with German standards. In the course of this, all plans, materials and execution details first had to be meticulously sifted through, checked and then realised taking into account the local conditions. In doing so, the umdasch GC experts also mastered spontaneous on-site changes with the necessary flexibility and professionalism. "We are proud that we were able to accompany the market entry of the innovative car brand Lucid Motors as GC partner in Europe and thus show our colours in the area of electric mobility in the automotive market," says Silvio Kirchmair, CEO at umdasch The Store Makers.

High-quality interior, optimal use of space

... this is not only how the high-performance electric vehicles from Lucid Motors can be described, but these characteristics also apply to the new store in Munich. The luxurious retail space invites customers to fully experience the brand in an exclusive ambience and get to know the products in a place that reflects the company's design aesthetic. The name Lucid, a synonym for "luminous or bright", fully applies to the light-flooded store concept developed for the luxury car brand by the Spanish architecture firm TheBrand-Tailors. The showroom can be described as tasteful, coherent and with a focus on clear design lines. When visiting it, visitors get an impression of how much the company is inspired by the innovative power and diversity of its home state of California. Customers can configure vehicles online but experience the look and feel of numerous equipment options live in the store.



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umdasch: rooted in craftsmanship, visionary in the digital, always with a human aim and a goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for demanding customers in the sectors Lifestyle Retail, Food Retail, Premium Retail and Digital Retail. umdasch The Store Makers is one of the leading shopfitting concerns in Europe, with a staff of around 1,500 employees. The corporate headquarters are in Amstetten, Austria. With numerous branch locations in Europe as well as international partners, umdasch and its four operative business units realise over 7,000 shopfitting projects and 200 general contracting projects every year. Together with the Doka and Umdasch Group Ventures divisions, and with over 170 logistics and sales branches in 70 countries, the concern has been owned by the Umdasch family for over 150 years.