



Fisker Ocean Press Kit LA Auto Show 2021

11/15/21

Fisker Communications

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FOR IMMEDIATE RELEASE

FISKER INC. REVEALS PRODUCTION-INTENT VERSION OF FISKER OCEAN

- Fisker staged the global reveal of its Fisker Ocean all-electric SUV on the first media day at the 2021 Los Angeles Auto Show.
- The Fisker Ocean is priced from \$37,499 for the Sport trim level, before federal and state tax credits and incentives.
- The all-wheel-drive Fisker Ocean Ultra is priced at \$49,999.
- The all-wheel-drive Fisker Ocean Extreme is priced at \$68,999.
- The first 5,000 Fisker Oceans produced will be launch editions carrying the Fisker Ocean One designation priced at \$68,999, with extra standard equipment, including 22" F3 SlipStream wheels.
- The Fisker Ocean revealed in Los Angeles is a production-intent design, with manufacturing to commence on Nov. 17, 2022, at Magna-Steyr's carbon-neutral factory in Graz, Austria.
- Fisker Chairman and CEO Henrik Fisker detailed the Fisker Ocean's sustainable design features, technical specifications, vehicle trim levels, performance capabilities, and driver-assist technologies.
- Key features include California Mode, for a near-convertible SUV experience, and Fisker's SolarSky roof, available on the Fisker Ocean Extreme and Fisker Ocean One. The SolarSky roof adds additional, emission-free miles.
- The highlight of the press conference was the world's first look at Fisker's 17.1-inch Revolve¹ screen. This infotainment interface rotates from a portrait Control Mode configuration to a landscape Hollywood Mode at the push of a button.

LOS ANGELES (Nov. 17, 2021) – [Fisker Inc.](#) (NYSE: FSR) ("Fisker") – passionate creator of the world's most sustainable electric vehicles and advanced mobility solutions – today revealed its Fisker Ocean SUV on the first media day of the Los Angeles Auto Show.

Chairman and CEO Henrik Fisker detailed the Fisker Ocean's design philosophy and explained why it will be the most sustainable and innovative vehicle available when it starts production on Nov. 17, 2022 – exactly one year after the LA Auto Show press conference.

"Our mission is to create the world's most innovative and sustainable vehicles that are also affordable, and it all starts with the Fisker Ocean as we fully embrace a clean future for all," Fisker said, as he kicked off the first manufacturer event of the show.

¹ Patent Pending

The Fisker Ocean is being manufactured by Magna-Steyr at a carbon-neutral factory in Graz, Austria. The base Fisker Ocean Sport trim level is priced at \$37,499, before federal and state tax credits. The Fisker Ocean Ultra is \$49,999, and the Fisker Ocean Extreme is \$68,999. The first 5,000 vehicles produced will be Fisker Ocean One, also priced at \$68,999.

Segment-leading estimated range and performance from two battery cell chemistries

Fisker estimates that the EPA range of the front-wheel-drive, single-motor Fisker Ocean Sport will be 250 miles on a single charge, using a lithium-ion phosphate (LFP) battery cell chemistry in Touring Range packs to be supplied by CATL. EPA Ranges for the all-wheel-drive, dual-motor Fisker Ocean Ultra and Fisker Ocean Extreme are estimated at 340 miles and 350-plus miles, respectively.

Those higher trim level vehicles will use CATL-supplied Hyper Range battery packs with a nickel manganese cobalt cell chemistry. CATL and Fisker have worked in close collaboration to create segment-leading, high-energy packs that CATL will produce for the Fisker Ocean.

Fisker chose to contract for two different cell options to deliver value and segment-leading range to Fisker Ocean Sport customers, and a combination of segment-leading range and performance to Fisker Ocean Ultra and Fisker Ocean Extreme customers. Both options will utilize silicon-carbide inverters, making this advanced technology standard on the Fisker Ocean Sport, Fisker Ocean Ultra, Fisker Ocean Extreme, and Fisker Ocean One.

A Fisker SolarSky roof on the Fisker Ocean Extreme and Fisker Ocean One trims could supply an additional 2,000² miles of range per year, under ideal conditions, and 1,500 under typical sunny skies in regions such as California.

Henrik Fisker noted the exceptional performance of all four Fisker Ocean trims. The Fisker Ocean Sport will have an expected 0-60 mph time of 6.9 seconds with peak horsepower of 275. The Fisker Ocean Ultra will have an estimated 0-60 mph time of 3.9 seconds, with an estimated peak horsepower of 540 hp. The Fisker Ocean Extreme and Fisker Ocean One will have an estimated 0-60 mph time of 3.6 seconds, with an estimated peak horsepower of 550 hp.

The Fisker Ocean Sport will have Earth and Fun drive modes, while the Fisker Ocean Ultra and Fisker Ocean Extreme will add Hyper mode. The Fisker Ocean Extreme and the Fisker Ocean One will also have an Off-Road mode. The Fisker Ocean Ultra, Fisker Ocean Extreme, and Fisker Ocean One trims will have a Smart Traction torque-vectoring system to enhance performance and safety.

Sustainable design, technological innovation, and California Mode

The Fisker Ocean was designed to be a true SUV, Henrik Fisker said, rather than yet another aerodynamic all-electric hatchback. Fisker and his team developed an emotionally invigorating, sleek and stylish exterior with ultra-slim lighting and gave the Fisker Ocean a wide stance that enhances handling and emphasizes its road presence.

A 20-inch aero wheel is available, as well as three 22-inch wheel options. All Fisker Oceans will be outfitted with tires created by partner Bridgestone to enhance range and performance.

² Based on Fisker simulations. Ideal conditions assume solar irradiation of 5.4 kWh/m²/day and steady commuter driving. Actual results vary with conditions such as external environment and vehicle use.

At the push of a button, the Fisker Ocean can lower all its windows and retract its sliding roof to morph into California Mode, available on the Ultra, Extreme, and Ocean One, providing an open-air, convertible-like experience while maintaining the reassurance of an SUV platform.

Inside, the five-passenger Fisker Ocean has a fully vegan interior, using recycled materials, including reclaimed fishing nets, old t-shirts, and renewed rubber. The seats are a unique Fisker design, and Limo Mode allows rear-seat passengers to control the volume of the audio system and adjust heating and air conditioning.

Fisker HyperSound is available in a 16-speaker, 500-watt configuration with a 20.5L subwoofer, delivering world-class sound.

Revolve³ center screen with Hollywood Mode

The Fisker Ocean has a 17.1-inch central high-resolution Revolve⁴ screen that rotates from a default portrait Control Mode, effective when driving, to a landscape Hollywood Mode, available when the vehicle is parked. The feature, in combination with the premium audio options, creates an immersive viewing environment for both front and rear seat occupants.

The Fisker Ocean will also boast 21st-century connectivity, with the capacity to have its features improved via over-the-air updates.

A proprietary ADAS technology

Fisker's proprietary Advanced Driver Assist System, Fisker Intelligent Pilot, is built to enhance driver protection, safety, and comfort. This proactive safety system of automated electronic sensors (radar, ultrasonic sensors, and cameras) and processing software continuously senses inputs, adds intelligence, and then engages when necessary to anticipate and prevent accidents.

The ADAS provides a broad range of advanced warning functions, safety-driven braking functions, and driver convenience features. Each feature expands a driver's ability to sense dangers and then intuitively controls the Fisker Ocean more safely.

Making good use of the Fisker Ocean's batteries

The Fisker Ocean will have a set of technologies that enable owners to recharge other EVs, send power to the electrical grid, and use their vehicles as a back-up source of emergency power for their homes. The company calls these technologies PowerCar, Power Grid, and PowerHouse.

Options to purchase – or lease with an innovative Flexee Lease offering

The Fisker Ocean will be available to purchase at the end of 2022, and customers can reserve a vehicle for a \$250 deposit today. Customers may also lease a Fisker Ocean using the company's innovative Flexee Lease. This option does away with long-term commitments and includes a 30,000-mile annual driving allowance.

³ Patent pending

⁴ Patent pending

The Fisker Flexee Lease is similar to a subscription model, not like a traditional lease. The Fisker Ocean Sport Flexee Lease starts at \$379/month with a one-time \$2,999 initiation and activation fee. The company will provide terms on other trim levels at a later date.

About Fisker Inc.

California-based Fisker Inc. is revolutionizing the automotive industry by developing the most emotionally desirable and eco-friendly electric vehicles on Earth. Passionately driven by a vision of a clean future for all, the company is on a mission to become the No. 1 e-mobility service provider with the world's most sustainable vehicles. To learn more, www.fiskerinc.com – and enjoy exclusive content across Fisker's social media channels: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [LinkedIn](#). Download the revolutionary new Fisker mobile app from the [App Store](#) or [Google Play store](#).

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Forward-Looking Statements

This press release includes forward-looking statements, which are subject to the "safe harbor" provisions of the US Private Securities Litigation Reform Act of 1995. These statements may be identified by words such as "feel," "believes," "expects," "estimates," "projects," "intends," "should," "is to be," or the negative of such terms, or other comparable terminology and include, among other things, the quotations of our Chief Executive Officer, the timing of the start of production, EPA range and pricing of the Ocean, and statements regarding the Company's strategy and other future events that involve risks and uncertainties. Such forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties, which could cause actual results to differ materially from the forward-looking statements contained herein due to many factors, including, but not limited to: Fisker's limited operating history; Fisker's ability to enter into additional manufacturing and other contracts with Magna, or other OEMs or tier-one suppliers in order to execute on its business plan; the risk that OEM and supply partners do not meet agreed upon timelines or experience capacity constraints; Fisker may experience significant delays in the design, manufacture, regulatory approval, launch and financing of its vehicles; Fisker's ability to execute its business model, including market acceptance of its planned products and services; Fisker's inability to retain key personnel and to hire additional personnel; competition in the electric vehicle market; Fisker's inability to develop a sales distribution network; and the ability to protect its intellectual property rights; and those factors discussed in Fisker's Annual Report on Form 10-K, as amended, under the heading "Risk Factors," filed with the Securities and Exchange Commission (the "SEC"), as supplemented by Quarterly Reports on Form 10-Q, and other reports and documents Fisker files from time to time with the SEC. Any forward-looking statements speak only as of the date on which they are made, and Fisker undertakes no obligation to update any forward-looking statement to reflect events or circumstances after the date of this press release.



Fisker Ocean Specifications and Vehicle Details

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Our Vision is a clean future for all.

Fisker's Mission is to create the world's most emotional and sustainable vehicles.

We believe if given the choice of a beautifully designed vehicle, people will embrace their power to create change towards clean mobility.

Design, Sustainability, and Innovation are the DNA of every vehicle Fisker creates.

There is no formula for great design. As a Fisker driver, you will experience a beautiful EV executed just as master designer Henrik Fisker envisioned it. Our EVs attract and inspire –the contours, proportions, and lines flow together in perfect harmony, designed to spark that moment when your heart beats a little faster. Fisker's human-centered design delivers simplicity and control, moving you confidently and beautifully through your world.

For us at Fisker, sustainability means the future of mobility aligns with nature. For a long time, drivers have enjoyed cars that are fast, fun, and useful, but fossil fuel-burning cars are fundamentally harmful to our world. With Fisker's all-electric vehicles, our use of eco-friendly materials, and our "start with a clean sheet" approach to building a car company, we can re-balance our desire for mobility and our need for a clean future. We are creating a radical shift towards clean personal transportation and delivering superior EV acceleration and performance at the same time.

Fisker innovates by creating advanced technology and building with cutting-edge technology from our partners. We create exciting, safe, and engaged driving, and fun user experiences that are seamless, precise, and intuitive.

And yet, Fisker innovation is about far more than systems and software. We create new ways to acquire, deliver, and service our vehicles. Because Fisker innovates to make all our manufacturing cleaner, and to make each step of our sales and service experience more efficient, we make vehicles that are sustainable and also affordable. Ever-growing numbers of drivers can feel good about using their purchasing power to create change.

Henrik Fisker and Fisker

An iconic figure in the auto industry, founder Henrik Fisker is a pioneer in the electric vehicle movement, and a world-class designer with a history of creating show-stopping cars drivers fall in love with.

Henrik Fisker believes the electric vehicle is the most fundamental shift in personal transport since the transition from the horse to the gasoline engine. Henrik has created a transformational vision of a new kind of car company, built on his extensive experience at world-leading automotive brands and at his first company, Fisker Automotive.

Henrik and Dr. Geeta Gupta-Fisker founded Fisker Inc. in 2016 as a company purpose-built to create the necessary change to a more sustainable way of making vehicles.

Our guiding philosophy of combining beauty, functionality, and advanced technology inspires every decision we make at Fisker Inc.

- Design and the designer drive decision-making – Henrik is CEO and Chief Designer.
- We engineer and innovate, then our world-class manufacturing partners like Magna and Foxconn build our high-quality vehicles for a global market.
- Our EVs are built at carbon-neutral factories, and our trusted supply partners deliver parts and materials made through eco-friendly processes.
- Direct-to-consumer sales and global service partnerships cut costs for consumers, make owning easier, and create lasting connections with drivers.
- Digital technology powers exciting user experiences and allows for OTA software upgrades to the latest hardware.
- Fisker designs for sustainability through the entire product life cycle. We use less, use better, and use again.

Fisker believes the auto industry should take responsibility for its products, end-to-end, and give customers the opportunity to contribute to a more sustainable future.

The Fisker Ocean

The Fisker Ocean zero-emissions SUV is ready to disrupt the automotive world through its beautiful craftsmanship, ingenious engineering, innovation, affordability, and sustainability. Select models arriving in 2022.

"It's time for an electric vehicle this innovative, this sustainable, and this functional, at this price."
- Henrik Fisker

Key Differentiating Features

Emphasis on design

Sleek, stylish, modern SUV design.

Dramatically sculpted exterior with aggressive stance, clean lines, sleek surfaces, ultra-slim lighting.

Modern cubist sculptural shapes with rounded corners.

Super clean and luxurious interior loaded with exciting features.

Revolve⁵ – Fisker's revolutionary 17.1" rotating central touchscreen (available only on Extreme and Ocean One trim levels).

Vegan Interior and environment-supporting recycled materials, including carpets made of recycled materials.

Outstanding Range

On the Extreme and Ocean One trim level with the **Hyper Range** battery pack, Fisker simulations project an EPA range of **350** miles.

On the Sport trim level with the **Touring Range** battery pack, Fisker simulations project an EPA range of **250** miles.

Fisker Ocean Sport: Base purchase price **\$37,499¹** (\$29,999 USD with US Federal Tax Credit, if applicable).

Fisker Ocean Ultra: Base purchase price **\$49,999¹**

Fisker Ocean Extreme: Base purchase price **\$68,999¹**

Launch-edition Fisker Ocean One: Base purchase price **\$68,999¹**

¹ Pricing shown is for the continental US and excludes delivery, finance and government charges. Maintenance is not included. Pricing depends upon specifications and options chosen by you as you configure your actual vehicle closer to production. Pricing does not include various state and federal incentives and benefits which may be available to you.

Drive Modes

- **Earth** – standard on all trim levels
- **Fun** – standard on all trim levels
- **Hyper** – standard on Ultra, Extreme, and Ocean One trim levels
- **Off-Road** – standard on Extreme and Ocean One trim levels

⁵ Patent pending

Standard features on all trim levels

Seating for 5
App as Key
PowerCar vehicle-to-vehicle charging
PowerHouse vehicle-to-home capability
Over The Air (OTA) capability to deliver product updates
Great White with gloss finish exterior
Ocean Floor Interior Trim
20" F7 AeroStealth alloy wheels with recycled material wheel covers
Digital Interior Rear-View Mirror
Tilt & Telescoping Steering – Power
LED Headlights and Taillights
See Me Signal – high mounted rear indicator
Power Liftgate
External Power Outlet

Dimensions and specifications

Chassis / Suspension

Upper Body	Steel & Composite
Skateboard	Aluminum
Front Suspension	McPherson
Rear Suspension	Multi-link
Wheel Size	20 x 7.5, 22 x 8.5
Tires	Low Resistance 255/50 R20 High Performance 255/45 R22

Steering

Type	Electric Power Steering
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Exterior Dimensions

Wheelbase	115 in (2921 mm)
Overall Length	188 in (4775 mm)
Overall Width (w/ Mirrors)	78.5 in (1994.5 mm)
Overall Height (Sport)	64.1 in (1629 mm)

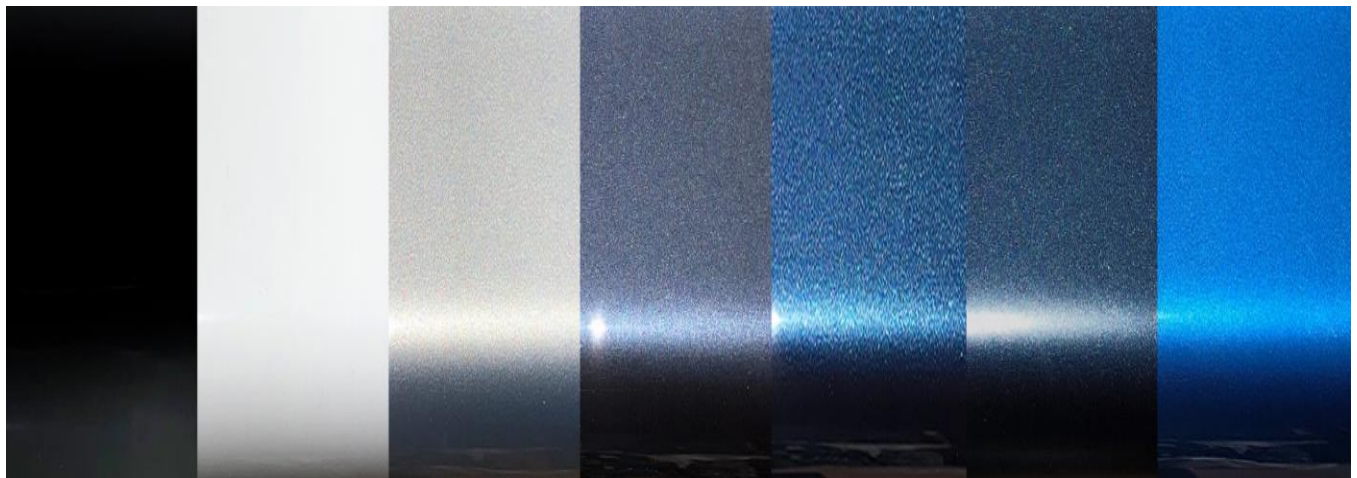
Interior Dimensions

Front Legroom	41.1 in (1045 mm)
Rear Legroom	40.4 in (1025 mm)

Towing Capacity

Fisker Ocean One, Extreme, Ultra	4000 lbs. (1815 kg.)
Fisker Sport	2040 lbs. (1090 kg.)

Exterior Colors



Night Drive	Great White	Silver Lining	Horizon Gray	Mariana	Big Sur Blue	Blue Planet
gloss	gloss	metallic gloss	metallic gloss	metallic gloss	metallic matte	metallic gloss

Big Sur Blue with metallic matte finish is an option available only on the Fisker Ocean One.

Fisker Ocean comes standard in Great White.

Available color options on all Fisker Ocean trim levels are Night Drive, Horizon Gray, Silver Lining, Mariana, and Blue Planet. Additional colors coming later in 2023.

Trim Level

Fisker Ocean One

The First One

The exclusive, launch-edition Fisker Ocean One will be the first-ever vehicle launched by Fisker. Limited to the first 5,000 units produced, this uncompromised luxury edition includes rarities found only on the Fisker Ocean One, such as 22" F3 SlipStream wheels and a commemorative digital signature. Big Sur Blue with metallic matte finish is a color option available only on the Fisker Ocean One.

Standard features on Ocean One trim level

Powertrain

Battery: Hyper Range
Powertrain: Dual Motor AWD with Rear Disconnect
Smart Traction
PowerCar vehicle-to-vehicle charging
PowerHouse vehicle-to-home capability

Chassis

Drive Modes: Earth, Fun, Hyper, Off-road

Fisker Intelligent Pilot - Advanced Driver

Assistance System (ADAS) features include:

360° surround view with 3D
Automatic parking assist system
Door Opening Warning
Lane Change Assist
Adaptive Drive Control
Automatic emergency braking - Premium
Integrated Drive Assist
Traffic Jam Assist (with Integrated Drive Assist)
Driver Drowsiness and Attention Warning
Traffic Sign/Light Recognition
Front and Side Collision Warning
Lane Keep Assist
Intelligent Speed Assist
Emergency Lane Departure Avoidance
Traffic Sign / Light Recognition

Infotainment

Revolve⁶
rotating 17.1" central touchscreen, with Control Mode (portrait) and Hollywood Mode (landscape)
Fisker HyperSound
immersive audio system with 500W power amp, and 16 speakers, including 6 channel dashboard speaker array and 20.5L subwoofer
Key Fob (with California Mode) – 1 provided /vehicle
Approach Auto Unlocking
Moving Away Auto Locking
Gaming in HMI
Car as hotspot from in-car

Body-Exterior

SolarSky roof
Photovoltaic solar panels integrated onto panoramic glass roof with power sliding glass panel
California Mode
22" F3 SlipStream wheels
Heated Outside Mirrors
Front Wipers Operable in Freezing Temperatures
See Me Signal
High mounted rear indicator
Power Liftgate
Liftgate Power Window
Doggie Power Windows
rear quarter power windows
External Power Outlet

Interior

Limo Mode
Second row screen control for HVAC and audio
Front/Rear heated seats
Unique Interior Trim option
Digital Rear View Mirror
Ambient Lighting - Premium
Premium air filtration

Connected App

App as Key
Remote vehicle locator
Driver Profile & Presets in App
OTA updates for App/HMI

Specifications

Numbers based on Fisker simulations – EPA
Certification to be available at a later date

Range (EPA): 350 miles

Performance (0-60 mph): 3.6 seconds

Peak Power: 550 HP

Charging Solutions (market dependent): CCS1, CSS2 & GB/T

Trim Level

⁶ Patent pending

Fisker Ocean Sport

Exciting electric mobility and beautiful Fisker design available for all.

Striking a balance of performance, range, and affordability, the Fisker Ocean Sport trim level is your gateway to electric mobility and beautiful Fisker design. The Fisker Ocean Sport is available for the base price, but the features are far from basic. This robust package comes nicely equipped with Touring Range battery, 17.1" central touchscreen, BigSky roof, Digital Rear-View Mirror, Power Liftgate, Driver Drowsiness and Attention Warning, Traffic Sign/Light Recognition, and other advanced features.

Standard features on Sport trim level

Powertrain

Battery: Touring Range
Powertrain: Single Motor FWD
PowerCar vehicle-to-vehicle charging
PowerHouse vehicle-to-home capability

Chassis

Drive Modes: Earth, Fun

Fisker Intelligent Pilot - Advanced Driver Assistance System (ADAS) features include:

Driver Drowsiness and Attention Warning
Automatic emergency braking - Standard
Front and Side Collision Warning
Lane Keep Assist
Intelligent Speed Assist
Emergency Lane Departure Avoidance
Traffic Sign/Light Recognition

Body-Exterior

BigSky roof
Panoramic fixed glass roof with dark see-through tint
See Me Signal
High mounted rear indicator
Power Liftgate
External Power Outlet

Interior

Unique Sport interior Trim
Digital Rear View Mirror
Premium air filtration

Connected App

App as Key
Driver Profile & Presets in App
OTA updates for App/HMI

Infotainment

17.1" Central Touchscreen
Fisker Premium Sound
Harman 8 speaker audio system with 3 band equalizers

Specifications

Numbers based on Fisker simulations – EPA
Certification to be available at a later date

Range (EPA): 250 miles

Performance (0-60 mph): 6.9 seconds

Peak Power: 275 HP

Charging Solutions (market dependent): CCS1, CSS2 & GB/T

Trim Level

Fisker Ocean Ultra

Performance and Practicality.

Take your Ocean driving experience to the next level. Dynamic, powerful, and ready for open-air adventure, this premium, high-performance trim level comes well-equipped with our powerful Hyper Range battery, and a much wider array of advanced luxury features than you might expect in our most affordable all-wheel drive SUV. Includes California Mode, OpenSky roof, Power Liftgate Window, Doggie Power Windows, Extended-Coverage Automatic Emergency Braking, Remote Vehicle Finder, and more.

Standard features on Ultra trim level

Powertrain

Battery: Hyper Range
Powertrain- Dual Motor AWD with Rear Disconnect
PowerCar vehicle-to-vehicle charging
PowerHouse vehicle-to-home capability

Chassis

Drive Modes: Earth, Fun, Hyper

Fisker Intelligent Pilot - Advanced Driver Assistance System (ADAS) features include:

360° surround view with 2D
Automatic emergency braking - Premium
Reverse Collision Mitigation
Driver Drowsiness and Attention Warning
Traffic Sign/Light Recognition
Front and Side Collision Warning
Lane Keep Assist
Intelligent Speed Assist
Emergency Lane Departure Avoidance
Traffic Sign / Light Recognition

Body-Exterior

OpenSky roof
Panoramic glass roof with power sliding glass panel
California Mode
See Me Signal
High mounted rear indicator
Power Liftgate
Liftgate Power Window
Doggie Power Windows
rear quarter power windows
External Power Outlet

Interior

Unique Ultra Interior Trim option
Digital Rear View Mirror
Premium air filtration

Infotainment

17.1" Central Touchscreen
Fisker Premium Sound+
Harman 12 speaker entertainment audio system
App Controls for Entertainment Mode in HMI (Gaming, streaming, casting)

Connected App

App as Key
Remote vehicle locator
Driver Profile & Presets in App
OTA updates for App/HMI

Specifications

Numbers based on Fisker simulations – EPA
Certification to be available at a later date

Range (EPA): 340 miles

Performance (0-60 mph): 3.9 seconds

Peak Power: 540 HP

Charging Solutions (market dependent): CCS1, CSS2 & GB/T

Trim Level

Fisker Ocean Extreme

Uncompromised.

The Fisker Ocean Extreme trim level delivers luxury and high-performance driving without compromising range. The Fisker Ocean Extreme comes loaded with a long list of high-end features such as our Hyper Range battery, SolarSky roof, Smart Traction, the Revolv⁷e rotating 17.1" central touchscreen with Control Mode (portrait) and Hollywood Mode (landscape), 360° Surround View with 3D, and Lane Change Assist.

Standard features on Extreme trim level

Key Features

Emotionally Charged Design.

The Fisker Ocean wraps beautiful and timeless Henrik Fisker design around a spacious interior loaded with premium features.

Modern SUV Design

Designed by Henrik Fisker, the all-electric Fisker Ocean is a beautiful new icon of sustainable mobility. While keeping the design language and functionality of an SUV, the Fisker Ocean features a dramatically sculpted exterior with an aggressive stance, clean lines, sleek surfaces, ultra-slim lighting, and modern cubist sculptural shape.

California Mode – available on Ultra, Extreme, and Ocean One Trim levels

Push a button and eight glass panels open simultaneously to transform a versatile SUV into a coastline-cruising convertible. With our exclusive California Mode, you can drop the front windows, both rear-seat windows, both Doggie Power Windows, and the Rear Lift Gate Window while opening the SolarSky roof or OpenSky roof at the same time.

Spacious Interior

Powered solely by electricity, the Fisker Ocean's drivetrain and critical systems take up less space than the ones in gas-powered vehicles, freeing us to design without the constraints of traditional SUV packaging. Ingenious configuring maxes out the interior with a spacious cabin, seating for five adults, and flexible storage for surfboards, camping gear, pet carriers, and more.

Premium Wheel Designs

Designed for superior performance, the alloy wheels on the Fisker Ocean are inspired works of art and engineering. Choose from an array of dynamic wheel designs and sizes, including the standard 20" F7 AeroStealth wheels with a recycled material cover optimized for aero performance – and our optional 22" premium wheels aerodynamically designed for exceptional control and a more imposing presence on the road.

⁷ Patent Pending

Liftgate Power Window and Doggie Power Windows – available on Ultra, Extreme, and Ocean One
Fisker is adding two great warm-weather, California-inspired features: lower the Liftgate Power Window and our unique Doggie Power Windows – rear quarter power windows on both sides – and let the breeze in. And since you're driving a zero-emissions EV, neither you, your dog, nor anybody else on the road has to breathe in exhaust.

Sustainable Mobility.

The Fisker Ocean is designed to be sustainably in harmony with nature.

SolarSky roof – standard on Extreme and Ocean One trim levels

With the Fisker Ocean's revolutionary full-length SolarSky roof, you can harvest the sun's rays to generate free energy to support the vehicle's battery-powered motor. The Fisker Ocean's SolarSky roof integrates photovoltaic solar panels onto a panoramic glass roof with fixed and sliding sections. Under ideal conditions, the SolarSky roof can produce up to 1,500 clean, emissions-free miles per year, and under ideal conditions, may increase to beyond 2,000⁸ miles – all powered by pure sunshine.

Sustainable Materials

Designed to be the most sustainable SUV on Earth, the Fisker Ocean features a beautifully crafted vegan interior with ethically sourced, upcycled materials throughout. The eco-friendly cabin features high-grade upholstery, carpets, and interior details made from recycled plastic bottles, repurposed rubber waste, worn-out t-shirts, and abandoned fishing nets pulled from the ocean.

PowerHouse

The all-electric Fisker Ocean isn't just powerful on the open road, it's a trusty source of power for your home. If a storm causes an electrical outage, the Fisker Ocean's PowerHouse bidirectional onboard charger allows you to use the battery as a temporary energy reserve to power your entire home for up to seven days.

Future-Forward Innovation.

The Fisker Ocean is loaded with innovative and futuristic features – driving a Fisker Ocean is simple, intuitive, and fun.

Revolve⁹ – available on Extreme and Ocean One trim levels

Revolve¹⁰, Fisker's revolutionary 17.1-inch rotating touchscreen, has the power to swivel from Control Mode – a portrait view - to Hollywood Mode – a landscape 16:9 widescreen format – allowing you to enjoy movies and videos, complete with 360° sound, in an immersive cinematic experience.

Smart Traction – standard on Extreme and Ocean One trim levels

With Smart Traction, the Fisker Ocean performs more like a sports car than an SUV. This advanced high-performance feature distributes the right amount of torque to the wheels for optimal traction while handling sharp turns. Smart Traction improves stability and traction on wet and icy roads. Plus, it minimizes energy loss and boosts efficiency, so it's more eco-friendly.

Automatic Parking Assist System – available on Extreme and Ocean One trim levels

Fisker's automatic parking assist system scans the parking area using ultrasonic sensors and cameras to help you find a correct-sized spot. Then, your Fisker Ocean autonomously parks itself, either parallel to the curb or in an angled spot. This is an optional feature that can also detect obstacles in your path, such as pedestrians, poles, and other cars – and automatically apply the brakes.

⁸ Based on Fisker simulations. Ideal conditions assume solar irradiation of 5.4 kWh/m²/day and steady commuter driving. Actual results vary with conditions such as external environment and vehicle use

⁹ Patent Pending

Fisker App Personalization

With Fisker App Personalization, you're always connected to your all-electric Fisker Ocean through your smartphone. Communicate directly with your vehicle through intelligent app features such as Remote Locate Vehicle, Vehicle Monitoring, and Remote Climate Control. You can even use the app as the key to your vehicle.

Fisker HyperSound – available on Extreme and Ocean One trim levels

Experience your favorite music on the premium Fisker HyperSound Audio System. With 500 watts of power, 16 speakers, a 20.5L subwoofer, and one of the largest 6 channel dashboard speaker arrays of its kind, the Fisker HyperSound system immerses the driver and passengers in a glorious sea of 360° sound.

Limo Mode – available on Extreme and Ocean One trim levels

Using Limo Mode, Fisker's second row screen control, passengers in the second row can relax comfortably while controlling the environment in the cabin with a digital touchscreen. This optional feature, usually reserved for high-end luxury vehicles, allows backseat passengers to adjust the temperature and fan speed, as well as control media volume.

Fisker Intelligent Pilot

Protective, adaptive, and responsive.

Fisker Intelligent Pilot, Fisker's proprietary Advanced Driver Assist System, is built to enhance driver protection, safety, and comfort.

This system of automated electronic sensors (radar, ultrasonic sensors, and cameras) and software continuously:

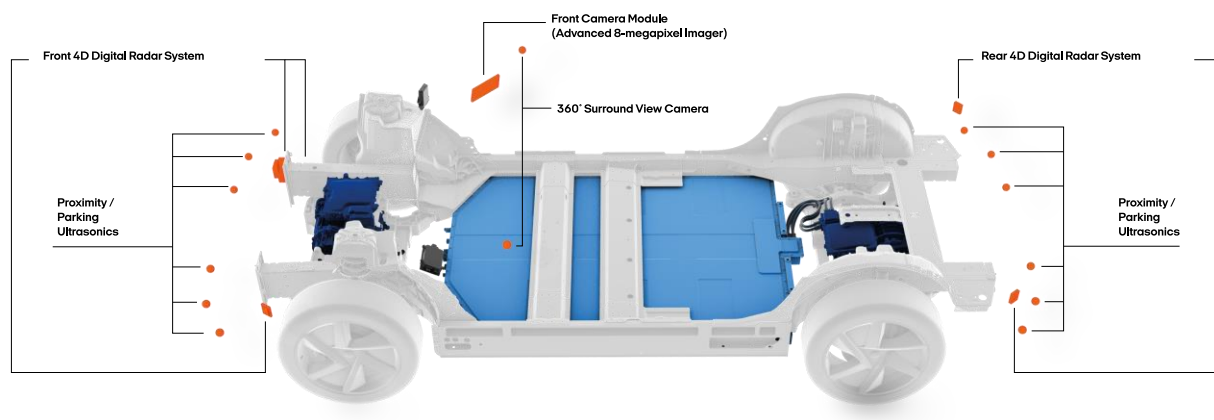
- senses inputs
- adds intelligence
- engages when necessary to anticipate and prevent accidents

Fisker Intelligent Pilot provides a broad range of advanced warning functions, safety-driven braking functions, and driver convenience features. Each feature expands a driver's ability to sense dangers and then intuitively control the Fisker Ocean more safely.

Sport, Ultra, Extreme and Ocean One trim levels each come equipped with different sets of Fisker Intelligent Pilot features. See Trim Levels for details.

The Fisker Intelligent Pilot features in the **Extreme** and **Ocean One** trim level include:

- 360° surround view with 3D
- Door Opening Warning
- Automatic park assist system
- Lane Change Assist
- Adaptive Drive Control
- Automatic emergency braking – Premium
- Integrated Drive Assist
- Traffic Jam Assist (with Integrated Drive Assist)
- Driver Drowsiness and Attention Warning
- Traffic Sign/Light Recognition
- Front and Side Collision Warning
- Lane Keep Assist
- Intelligent Speed Assist
- Emergency Lane Departure Avoidance
- Traffic Sign / Light Recognition



Purchase and Fisker Flexee Lease

Fisker offers two great ways to get into your emissions-free Fisker Ocean: Purchase and Fisker Flexee Lease.

Purchase

Fisker Ocean Sport: Base purchase price **\$37,499¹** (\$29,999 USD with US Federal Tax Credit, if applicable).

Fisker Ocean Ultra: Base purchase price **\$49,999¹**

Fisker Ocean Extreme: Base purchase price **\$68,999¹**

Launch-edition Fisker Ocean One: Base purchase price **\$68,999¹**

¹ Pricing shown is for the continental US and excludes delivery, finance and government charges. Maintenance is not included. Pricing depends upon specifications and options chosen by you as you configure your actual vehicle closer to production. Pricing does not include various state and federal incentives and benefits which may be available to you.

Fisker Flexee Lease

Our Flexee Lease option does away with long-term commitments and includes a 30,000-mile annual driving allowance.² Your new Fisker Ocean is delivered directly to your door or picked up from a Fisker owned delivery center. Then, just notify Fisker and return the vehicle when you desire.

Fisker Ocean Sport: Flexee Lease starts at \$379/month² with a one-time \$2,999 initiation and activation fee.²

² Flexee Lease starts at \$379/month with no set term. Monthly payment will vary based upon customer selected packages and equipment. Pricing excludes one-time \$2,999 initiation and activation fee, delivery, government fees, insurance and \$299 return fee. Flexee Lease is available to qualified customers meeting lender requirements. Not everyone will qualify. 30,000 allowed annual mileage is prorated on a monthly basis and excess mileage charges may apply.

Specific timing and terms on Flexee Lease of Fisker Ocean Sport and other Fisker Ocean trim levels will be available at a later date.

Brochure

As a sustainable company, Fisker does not print brochures.

Vehicle Availability

Start of production on the Fisker Ocean is slated for November 17, 2022. The first 5000 vehicles produced will be Fisker Ocean One launch editions. Upon delivery of these first 5000 vehicles, Fisker will begin fulfilling orders for Fisker Ocean Extreme, Ultra, and Sport trim levels in 2023.

Delivery Options

Information on Fisker's unique and exciting delivery experience will be available in 2022.

Service info

Drivers can save time with our convenient and easy-to-use app to schedule service and maintenance.

We are partnering with third party service providers to meet our goal of providing customer and vehicle touchpoints of the Fisker brand nationwide including physical service locations, mobile services, vehicle logistics and test drives. Customers will experience delivery and service options to meet their needs at home (where available or with pick-up/delivery service), delivery centers, or Fisker Centers of Excellence in select locations.

Brand Experience Centers

Fisker will open our first Brand Experience Center in Los Angeles in summer 2022, and in Munich soon after.

Partnerships

Magna (Magna International Inc.) – Manufacturing – Fisker Ocean

Fisker and Magna International confirmed production of the all-electric Fisker Ocean SUV is projected to start on Nov. 17, 2022, at Magna's world-class manufacturing carbon-neutral facility in Graz, Austria, where they have produced more than 3.7 million cars and SUVs, including EVs, for several global luxury automakers.

Magna's manufacturing facility in Graz, Austria, is carbon-neutral, and powered in part by the nearby Murkraftwerk (*Muhr-Craft-Work*) hydro-electric power station. Magna places primary focus on reducing its consumption of raw materials and energy and minimizing the release of waste materials.

Magna's alignment with Fisker's commitment to sustainable manufacturing is foundational to the Fisker / Magna partnership.

Bridgestone – Tires – Fisker Ocean

Automotive innovator Fisker has selected Bridgestone as the exclusive tire partner for its all-electric Fisker Ocean, which will start production in 2022. Environmentally focused Fisker identified Bridgestone as a partner with a strong focus on sustainability across its entire value chain, from R&D and product development, to manufacturing and retail.

The tires on the Fisker Ocean are engineered with Bridgestone's "ENLITEN" technology, which both minimizes rolling resistance by up to 30% and reduces weight by up to 20%. Lower rolling resistance means the tire has less friction as it glides over the road, all without compromising traction and improving range. Also, the tires are made with fewer raw material resources, carrying both an environmental benefit and an end-of-life stage management.

Battery Supplier: CATL

CATL will supply two different battery solutions for the Fisker Ocean SUV. Fisker and CATL teams have been in close collaboration since 2020 to develop class leading Fisker battery solutions optimized for vehicle structure, crashworthiness, and very high levels of energy density. The primary high-capacity pack, to be used in the Hyper Range battery packs in the Fisker Ocean One, Extreme, and Ultra trim levels, uses a lithium nickel manganese cobalt (NMC) cell chemistry. A second high value pack offering CATL's latest cells based on lithium-ion phosphate (LFP) chemistry will power the Fisker Ocean Sport trim level.

Merchandise

All Fisker merchandise is made in the USA and sustainably made from either recycled materials or organic cotton. See samples in the Fisker merchandise area.

Art Car - by Geoff McFetridge

Fisker has installed a one-of-a-kind art car at the 2021 Los Angeles Auto Show. The art car was based on a Fisker Ocean SUV and created by renowned international artist Geoff McFetridge.

SPORT	
Powertrain / Driveline	
+	Driveline: Front Wheel Drive
+	Battery: Touring Range
Features	
+	Rear View Monitor
+	Auto High Beam
+	Automatic emergency braking - Standard
+	Blind spot monitoring
+	Emergency lane departure avoidance
+	Front and side collision warning
+	Lane Keep Assist
+	Traffic Sign/Light Recognition
+	Intelligent Speed Assist
+	Driver Drowsiness and Attention Warning
+	Parking Assist
+	Child Presence Detector/ Reminder
+	Automatic Headlight Height Adjustment
+	LED Headlights
+	LED Tail Lights
+	Rear Fog Light
+	See Me signal
+	BigSky
+	Power Door Windows
+	Switches for power windows
+	Power Liftgate with Power Window
+	Rear Glass Defogger
+	Wheels: 20" F7 Aero Stealth
+	Tires Type: US: All Season/ EU & others: Summer - 20"
+	Tire Repair Kit
+	Tire Pressuring Monitoring System (individual tire)
+	Earth Mode
+	Fun Mode
+	Snow/ Ice Mode
+	Hill Descent Control
+	Tilt & Telescoping Steering – Power
+	Multi-collision Braking
+	Event Data Recorder
+	12V Outlet x 1
+	Vehicle Alarm System with Closures Monitoring
+	17.1" Central Screen
+	Key Fob (without California Mode)
+	Low Speed Sound
+	Always-on 4G connectivity for OTA updates, online services
+	E-call+
+	Bluetooth Device Connection
+	Fisker Premium Sound
+	High-current USB
+	Natural voice virtual assistant

	SPORT Con't
+	Personalized HMI using AI and ML to adapt to user
+	Sync contact list with phone
+	Radio – FM
	Radio – Digital
+	Audio Streaming Services
+	View driving / trip stats
+	Digital Interior Rearview Mirror
+	5 Seatbelts
+	10 Airbags (EU/China) (intent: not final) 8 Airbags (US)
+	Ambient Lighting - Standard
+	Power Driver Seat - 6-way with Easy Entry
+	Power Front Passenger Seat - 6-way
+	Child Lock
+	2nd Row Seat - 3-Occupant 40/20/40 Split Type (no recline)
+	Solid back of front seats tablet holder/anchor for rear seat entertainment
+	Unique Sport Interior Trim
+	AC Power Outlet x1 (US: 120 V Outlet / EU: 230 V Outlet/ Other: vary per market to allow powering of local household appliances)
+	Utility-expanding versatile rear storage configurations
+	Vegan interior and environment supporting recycled materials (fishing nets, ocean captured plastic waste, etc.)
+	Pedal Modes
+	Adjustable drive train transmission mapping - for Earth/Fun Modes
+	OTA capability to deliver additional powertrain features/functions during vehicle lifecycle, including for-charge ones
+	PowerCar
+	Travel Charger
+	External Power Outlet
+	PowerGrid
+	PowerHouse
+	HVAC: Dual-zone HVAC System - Front Control Only
+	HVAC: Front Defrosting Vents
+	Premium air filtration
+	App as Key
+	Remote Flashlights
+	Remote view driving / trip stats
+	Notifications and Alerts
+	Request Services & Parts from App and HMI
+	Request Roadside Assistance from App and HMI
+	OTA Updates for App/ HMI
+	Fisker Account Management
+	Pre-Delivery Vehicle Setup in App
+	Driver Profile & Presets in App
+	Drive Control
+	Rescue Mode

ULTRA	
Powertrain / Driveline	
+	Driveline: All Wheel Drive
+	Battery: Hyper Range
Features	
+	360° surround view with 2D
+	Automatic emergency braking - Premium
+	Reverse collision mitigation
+	OpenSky
+	California Mode
+	Power Windows - w/ California Mode
+	Adjustable suspension
+	Hyper Mode
+	Key Fob (with California Mode)
+	Fisker Premium Sound +
+	Memory features - STD
+	Navigation with Traffic Information
+	App Controls for Entertainment Mode in HMI (Gaming, streaming, casting)
+	2nd Row Seat - 3-Occupant 40/20/40 Split Type
+	Unique Ultra Interior Trim
+	Adjustable drive train transmission mapping – Earth/Fun/Hyper
+	Speed Limit Mode
+	Heat Pump
+	Remote locate vehicle locator
+	Outside Rear View Mirrors with Auto-dimming function
+	Doggie Power Window

EXTREME	
FEATURES	
+	360° surround view with 3D
+	Adaptive Drive Control
+	Evasive steering assist
+	Lane Change Assist
+	Door Opening Incident Warning
+	Integrated Drive Assist
+	Traffic jam assist
+	Full Automatic Park Assist System (APA)
+	Sequential exterior lighting
+	Heated Outside Mirrors
+	Heated Washer Nozzles
+	Automatic Front Wipers
+	Front Wipers Operable in Freezing Temperatures
+	SolarSky
+	Off-Road Mode
+	Gaming in HMI
+	Approach Auto Unlocking
+	Moving Away Auto Locking
+	Car as hotspot from in-car
+	Driver coaching to improve range
+	Fisker Hyper Sound
+	Internet browser in HMI
+	Memory features - Premium
+	Natural language voice activation for in-vehicle functions
+	Route Planner / Maps
+	Wireless phone charging
+	Heated Steering Wheel
+	Ambient Lighting - Premium
+	Cargo Cover
+	Front/Rear heated seats
+	Unique Extreme Interior Trim
+	Smart Traction
+	HVAC: Dual-zone HVAC System - Including Limo Mode
+	Pre-conditioning
+	Remote climate control (cabin temperature, defrost)
+	Mobile device as additional infotainment screen and remote
+	Vehicle monitoring with app/HMI
+	Device to Vehicle Connection (Primary/Secondary Drivers, Companions)
+	Hollywood Mode Streaming Services

+	17.1" -Revolve ¹¹ central screen with Control Mode & Hollywood Mode
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¹¹ Patent Pending

FISKER OCEAN Preliminary Specifications for 2021 Los Angeles Auto Show <small>(All data provided are approximates based on Fisker internal simulations)</small>						
MSRP (US\$)	United States	Model	Sport	Ultra	Extreme	Ocean One
CAPACITIES*			\$37,499	\$49,999	\$68,999	\$68,999
						Limited to 5,000 units
	Estimated Range (EPA - miles)		250	340	350 +	350 +
	Estimated WLTP (Range - km)		440 +	610 +	630 +	630 +
	Estimated Performance (0-60 mph)	Seconds	6.9	3.9	3.6	3.6
	Estimated Performance (0-100 kmph)	Seconds	7.4	4.2	3.9	3.9
	Estimated Peak Power (HP)		275	540	550	550
	Powertrain (Driveline & motors)		Single Motor FWD	Dual Motor AWD with Rear Disconnect	Dual Motor AWD with Rear Disconnect	Dual Motor AWD with Rear Disconnect
	Seating		5	5	5	5
	Charging Solution	Market dependent	CCS1/2 & GB/T	CCS1/2 & GB/T	CCS1/2 & GB/T	CCS1/2 & GB/T
	Torque Vectoring	Available	No	Yes	Yes	Yes
CHASSIS/ SUSPENSION						
	Skateboard		Aluminum	Aluminum	Aluminum	Aluminum
	Upper Body		Steel & Composite	Steel & Composite	Steel & Composite	Steel & Composite
	Front Suspension		McPherson	McPherson	McPherson	McPherson
	Rear Suspension		Multi-link	Multi-link	Multi-link	Multi-link
	Wheel Size		20 x 7.5 22x8.5	20x7.5 22x8.5	20x7.5 22x8.5	20x7.5 22x8.5
	Tires	Low Resistance	255/50 R20	255/50 R20	255/50 R20	255/50 R20
		High Performance	255/45 R22	255/45 R22	255/45 R22	255/45 R22
STEERING						
	Type	Agile & Direct	Electric Power Steering	Electric Power Steering	Electric Power Steering	Electric Power Steering
EXTERIOR DIMENSIONS						
	Wheelbase (in. / mm):		115 / 2921	115 / 2921	115 / 2921	115 / 2921 (SAE L101)
	Overall Length (in. / mm):		188 / 4775	188 / 4775	188 / 4775	188 / 4775 (SAE L103)
	Overall Width (w/ Mirrors) (in. / mm):		78.5 / 1994.5	78.5 / 1994.5	78.5 / 1994.5	78.5 / 1994.5 (SAE W145)
	Overall Height (in. / mm):		64.2 / 1631	64.1 / 1629	64.1 / 1629	64.1 / 1629 (SAE H100)
INTERIOR DIMENSIONS						
	Front Legroom (in. / mm):		411 / 1045	411 / 1045	411 / 1045	411 / 1045 (SAE L34)
	Rear Legroom (in. / mm):		40.4 / 1025	40.4 / 1025	40.4 / 1025	40.4 / 1025 (SAE L51-2)
TOWING CAPACITY	(lb / kg):		2040 / 1090	4000 / 1815	4000 / 1815	4000 / 1815



Fisker Ocean Press Kit LA Auto Show 2021

Senior Leadership Interviews

11/12/21

Fisker Communications

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- 5. Simon Sproule, SVP of Communications**
- 6. Dawn Ahmed, SVP of Marketing, Sales & Service**
- 7. David Mosley, VP of Powertrain**
- 8. Kim Buhl, VP of Purchasing & Supplier Quality**
- 9. Alan Gerrard, VP of Electrical Engineering & Software**
- 10. Jinho Jung, VP of Vehicle Engineering**
- 11. Peter Saglimbene, VP of Vehicle Packaging, Body, & Chassis**
- 12. Nadya Arnaout, Sr Director of Interior Design**
- 13. Seunghee Oh, Director of Exterior Design**

Henrik Fisker

Co-founder, Chairman, and CEO

[Henrik Fisker](#)

WHAT MAKES THE OCEAN DIFFERENT FROM OTHER EVS AND SUVs?

I think it's the emphasis on design. It has unique proportions. It's sleek. It's stylish. It doesn't look like a hatchback. It doesn't look like a typical blocky SUV either.

So that's number one.

On the interior, it's super clean yet luxurious. We also emphasize technologies that help basically make this vehicle best in its class.

For example, is everything around the powertrain.

We've got a really large battery pack and very efficient drive train. That allows us to have a 350-mile range, which is class-leading.

And we've added a solar roof to the top trim level. The additional range could be about 1,500¹² miles a year.

And of course, we are aiming at the Fisker Ocean being the world's most sustainable vehicle.

To achieve that, we're incorporating a lot of recycled materials.

All the carpets are made of recycled plastic bottles and fishing nets from the ocean. We're also using recycled materials in other areas of the vehicle, and we're even using wheels that are a mix of aluminum and recycled carbon fiber, which I don't think anybody has done before.

So that's where innovation, design and sustainability come together. And I think all this makes the Fisker Ocean unique in the marketplace.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE OCEAN?

One of the things I'm really excited about is our rotational screen, which no production car has today. It kind of resembles how you use a smartphone. You use it in portrait mode, or when you want to watch a movie or something, you turn it which we call Hollywood mode.

We're pretty excited about that. think it's going to give you a whole new experience for a vehicle.

WILL THE MOVEMENT FROM INTERNAL COMBUSTION ENGINES TO EVs DEFINE THE 21ST CENTURY AUTO INDUSTRY?

I think that EVs are probably the single biggest change in our automotive industry since we went from the horse to the gasoline engine.

¹² Latest estimates are now 2,000 miles; Based on Fisker simulations. Ideal conditions assume solar irradiation of 5.4 kWh/m²/day and steady commuter driving. Actual results vary with conditions such as external environment and vehicle use

The reason it's so big is because it has an impact on how you manufacture a car, on how you develop a car, on the technology in the vehicle, specifically around the powertrain.

The entire charging infrastructure is different from what we are used to with the gasoline infrastructure.

So, this entire transformation is extremely important because the traditional auto industry, of course, is sitting very comfortably in the gasoline environment. That's what they have been expert in for the last 100 years.

You've got a lot of new EV companies coming in and challenging what's going on, but Fisker is starting on a white sheet of paper. We're starting with different thinking.

We don't have any existing customers that we have to satisfy. And that really allows us to be very pure about how we create not only the vehicle but how we create the entire customer experience.

I think that impact will be something that we have never seen before.

Where you're really going to see the impact is where the market share going, and where the customers going in terms of what they believe are the right EV brands for them.

HOW HAS FISKER'S GROWTH DURING THE PANDEMIC SET THE COMPANY UP FOR LONG-TERM SUCCESS?

For Fisker, it's important to grow because we are a company which is starting out.

We don't have a product on the road yet. But obviously, we don't want to be a car company with only one product. So, we have already planned four vehicles before 2025, the Fisker Ocean being one of them.

We have announced that the next one is called PEAR.

We need to hire a lot of people to develop these vehicles, but we also need to hire a lot of people for the customer experience. And that's an enormous growth that's going to happen over the next couple of years.

You can't hire all these people right now, because we're not selling products, so we're going to have to hire them in steps as we move to the first deliveries of the Fisker Ocean in the next year.

WHAT'S CHANGED THE MOST AT FISKER SINCE GOING PUBLIC IN OCTOBER 2020?

You change a lot when you move from a few dozen employees to over 300 employees. And we expect to be probably over 500 employees in the next six months or maybe even quicker.

And as you move to, I would say, past 50 employees, you now have to rely on processes in a company to function. You can't just run around and tell people what to do without having a process, without having some sort of trail of that information.

That's a change you see, I think, in any company that moves out of that phase where you're a small company.

Everybody sees each other every day, and you just like look over the wall and go, "Hey, can you just do that quickly?"

You don't really need any trail, any real process for that. But as we are moving to become a full-blown EV company, you are moving into these processes.

The challenge and the excitement is, "Can we change some of these old processes actually adapt some new thinking?" That's what we're trying to do so we can be more efficient and faster.

HOW DOES DESIGN, SUSTAINABILITY, AND INNOVATION DEFINE NOT JUST THE FISKER OCEAN BUT THE ENTIRE FISKER BRAND?

The reason we have these three pillars--design, sustainability and innovation--is that for me, they're the Fisker brand.

If you think about design, of course, that's my background. I've always felt that a product where you really have an emphasis on design, if it's something that's consumer-facing, then it's extremely important to have it design-led.

It doesn't mean that we don't work with engineers. We do. We work hand in hand and there's an incredible collaboration.

When it comes to sustainability, I think this is something that we feel is necessary because specifically when we create something like an automobile—in what is one of the most polluting industries in the world—we want to have a life with the automobile in the future.

So, we've got to change this industry to be much more sustainable. And it's a lot more than making an electric car. It's about how this car is made. Ours happen to be made in a CO2 neutral factory.

It's also about what materials go into the car. It's about what the suppliers do. It's about how the company is set up.

We have to be serious about it. And we have to try to spearhead it and see if we can bring other companies with us on that ride.

And of course, the customers as well.

For us at Fisker, innovation goes beyond technical innovation. It's also innovation to look at what is a new type of selling or delivering a vehicle.

What is a new way that somebody can acquire a vehicle, or pay for this vehicle? We have, for example, put out a whole new flexible lease program which I think is very, very innovative.

We also have many technical innovations, and we have some unique software that we're implementing in the Ocean. So, there's innovation all over the place at Fisker, and it's sort of at our heart. It's important that everybody feels free to try and innovate.

On design, a great design and it sells well, that's great. But if you only have sustainability, it's unlikely a lot of people will buy this product just because it's sustainable.

The better the design, the more it's going to sell.

HOW IS FISKER CHANGING THE CUSTOMER EXPERIENCE?

You can actually buy a Fisker Ocean, or you can flexible lease it.

What we're trying to do is make the entire customer experience a lot simpler, easier and more fun.

For example, being able to buy a Fisker Ocean just with a few clicks, either on your computer or on your phone--that's one important thing for us.

Secondly, if you do end up flexible leasing our vehicle, we want that experience to be really simple. And you will have choices on how you actually can receive the vehicle so that experience will be really different.

And then the experience as you own it--we also want to make that simple. I don't think a lot of young people today are dreaming of dropping off their car at the service place, then signing 500 papers to rent a vehicle and go to work, then having to pick up your car in the evening.

Those types of antiquated methods are what we're trying to get rid of.

Burkhard Huhnke **Chief Technology Officer**

[Burkhard Huhnke](#)

My name is Burkhard Huhnke. I'm the CTO of Fisker Inc.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

I think there are multiple things.

It's, number one, a beautiful design on the interior and exterior, but also things which are visible, specifically in the interior.

I'm really proud of this best-in-class screen and cluster display, but also the high resolution screen itself and the touch bar, we can turn the screen and entertain in this Hollywood mode when we turn the screen, when the car is parked, of course.

And then, from the technical side, I think I'm really proud that we could integrate our technology for ADAS and use functionalities like the 8 megapixel camera and the 4D Radar sensor system set, which is the first digital radar chip.

It's super exciting. I'm really excited to tell the people.

CUSTOMERS ARE BECOMING MORE DEMANDING OF THE TECHNOLOGY IN THEIR VEHICLES. HOW DOES THE FISKER OCEAN SATISFY AND EXCEED THOSE EXPECTATIONS?

I call it "iPhone-ization."

So for me, it's important that the Fisker Ocean becomes a smartphone for years, and it's of course adding additionally to the smartphone safety features that for my expectation, the customer experience is seamless integration of your experience from your smartphone.

That's what the customer expects.

And when I transfer that into the experience of the of the car, I think the car needs to know where is the next charging station? When is it available? Is it on my route? It needs to be seamlessly integrated.

And but I also think it takes a component of your living will with you. So the unique audio system sound experience is required. The car is talking with you. So that is what the customer expectation is that the car lives with you, learns with you and it's growing with you.

And of course, it avoids hazards on the road, because it knows it.

And that means the car needs to be connected.

And based on our electronics architecture, we are building with our edge computing team, if the car always connected and we are able to learn from every domain controller, from the car into the cloud and do intelligent

machine learning in the cloud to send new features back end and help, exactly the driver what he or she needs in this situation.

I think this learning in the cloud and helps to enhance this customer experience, and that is the expectation today.

People want to see that the system is changing, the system is adjusting and adapting to the requirements, and that is exactly what we do.

OUR "ASSET LIGHT" BUSINESS MODEL REQUIRES A LOT OF COORDINATION BETWEEN FISKER AND OUR MANUFACTURING PARTNER, MAGNA-STEYR IN AUSTRIA. HOW HAS THE FISKER OCEAN BENEFITTED FROM THIS PROCESS?

From my perspective on why we have ramped up our own team, we had to jump start right away with it. So this hybrid model is like we have experts with us on board who are really coming from the manufacturing side. And we could focus on the design and innovations and in the meantime, our partners focusing already on execution and manufacturing.

And so we were able to pick latest cell technology to get the best energy density and into a low cost, for instance, without adding risk.

Because with these experts on board and the last collaborations, we just have the advantage of knowledge and expertise to accelerate process in larger organizations that would have taken multiple longer months just to come to the conclusion and to its policies.

And I think with this experienced team on both sides, actually it's not just on both sides, it's in multiple locations in the world, it's a global team with this expertise.

We were able to avoid multiple iteration loops because we were quite clear this or that. That's the direction make a decision and this enables a very compressed timeline of just two years.

And I think that it's just a benchmark in the industry.

HAVE YOU EVER EXPERIENCED ANYTHING LIKE THE DEVELOPMENT AND PRODUCTION-START LEAD-UP THAT WE'VE SEEN WITH THE FISKER OCEAN?

No I haven't, probably, as I've just explained, only possible with our hybrid model, it's a combination of a startup with the ability to take risk and at the same time, experience auto excellence. We are a team of automotive people and combining teams and expertise from computer industry, which haven't had the experience in automotive.

But combining that mixing that with this expertise team worldwide. But I think of the ingredient and the car is still a very complex product. It's not even the most complicated product in the world that requires very process oriented knowledge.

But you need to take from probably your previous life and integrate it into this startup environment, and that makes it unbelievably fast and unbelievably exciting.

If it wouldn't have that experience, we would have repeated a lot of mistakes which we did in our previous lives multiple times, probably too. But since we know exactly what we are doing, we can go through it straight and

deliver. And I think that this unique even in this COVID situation, but to set up such a global powerful partnership team is, in my opinion, an unbelievable accomplishment.

Just this alone. But we just do things differently, faster and we just do it. We just make decisions. I do a quick knowing that this is based on the experience and that is so powerful.

We don't have to time just to delay or hide behind others. We take the responsibilities and make decisions every day.

HOW IS WORKING AT FISKER DIFFERENT FROM WORKING AT A BIG AUTOMAKER OR OTHER LARGE COMPANY?

Frankly, it's my first start-up, I've only worked in larger corporations for many decades.

So to say and I got used to long decision processes, which can be super frustrating and super long reaction time has been very slow, while others are debating EV strategy and the connected car strategy.

We just develop and we launched a fully connected car in two years, and that is...this is a different alone, just from that perspective. But we are just the opposite. So we're not taking or talking about becoming agile.

We have to be agile. We have to deliver. And this creates actually a necessity to think in an agile way every day.

And in reality, it's a dream - what we can do in in such a short period of time, what innovations we are getting into the car. But you also have to do it.

You are responsible. There's responsibilities on you and that can be very intensive. No, no doubt about that. I'm learning every day. I make things different in parallel and agile.

But when you then see parts coming in and you can touch and feel it and see what has been done, but in light of when you drive the view, it's the first prototypes you feel there's something really great going.

And for me, it's the most satisfying feeling you can have.

Patrick Newsom Director of ESG

[Patrick Newsom](#)

My name is Patrick Newsom, and I'm the Director of ESG at Fisker Inc.

WHAT DOES "ESG" STAND FOR?

So ESG stands for Environmental, Social Governance. And as it relates to what we do at Fisker, if you think about it from a material aspect, what we source in terms of materials, are they the lowest carbon footprint possible?

Where do they originate? How do they get to us?

Do we use them most efficiently? Can we use less of them?

Do we minimize waste along the way? Can we use them as long as possible?

And then when we're through using them, can we reuse them in something else?

Can we recycle them? How do we keep them out of landfill?

That's an environmental practice that we use in materials, and we use that same value-based criteria and everything that we do at Fisker.

When you think about it from a social aspect, how we treat our employees, our diversity, equity and inclusion practices.

Do employees have a voice? They do here.

And then in terms of our supplier base, we've set some very strict labor standards.

And then from a governance aspect, if we think about the structure of the company, how we make decisions, what policies we have, they needed to support those first few things that I just mentioned.

WHY IS "ESG" A CORNERSTONE OF FISKER'S BUSINESS?

Well, I think it's certainly a cornerstone, it's a foundation, there's a lot of different terms you can use to describe it. But it is why we are, it is what we are, it is what we do.

It is how we do it.

And it is really essentially our license to operate.

HOW DO WE PLAN TO MAKE SURE ALL OUR VEHICLES AND PRODUCTS LIVE UP TO THE ESG STANDARDS WE'VE SET FOR OURSELVES?

The process is simple.

The follow through is more challenging.

But essentially, you set very strict policies with your supplier base. And then you verify against those policies. We do that ourselves. And we also do that through third party verification systems.

You also set targets and they define targets differently than a goal.

A goal is something that can be aspirational, it can be big, can be moonshot, can be long reaching.

And a target is something that's very specific and time bound.

And when we set targets at Fisker, in terms of our ESG practices, they are exactly that, they're time bound, and we progress to meet them.

IS THERE A FEATURE OF THE FISKER OCEAN THAT YOU'RE PARTICULARLY EXCITED ABOUT?

First, I have to say I'm excited about so many things in the Fisker Ocean. I work very deeply, I'm in the weeds quite often with the design and engineering teams and the after sales teams.

There's so many different items within the vehicle itself, that are really exciting.

But I would say as a consumer, I think about the range and I think about efficiency.

How do I get from point A to point B? Can those two points be further away?

And can I use less energy to get there?

IS IT DIFFICULT TO DEVELOP AN ESG POLICY AT A STARTUP THAT IS ONLY ABOUT FIVE YEARS OLD AND HAS ONLY RECENTLY BEGUN TO GROW RAPIDLY?

It's fun, it's challenging. It's a lot of work, I won't lie.

I don't find it difficult because I love the work. It's a welcome challenge.

It is also an amazing opportunity, because we're really setting a lot of the benchmarks that the rest of the industry is going to follow.

DO YOU EXPECT ESG TO BECOME A BIGGER PART OF THE EV LANDSCAPE MOVING FORWARD AND COULD THAT BE A COMPETITIVE ADVANTAGE FOR FISKER?

Absolutely.

It is now and it will continue to be a competitive advantage for us, because we are on the path, we are measuring, and we will continue to be transparent about what we do.

And consumers love to see that.

It's important.

It gives us validity.

And we're a purpose driven society, we are quickly transforming into a very purpose driven society. And to me, that means that people want to know that the products and services they buy, carry the same values that they do in their daily lives.

That's one, and number two regulations are becoming more and more strict when it comes to environmental and social practices.

We have to make sure that we report against our labor practices.

And then also there are things like carbon taxes coming up, that are going to be more and more important and will be required.

So, we're setting ourselves up for success in both of those areas.

Todd Omotani, Senior Vice President of User Experience

[Todd Omotani](#)

Here at Fisker, my team is the advocate for the end-user.

We really think about everything that that end-user is going to experience.

From how they interface with the car, what it sounds like, what their first experience is and even understanding of what Fisker is from the website or the app.

Everything that touches the end customer user.

FISKER IS A VERY DIFFERENT KIND OF CAR COMPANY. HOW WILL THAT COME THROUGH TO FISKER OCEAN OWNERS?

Fisker is an interesting disrupter.

If you look at the car companies that are out there now they have a tradition, they have methods and patterns of how they develop the overall what they call "an infotainment."

What we're doing is a different approach, we're looking at it of how you would develop software and experiences for things like a smartphone.

For how you would develop them for a game, for an app, for a computer.

So, it's a complete different kind of mentality.

We don't think of it as an infotainment, we think of it as just a user experience, we're developing it like you would develop contemporary software.

So it's not this waterfall linear path that has this very automotive tradition.

We're approaching it the way you would develop anything for a new...what a consumer is expecting. You could say that we know we are competing with other traditional car OEMs companies.

But the reality is we're competing with iPads, we're competing with smartphones.

This new generation of users is significantly more tech savvy, they have higher expectations, the table stakes are significantly higher, and the bar has been significantly raised.

And so, that expectation, if a user, whether it's the driver, it's the passenger, it's anyone in the car.

If they come in and they perceive it to be like their parent's car, it's just not going to meet their expectations.

YOU'RE IN CHARGE OF USER EXPERIENCE AT FISKER. HOW IS THE COMPANY REIMAGINING THE WAY WE INTERACT WITH CARS?

It's interesting, if you think about the business model of Fisker, and the way that it's asset light, and it's trying not to just go in and use the same old methods and procedures.

What we're doing for the user interface is we have the ability to be strategic, about the types of experiences that we're developing, whether it's new pieces of hardware that are interacting with new pieces of software.

And because we're a smaller, more nimble team, we have the ability to look at other technologies, or prototype quickly.

It's that creative process that really takes into account what is the need for the user, like what do they want, and it gives us the ability to make experiences that are kind of in aligned with the type of design that Henrik does.

Henrik does this kind of emotional kind of automotive line design.

So, if you look at a Fisker vehicle, you know it's a Fisker.

In the same way, we are trying to draw on the emotions of the users, and hopefully they're good emotions.

We want them to experience it and get a feeling of, satisfaction of, "oh, it just works."

"Oh, it just does what I want it to do."

And the only way to do that is by validating, getting insights, iterating, and continuing that kind of cycle until we have to ship.

But that's not the end because with our over the air updates, we're able to kind of continue this and continually evolve our experience to be something that people will love.

A LOT OF AUTOMOTIVE STARTUPS COMPARE THEMSELVES TO A TECH COMPANY. YOU WORKED AT MICROSOFT; IS FISKER A TECH COMPANY OR AN AUTOMAKER?

Fisker is interesting in the position that it has compared to a tech company or is it more like a car company.

Now, it's kind of a hybrid.

There's people that come from tech, we're developing things like you would develop contemporary software, but it still has its roots and we're building a car.

Now, you have to understand the ways that the old world has, or the old way of making vehicles has been, it's still the way most vehicles are made.

But in order to completely disrupt or to change the way that they're made, you need to understand, if you're going to break the rules, you need to understand the rules.

And so, we are evolving and we are because of that disruption and being asset light we are moving the direction of a tech company in a similar way that some very other large tech companies make their hardware.

We're using the world's foremost manufacturers that make some of the best products.

In a way that saves us from having to go and make that capital investment, but still leverages the best that they do.

Now, our role in that is to complement that manufacturing with world class software.

And to do that, it really is dependent on understanding what those experiences are, how we can make them into better and greater experiences, and really try to continue evolving and evolving, and evolving.

If it's not easy for them to understand and we have to explain a lot of things, it's like a joke.

If you have to explain the joke, it's probably not a good joke.

HOW DOES DESIGN, SUSTAINABILITY, AND INNOVATION NOT JUST DEFINE THE FISKER OCEAN BUT THE ENTIRE FISKER BRAND?

As a company, we have been pushing design, sustainability and innovation on everything that we do.

We have a designer as a leader.

So, the way that we approach it is, when we present everything, we're presenting it ultimately to a designer.

And it pushes that kind of requirement of great design, more than anywhere else that I've had the opportunity to work. Good design isn't just aesthetics, it isn't just pretty images and shapes and forms.

It's the experience, it's how it's thought out, design is so much more than just the physical. And so, we apply that design thinking into everything that we're doing.

Now, what comes out of that is it also requires us to use technology and innovation. And there's different approaches that we're doing in different problems that we're trying to solve that require new clever ways of thinking.

Looking at things and taking them as what people expect them to be or the way that they've always been, which is a very common thing in the automotive world.

Sometimes you have to ask why?

We've had debates on our team about, well, is there an easier way to connect your phone through Bluetooth?

And others have said, but there's already a way that every car does it. And that kind of makes us ask the question why. And you could say that that falls upon design and innovation.

And even there's elements about sustainability when having to use things that require more power are leading down to how you can use less battery and be more eco friendly.

The sustainability part is really interesting, because everything that we do, you can't just make any choice because it's convenient.

As a company making particular choices in something that doesn't harm or doesn't pollute or use unneeded energy and it's about the choices that you make.

All three of these things though, lead to the greater thing about Fisker, which is really about being human.

Henrik has this quote he uses all the time "it's designed by humans for humans."

And if you think about design, innovation, and sustainability, they're all human qualities.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

Something that can't wait for the public to know about the Fisker Ocean is about the overall center display, the HMI.

We've developed it in a way that it's really about context, it's about the convenience and, and making things easier to use for the different contexts that you're in.

So when you're driving the screen is in portrait mode. And it's in that orientation by design.

Things are within arm's reach, it's not overly complicated. As the driver I can stay focused on the road. My situational awareness, my eyes on the road are there. You can easily reach over and touch any area on the screen.

There is a set of physical buttons so you don't have to take your eyes off the road, you can change your cabin temperature, you can change the volume, you can hit the home button and go back to your default layout.

In that context, it's all about driving.

Then when you stop you park, you need to charge the car, you need to wait for your child to come from school.

The screen can rotate and it's in landscape and it's in the 16:9 format, the same as a widescreen movie.

And so now, you have this big, beautiful screen that has movies and content in the format full frame that you're supposed to see.

And now you have it with this audio experience that is second to none.

So, I'm really excited for people to go and experience this and it's, it's that context setting that we're really trying to make the best experience for.

Simon Sproule

Senior Vice President, Communications

[Simon Sproule](#)

Hello, I'm Simon Sproule and I'm senior vice president of communications for Fisker Inc.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

I can't wait to show people the dimensions of the car actually and the stance of the car. It's very rare in the auto industry that a production car looks actually better than the concept car.

Overall, the thing I'm really looking forward to is the reaction when they see the car.

FISKER IS WRITING A NEW STORY, NOT JUST FOR THE AUTO INDUSTRY BUT FOR BUSINESS IN GENERAL. WHAT IS THE MOST EXCITING PART OF THAT STORY?

I think the most exciting part of the Fisker story has been this asset light approach, how Henrik with Fisker, sort of with Fisker Mark 1 Automotive took all his learnings and saw what was going on in the industry.

And I would argue, shot ahead of the target and looked at where the industry was going. And the industry is evolving in a very different way.

And I think the asset light approach that Fisker is taking is super relevant and absolute timing for where the industry is going. And that includes everything from contract manufacturing through to how we're working with our key suppliers and partners.

So we're taking a very different view to a traditional OEM. And I think that's a really exciting, industry ground-breaking approach.

HOW IS FISKER DIFFERENT FROM EVERY OTHER LEGACY CAR COMPANY AND STARTUP?

I think Fisker is different in the way in which it's approaching through its asset light model, through its leadership in design and sustainability, which are two really interesting pillars that arguably have never been brought together in any car company.

So this design forward view, plus this strong theme of sustainability that flows through the company and everything that we do. So that's probably the biggest differentiator I see.

And then this laser focus on the customer and doing everything for the customer to make the entire ownership, or usage experience, of our products seamless and convenient.

I think that's another groundbreaking area that Fisker is pioneering.

HENRIK HAS SAID THAT THE WORLD DOESN'T NEED ANOTHER CAR COMPANY, BUT THAT IT NEEDS THIS CAR COMPANY. WHAT DOES THAT MEAN FOR YOU AND FOR OUR CUSTOMERS?

Well, there's no shortage of car brands, and there have, in history, been hundreds of car brands, some have stayed around and a lot have gone. So the question really is what makes Fisker special this time around?

And I think it's this combination of product, of customer service, of experience, of sustainability, and bringing those together in a company that's very nimble, very customer focused, and delivering what will be a fascinating portfolio of products.

So because we've been able to...we haven't got a long history. The history really is about Henrik's design philosophy.

That's what we're drawing on and his ability to create incredible vehicles in many different segments.

I think that's the most important and interesting thing about Fisker and why Fisker will be a significant and valued new addition to the auto industry.

YOU'VE WORKED IN THE TRADITIONAL INDUSTRY FOR SOME INCREDIBLE BRANDS AND AT A CERTAIN WELL-KNOWN ELECTRIC CAR COMPANY. WHAT MAKES FISKER'S MISSION AND MESSAGE RESONATE AS WE MOVE INTO A FUTURE THAT COULD BE DEFINED BY THE RISE OF THE EV AND THE END OF THE INTERNAL COMBUSTION ENGINE?

Well, you know, timing and length is everything.

And I think that you're saying the barriers to entry for our industry come down like they've never come before. You've seen this convergence of four big change factors electrification, driver-assistant connected car technology and shared mobility.

And Henrik and Geeta have come up with a concept both I would say it's a company concept as well as a product concept.

And that's what's defining us.

And that's why it's so interesting where Fisker finds itself in the industry.

There are plenty of startup electric car companies out there, and it's a very tough industry.

And we know that just through history teaches us that the auto industry is incredibly tough, but we have a vision.

It's very compelling at Fisker. We have product vision and a customer vision that's very compelling, and I think those coming together is going to make us a serious contender for the future.

Dawn Ahmed

Senior Vice President of Marketing, Sales and Service

[Dawn Ahmed](#)

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

I can't wait for them to know what a special vehicle it really is. Between the design, the technology and the sustainability of the vehicle, it's really truly special, and I think people are going to get so excited. From a design standpoint, it's sleek, it's modern, it's elegant, and it's really going to wow people.

Henrik is a legendary designer, and his design is really coming through in the Fisker Ocean. From a technology standpoint, we've got a lot of great innovations in the vehicle and some really cool features.

WHAT'S SOMETHING THAT EXCITES YOU ABOUT THE FISKER BRAND?

The fact that we are so focused on delivering a clean future for all is really just inspiring. And when we talk about a clean future, it's about making mobility accessible and clean for everybody. And what we're doing is we're trying to innovate in terms of delivering additional range.

The vehicle itself is very aerodynamic. We have the sustainable materials in it. And so, everything that we do at Fisker is really driving towards delivering a clean future for all.

Our product is delivering on that. Our asset-light business model is delivering on that. And we're always trying to keep in mind the end customer and making sure that we're really trying to make the future brighter for everybody.

YOU HAVE EXTENSIVE BRAND-BUILDING EXPERIENCE. WHAT ARE SOME COOL OPPORTUNITIES THAT FISKER PRESENTS, GIVEN THAT WE'RE STILL YOUNG AND GROWING FAST?

We don't have legacy systems, so we're really truly innovating every single day. And so, we are able to create a truly innovative and unique brand.

We are building an American car company, which is in itself an historic event. We've got products that we're developing that people are going to be incredibly passionate about. Our North Star is to deliver something that's unique and special in the industry.

DOES HENRIK'S REPUTATION IN THE AUTO INDUSTRY AS A DESIGNER AND EV PIONEER HELP TO DEVELOP THE BRAND AND BRING CUSTOMERS ON BOARD?

Absolutely. Henrik is legendary as a designer. He's developed a lot of iconic vehicles. And he's also an EV pioneer. So, we have people who are around the world passionate about Fisker, excited about our products, and excited to see what we do next.

That's evidenced with all the reservations that we have coming through for the Fisker Ocean. And we expect that to continue to grow.

HOW IS WORKING AT FISKER DIFFERENT FROM WORKING AT A BIG AUTOMAKER OR OTHER LARGE COMPANY?

At Fisker, we have a culture of innovation. We don't have legacy systems or infrastructure or process, so we really have an opportunity to innovate in all areas of our business.

The second thing that we have is a culture of collaboration across the company. And we're all really working towards the same common goal.

The third thing about Fisker is that we do things with incredible speed. We make decision making very quickly. We hire people with outstanding credentials and talent. We have a very exciting culture at Fisker. It continues to evolve, and it continues to be fun, and just a great place to be every day.

David Mosley **Vice President, Powertrain**

[David Moseley](#)

I'm David Mosley, I'm VP of Powertrain at Fisker.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

Well, the Fisker Ocean has a very great powertrain; we're very proud of what we've achieved in delivering the system our users are going to be delighted by.

So it's got a super battery, the very, very high capacity battery packed into a very small volume. And that's going to give our users a lot of flexibility from an extraordinary range who's got great charging power as well as greater than what is typically in the market.

I think people are going to be really delighted with that, and it's got great torque as well because the vehicle has got a very large interior volume, which is very practical and spacious car internally to combine that with a kind of sporty spritely that these powertrains and everything's going to put a smile on everyone's face.

HAVE YOU EVER EXPERIENCED ANYTHING LIKE THE DEVELOPMENT LEAD-UP WE'VE SEEN WITH THE FISKER OCEAN?

No, no, I think it's an extraordinary pace to develop.

And I think I've been involved in several other EV startups in the last few years, and they're all very energetic and exciting places.

I think the real distinctive things about Fisker is it's got a very clear idea of its development schedule, the timeline to start production and is really focused on getting the vehicle out the door successfully on the date that we set ourselves.

And so that means that the whole process is very, very professionally driven as well as very energetic.

So there's a lot of the same kind of excitement and flexibility about the development of the Fisker Ocean that you might see in some other companies.

But what's really unique to Fisker is this real focus on delivering the product to customers in this short development time we set ourselves. That, I think that is unique.

THE FISKER OCEAN IS AN INNOVATIVE VEHICLE THAT WILL BE THE WORLD'S MOST SUSTAINABLE WHEN IT LAUNCHES IN 2022. FISKER OCEAN LEADS WITH GREAT DESIGN, INNOVATION, AND SUSTAINABILITY. HOW DOES YOUR WORK SUPPORT ALL THREE OF THESE PILLARS?

I think that I've mentioned already quite a lot of innovation Fisker Ocean includes and, you know, those things like the battery energy density and the decoupling rear axle to save energy, the integration of solar energy directly into the high voltage battery.

These are all quite innovative technologies and things which other things which are similarly innovative as well a hidden in there.

And so those are all part of, I think, developing the powertrain that really will be quite distinctive and exceptional when it comes to market.

There's a lot of genuinely deeply held environmental commitment within the team across the whole of the company, and all the different engineering teams have got commitments or expectations to deliver on that vision and powertrain definitely included in that.

So for example, in the area of battery materials, we're working to make sure that we make the very, very best use of available technologies and battery material recycling.

And we will, over the next period of time, I think, have some exciting announcements in that area.

But that's just one area where our commitment to environmental sustainability is part of the way we do our business at Fisker.

So on the design side, of course, what the user sees in terms of the style of the vehicle very much at the heart of what the nature of the Fisker Ocean and the powertrain itself is hidden within that you don't see that visually doesn't have the visual impact of the beauty of the vehicle as it is an object outside.

But I really think that the way the power is delivered, the great torque, the great acceleration, the handling that the torque vectoring that we include in the vehicle will give to our users and so will give the drivers and the other occupants within the vehicle an experience of driving pleasure, which will also be part of their emotional commitment to the vehicle.

So I think we're creating an experiential future where the design of the vehicle creates an aesthetic beauty around it.

WHAT ARE THE DISTINCTIVE CHALLENGES AND OPPORTUNITIES OF ENGINEERING AN ALL-NEW ELECTRIC VEHICLE?

In some senses, they're very similar to the challenges of developing and all of you with any drive train and technology that you have is a very big organization with logistical and technical challenge to make the vehicles.

One of the great challenges and opportunities in an electric powertrain works is that the standards of that technology is still being written, so it's not yet defined exactly how efficient the system can be, what the tools for achieving optimal efficiency are, how you develop a battery best to integrate within the vehicle structure and so on.

So these are all different areas of technical investigation, technical innovation potentially, which in the electric vehicle was still being experimented on. And so it's very exciting to be part of developing the technology, which is still relatively new and in which there are solutions that have not yet been foretold.

We're reaching all the time for those innovative ideas.

So the challenge is that a lot of this territory is unmapped, that's also the opportunities that it's still possible to make a very, very big contribution to an emerging technology, and I think we're doing that in the Fisker Ocean. I think people will find a product which in several areas really pushes the limits of what they expect from electric vehicles.

HOW IS WORKING AT FISKER DIFFERENT FROM WORKING AT A BIG AUTOMAKER OR OTHER LARGE COMPANY?

I think if you are in working in the traditional parts of the car industry, you've got many advantages. You've got the heritage of the company itself, the precedent of many projects. You've got the mature procedures that are established in place and a certain kind of corporate momentum.

And although it's very easy for people with start startups to complain about the way those heritage aspects slow down innovation, and I really think they do slow down innovation, but they also provide a momentum towards project completion that is not guaranteed in the startup.

So against those things, which I think are organizationally advantages, the real advantage that a startup has is, as I think I've mentioned in an earlier question, this ability to respond quickly to new technologies.

And so to really make the most of being the startup, you've got to take the most make the most of that advantage. If you don't, then you are effectively losing those heritage advantages, not replacing them with new.

I think, Henrik, I remember saying at one point, the last thing the world needs is another car company. I think that's really a really wise statement.

We don't need to be another company if we're not making the most of the innovation opportunities that come from the low, the low kind of momentum the low immersion of our organization. We're not really making the most of being a startup.

So the difference is that the pace of innovation and the willingness, the openness to innovate have got to be at the center of what we do.

And that's got to be the experience of working there. You can use a very, very wide range of different engineers. Traditional car companies, because the procedures and the heritage protects them.

But in a startup, everybody, every team member has a massive impact in the program and everybody needs to be on the same page in terms of that pace, commitment, innovation and technical competence, because that's the only way to compensate for these safety nets that don't exist once you've entered into the startup world.

Kim Buhl

Vice President of Purchasing and Supplier Quality

[Kim Buhl](#)

Hello, I'm Kim Buhl.

I'm the VP of purchasing and supplier quality for Fisker Group Inc.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

Unfortunately, I'm under strict non-disclosure regarding most of the sourcing activities.

But one thing I can offer is it will be the first electric vehicle that I will own. And mainly because I'm convinced that I will completely be cured of my range anxiety.

So, looking forward to that. Counting the days.

YOU'RE RIGHT IN THE MIDDLE OF WORKING WITH OUR SUPPLIERS AND WITH OUR MANUFACTURING PARTNER, MAGNA. WHAT ARE THE CHALLENGES OF MANAGING THIS "ASSET LIGHT" BUSINESS MODEL WHEN IT COMES TO ACTUALLY BUILDING THE FISKER OCEAN ON SCHEDULE?

The key is really selecting the right supplier partners.

So, with Magna in the manufacturing arena with us,

it provides us a very high level of confidence in their capabilities to deliver a quality product.

I think the biggest challenge, it's really not unique, to just the asset light model.

But largely, the biggest challenges that I see are very common across all product launches.

It's really about the communications, getting everyone working together and pulling on the rope the same way with a common goal.

And working fast, and across multiple timezones. And with a lot of communication, barriers with language barriers, really overcoming all of that.

Especially with this tight-time program, moving very quickly and not causing any delay.

YOU WORKED AT STARTUPS AND AT BIG AUTOMAKERS. HOW IS FISKER SIMILAR - OR DIFFERENT?

Basically, I was born and raised at General Motors, I spent the first twenty years of my career there. And sometimes I forget for a minute or two that Fisker is a startup. I would expect the same kind of respect from our supply base, as if we were a large OEM.

We really treat our suppliers no differently.

But there are very important facts in terms of the processes. And being able to come into a startup environment what's different is you have that clean sheet of paper approach, where you can take all the lessons learned and all the really great ideas and implement them from the OEMs that we've all been around.

And yet, we can cut out all of those non-value-added steps in the processes so we're much leaner in our approaches.

And that really enables very quick decision making and ability to get to market much faster than a traditional OEM.

So, it's taking the best from the large OEMS but then adapting it for our own benefit and really cutting out a lot of the red tape that I've seen in my prior life.

And really that was one of the main reasons that I was attracted to startups to begin with.

HAVE YOU EVER EXPERIENCED ANYTHING LIKE THE DEVELOPMENT LEAD-UP WE'VE SEEN WITH THE FISKER OCEAN?

To be honest, I've worked on many vehicle program launches throughout the years.

And in my opinion, there are more similarities than differences. I think the main differentiator is our timeline, we need to go really fast, but not to skip any steps that are important.

What I think I've seen here in the past year is that the key is really the quick decision making that makes all the difference. When I think back to other product programs and launches in my past, it would take months, even years sometimes to make those key decisions.

And what I've seen at Fisker is literally it's a matter of days, or even hours. Some of these key decisions are made in one meeting within one hour and we're really driving the product direction.

So we're not waiting for premeetings and previews and approval boards.

We basically have the decision makers right there working alongside, shoulder to shoulder. And we're able to make those very quick decisions that are true enablers.

WE'RE GROWING QUICKLY. WHAT HAS IT BEEN LIKE TO EXPAND YOUR TEAM AT SUCH A DYNAMIC TIME IN THE COMPANY'S YOUNG HISTORY?

Yeah, absolutely. Building a strong team has actually been very challenging but also extremely rewarding. There's just a tremendous interest in Fisker, and the candidates just keep pouring in.

In less than 12 months, I have interviewed over 200 candidates. I basically handpicked, the cream of the crop. The most talented people. In many cases, the most talented individuals I've ever worked with.

And I'm really blessed to have such a solid team. And I'm especially proud of how much that we've been able to accomplish in such a short time with a very lean and mean team.

But we have people of all different backgrounds, from a variety of different OEMS, tier ones, equipment builders, and we've got a really good diverse team.

Globally, from all different regions. I have purchasing candidates that are onboard in the US others in Europe, pretty much across the time zones. And we're literally able to work 24/7 and hand off as Europe goes to bed, China's getting on board, and we're handing off then.

In the morning, I get my wakeup calls at 5 A.M. from Europe with the results on the key assignments that we handed off when we went to bed. So I think that's part of the enablement, is the whole global team that's really working hand in hand.

Almost like we're in a relay race, and we're actually passing the baton. And everyone is well coordinated in these handoffs. Of course, we're continuing to grow. So, anyone that'll listen, I'm talking to them about Fisker and about the ability to join and get in on the ground floor.

And I still need to probably double, or even triple the size of my team in the coming years.

So, for me that's just been the most exciting part bringing in a lot of younger talent too, but kind of a good balance with some more mature individuals like myself, that look to mentor and bring up some of the younger generation into this new exciting automotive world.

Alan Gerrard

Vice President, Electrical Engineering & Software

[Alan Gerrard](#)

Hi, I'm Alan Gerrard, VP for Electrical Engineering & Software at Fisker.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

Well, from the electronics perspective, it would have to be the displays that we're developing for the car. We have three very unique displays in the car.

I'll leave it at that for now, but we're very proud of the work we've done with our partner in developing custom panels for the car.

They're beautifully designed and something that hasn't quite been seen in a car before.

EVS OBVIOUSLY HAVE A LOT OF ONBOARD ELECTRICAL POWER. WHAT INNOVATIONS DOES THIS ENABLE YOU AND YOUR TEAM TO PURSUE?

Well, the power system of the car is more or less divided into two groups.

There's a high voltage area which powers motors and air conditioning, heating and so on.

And then the low voltage area, which is what would traditionally be powered, in a gas-powered car, by the 12-volt battery and the alternator.

And when the car is parked and switched off, you can't do much in a gas-powered car because you would just drain the battery.

But because we have the high voltage battery to power the entire low voltage system, if needed, we can have access to the car or the customer can have access to the car more or less whenever they want.

So, preconditioning the interior, for example, so that it's at a proper temperature for you when you leave work, it doesn't so much matter if we get the timing for that off by 10 minutes, or the customer turns it on and then forgets that they had something else to do.

It's not going to drain the 12-volt battery, so it does give more freedom for comfort functions to prepare the car for your arrival. It also gives us access to the car for software updates in the middle of the night.

Again, it doesn't matter if a software update takes 25 minutes, because we have the power to do that. But in a car powered solely by a 12-volt battery, when its engine is switched off, that's usually not possible.

WE'RE DEVELOPING THE FISKER OCEAN AT AN UNPRECEDENTED PACE. HAVE YOU EVER EXPERIENCED ANYTHING LIKE IT?

No. This is at least double the pace. So, I've spent 12 years in traditional car companies before I joined Fisker. And before that, I was working in Silicon Valley companies.

This is Silicon Valley pace. Without a doubt. But we still have the discipline of a traditional car company. And that's really important.

It's not that somebody woke up one morning and said, "Oh, let's make an EV." It's been developed like a real car, just at twice the pace. So, a lot of attention to detail. A lot of validation. Everything that is done in a traditional car company, we are also doing that too.

We're just doing it at twice the speed, or perhaps working twice as much, whatever it is, but definitely shortening the development cycle. Usually it's about five years, four or five years to make a new car.

Even if it's a new generation of an existing car, it's still four or five years and we'll have done it in just over two.

DOES THE DESIGN AND ENGINEERING OF THE FISKER OCEAN CHART A PATH FOR OTHER STARTUP EV'S TO FOLLOW?

Well, we've picked some key areas to focus our attention on, instead of trying to engineer an entire car ourselves. Areas where it really makes a difference to our customers. Like in connectivity.

We've put a lot of effort into the connectivity capabilities of the car to ensure that it's prepared for the future, with very high speed, low-latency up and down links and the ability to push software to the car, whenever we need to or whenever the customer wants to download something.

We've also spent a lot of effort on the infotainment software development because again, that's a key area the customer touches and interacts with every day, and it's important to us that we can change that based on customer feedback, almost immediately.

It shouldn't take us six months to fix a bug in infotainment or to push an update for a bug fix.

And the design, again, it's...Well, the design of the UI, the design of the touch surfaces, everything, is another thing we've focused on. We're developing the car with our engineering partner, Magna Steyr. Engineering and manufacturing.

So we haven't spent any time building a factory which usually takes one or two years and cost a billion dollars.

Magna has been building cars for other companies for years. They have a factory that can produce world-class body panels with panel gaps to rival the best. The paint job is spectacular.

There's no way we could build a factory from scratch that would be as good as theirs, in a year. So there's no point even trying. They're also an engineering powerhouse, so they've done the engineering work for many other car companies.

They know exactly what has to happen.

And with Magna's support, focusing on parts of the car that are perhaps commodity, that frees us up to focus on all the areas where we want to differentiate ourselves without having to worry that we'll miss the basics because Magna has all of that covered for us.

And that's different.

That cuts a huge amount of time off the development and also reduces the number of people we have to have on staff, because we rely on support from Magna.

HOW IS WORKING AT FISKER DIFFERENT FROM WORKING AT A BIG AUTOMAKER OR OTHER LARGE COMPANY?

Well, the pace is the obvious one. We spoke about it earlier. But it's not just the pace, but the intensity.

So when we do hit a problem, when we have hit problems, we can't form a task force to go off for six months to come up with three alternatives.

We pretty much have a few days to come up with a solution, which makes it really exciting. And there's been nothing that has stopped us so far. So, definitely exciting. More exciting and higher pace than other car companies.

But the other big one is that we really are design-led. So how something looks or feels or works is one of the highest priorities. And our engineering solutions have to bear that in mind and that's what they show.

For example, there are no visible antennas on the car. The instrument cluster is a very unusual aspect ratio. Not unusual but unique, let's say.

And none of that's easy to achieve and obviously it costs a little bit extra to do that. But it makes a huge difference to how the car looks. And that's one of the areas we've decided to focus on.

So, it's usually design has an input. Engineering says "Yeah, that's not possible", but that doesn't work here. We have to find a way to make it possible. But that's a bigger difference than the pace, I think.

Jinho Jung **Vice President of Vehicle Engineering**

[Jinho Jung](#)

My name is Jinho Jung. I'm Vice President of Vehicle Engineering.

HOW IS WORKING AT FISKER DIFFERENT THAN ANOTHER OEM OR COMPANY?

Working at Fisker is very rewarding.

The culture and leadership is very approachable, and decisions are made quickly, working condition are very flexible, and the expectations from the employer are very intensive.

Several engineers came from OEM, EV companies and tech work. They have a significant responsibility and they're empowered to drive the execution plan.

HOW DOES OUR MANUFACTURING PARTNER, MAGNA, GIVE US AN ENGINEERING ADVANTAGE OVER OTHER CARMAKERS, ESPECIALLY EV STARTUPS?

I'm travelling to Austria every month. We are collaborating with the Magna team for engineering and manufacturing. The on-site visits help our partner to address any open issues and it's a very good approach to manage the program from both sides.

FISKER IS DEVELOPING THE OCEAN IN FAR LESS TIME THAN TYPICAL FOR A MAJOR AUTOMAKER. WHAT'S MADE THAT POSSIBLE?

Yes it is, because we are using a well-developed platform that is in production already. We have added our unique Fisker DNA elements to the platform.

Design and engineering is expedited with the right technical input.

Also, we are using the digital simulation tool like safety, NVH, strength, durability, CFD to predict the design or validation of part/system and the vehicle-level performance.

HOW DOES FISKER'S LEADERSHIP IN DESIGN, SUSTAINABILITY, AND INNOVATION TRANSLATE INTO THE WORLD OF DEVELOPING, ENGINEERING, AND MANUFACTURING A VEHICLE LIKE THE FISKER OCEAN?

Fisker is the only OEM that has put the sustainability and commitment to the highest standard of ESG.

This is clearly visible in the product design, innovation and material selection to have a "green thread" along the line of development, engineering and manufacturing.

This vehicle is truly revolutionary, starting with the EV concept and delivering the true sustainable product proposition for the customer to enjoy and drive with no impact to the environment.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

Ocean has very unique EV architecture. This product is very unique in the EV industry that combines styling, performance and customer experience like California Mode, superior UI/UX function, and display there.

Peter Saglimbene

Vice President of Vehicle Packaging, Body & Chassis

[Peter Saglimbene](#)

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

I'm excited about the level of sustainability that the car is going to offer. You know, it's a full EV, and Henrik's been a visionary for many years.

He has got this idea of having this full sustainable vehicle, and the Fisker Ocean is going to be the first of a kind.

We're targeting a 350-mile range, we have all recycled materials on the interior.

We're introducing chopped carbon fiber, first in automotive.

We're introducing reprocessed rubbers and plastics which are all sustainable.

Just the entire vehicle interior is something that we haven't seen in automotive, especially from a traditional OEM.

HOW IS WORKING AT FISKER DIFFERENT THAN ANOTHER OEM OR COMPANY?

I'm coming from Ford background where a program is traditionally three to four years--and our timeframe on the Fisker Ocean is 24 months. It's half time.

And just the level of detail that goes into that compressed timing is just unbelievable: the people working on it, the level of experience you have to bring in order to execute a vehicle in 24 months is something that the OEMs cannot do.

The OEMs have been around for 100 years. There's a reason why they haven't been able to do it.

Henrik as a visionary with his ideas, trying to introduce a complete EV in 24 months--it's just something that no one is prepared or ready to see.

HAVE YOU EVER EXPERIENCED ANYTHING LIKE THE DEVELOPMENT AND PRODUCTION-START LEAD-UP THAT WE'VE SEEN WITH THE OCEAN?

No, never. The pace that we work at as a startup at Fisker, it's just extraordinary. And to see how the employees take to it, I mean, because we are expected to work a lot of hours.

But the 24-month time frame in which we're expected to deliver a vehicle is something that no one's ever done.

But we've got so much excitement. To see this vehicle come to production, people are willing to make the sacrifice and put in the hours to ensure that we deliver.

HOW DOES OUR MANUFACTURING PARTNER, MAGNA, GIVE US AN ENGINEERING ADVANTAGE OVER OTHER CARMAKERS, ESPECIALLY EV STARTUPS?

The early collaboration with our partner is something that's just fantastic.

With a lot of the OEMs, you don't traditionally get that type of interface until you're at launch. That's at like 36 months and you're getting ready to launch the vehicle.

We have the opportunity to work with [Magna] from a white sheet of paper.

We're working with the Fisker Studio, the Magna Studio, engineering, the vehicle packaging team, right from the target setting of the hard points where you establish a vehicle from the ground up, all the way through the development phases, doing multiple loops of design changes, to ensure that when we do get to manufacturing, we don't have any major hurdles.

We will have some slight adjustments, but a lot of the major kinks will be worked out. The travel to Austria every week, every month is helpful to ensure that we have a flawless launch when the time comes in 2022.

HOW HAVE YOU HELPED MANAGE OUR RAPID GROWTH? WE'VE HIRED A SIGNIFICANT NUMBER OF ENGINEERS SINCE 2020.

When I started, we were about 50 people. That was about a year and a half ago, and we quickly started to scale up.

We had a small HR department helping with hiring, but we tried to keep internal, no hiring recruiting companies. So, it was just a lot of references, word of mouth, people I've worked with in the past.

The EV sector is small and new. Everybody kind of knows each other. You know who all the good people are, and they tend to kind of stay close-knit. So, it's been a lot of word of mouth and just picking from the best people that I know in the industry to establish a world class team.

Nadya Arnaout

Senior Director, Interior Design & Color Material

[Nadya Arnaout](#)

Hi, I'm Nadia Arnaout, and I'm the senior director for interior design and color material at Fisker.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

We have a lot of really cool features and innovation within this vehicle.

The seats are definitely a highlight. We have an innovative process that's fairly new in the automotive world, and we're implementing that to its full extent, where we actually have a lot more comfort to the vehicle, to the seats.

And then also visually, it's a very different look and feel from a traditional cut and sew seats that you would traditionally get within a car.

All of our trim levels are fully vegan.

We do have three different trim directions with several colors within that. Our materials are with a high content of recyclable material, and they are also recyclable.

But overall, that's a really big story for us, and it definitely takes front row within the interior especially.

WHAT'S THE BACKSTORY OR INSPIRATION FOR THE OVERALL DESIGN OF THE OCEAN'S INTERIOR?

The inspiration for the design definitely comes from the exterior. Usually, that's kind of the guiding item there, but as you know, we're really aiming for a clean, timeless design with a lot of attention to detail.

And even if you look at the original demonstrator that was shared and shown to the public, we really honored that initial design and evolved it over time and really perfected it for production.

It has a lot of really interesting features, functionality that is probably a surprise to our customers, but there's a lot of areas that you wouldn't necessarily expect.

So there's a lot of innovation included.

DO YOU HAVE A FAVORITE FEATURE? IF SO, WHY?

There actually a lot of really cool features, I think my favorite would be the rotatable center screen. We have a portrait and landscape mode. We have a unique way of interacting with it.

So we do still appreciate the classic buttons where you know where what is and you always know how to find it, and it's in the same position no matter what position the display is in.

But that's definitely one of the biggest wow factors within the car.

HOW IS DESIGNING AN INTERIOR FOR AN EV DIFFERENT FROM TRADITIONAL VEHICLES?

Well, electric vehicles give you the opportunity to have a bit more of a spacious feel, we don't have your classic tunnel within the vehicle and that spaciousness, we wanted to also translate that onto our main geometry, our main surfaces, so we visually decluttered everything.

We took away all those parts and bezels that usually look at all day long when you drive in your vehicle and we're really aiming to have our sustainable materials take front seats and have that the main story of the vehicle.

HOW IS WORKING AT FISHER DIFFERENT THAN ANOTHER OEM OR COMPANY?

Well, obviously being a startup company, we work a lot faster, our process is a lot faster from design all the way through manufacturing.

But beside that, you have a lot more freedom within the within a startup because we don't have decades of tradition that hold us to a certain design language.

We're actually developing everything from scratch, and we really are putting emphasis on innovating and really bringing a lot more functionality within the vehicle to our customers.

Seunghee Oh

Director of Exterior Design

[Seunghee Oh](#)

Hello, my name is Seunghee Oh, Director of Exterior Design at Fisker.

WHAT'S SOMETHING YOU CANNOT WAIT FOR THE PUBLIC TO KNOW ABOUT THE FISKER OCEAN?

So first, Fisker has a very unique stance. Compared to other SUVs, we have a very wide stance and that really makes the vehicle sit on the ground nicely.

And second, we added a lot of sculpture shape with dynamic lines.

If you look at the front-fender and rear-fender area, the shape is very dynamic compared to any other SUVs. And also the body side is very simple.

We didn't add any busy lines or sharp edges.

It's very simple, but it can age well. So, if you look at the car in ten years, 20 years later, it doesn't age.

Also lastly, we have very cool detail design.

For example, headlight and taillight have strong Fisker DNA.

If you look at our Fisker round logo, it has two bars in the center. So, one bar means designer's pen, and the other bar means engineer's ruler. So, those two departments are always working together and create great ideas and make them into real life.

So, if you look at headlight and taillight, those two bars are implemented in the design queue.

DO YOU HAVE ANY PERSONAL FAVORITE FISKER OCEAN EXTERIOR FEATURES THAT YOU THINK CUSTOMERS WILL FIND PARTICULARLY COOL OR EXCITING?

Well, it's hard to tell just one since there are so many favorite features.

But I got to say, one of my favorite features is definitely the California Mode.

So, with one simple button touch, all windows roll down at the same time. So, side windows, solar roof, and we have an additional small window on the D pillar area, and also the rear window.

So, those total nine panels just open up, roll down at the same time, and that really gives you that feeling that you're driving the SUV, but you feel like you're actually in a convertible.

THE FISKER OCEAN IS MEANT TO BE AN INNOVATIVE VEHICLE, BUT ALSO A VERSATILE ONE. HOW DO YOU COMBINE THOSE TWO THINGS IN ONE DESIGN PACKAGE?

So technology is developing every single day.

But we still want to keep a nice, warm human touch with the technology, we don't want to be too cold, we don't want to be too tacky.

So, making the balance of innovative, but at the same time, versatile is very important.

So, for example, I saw the survey that 60 percent of young adult readers still prefer the paper book, not the digital book. So, that was quite interesting, because I thought younger generation would prefer either audio book or digital book.

But, I guess people still like to go to the bookstore, and read an actual book.

So, those are all based on emotional and human touch. So for the Ocean, we'd like to keep those kinds of elements in the vehicle.

So for example, the interior center screen, I mean, we could go full touch screen, but we actually kept the physical buttons. So, that way people can still have the latest technology, but they can also have a freedom to play around with the buttons.

WHAT ARE THE MAIN DIFFERENCES BETWEEN DESIGNING AN EV AND A TRADITIONAL GAS-POWERED CAR?

So, from the package perspective, the simple, easy, big difference is the EV vehicle has no engine, but it has the HV (High Voltage) Batteries. So, to place the batteries into the platform, usually the vehicle wheelbase has to get longer and also same as the width, the width has to be wider.

And also, because of that proportion of front overhang and then the rear overhang, it's naturally getting shorter. So that is different than the conventional vehicle design.

And also, if you look at the Fisker Ocean, the A pillar angle is very fast, and it's kept forward design. So that actually gives more interior space as well.

HOW IS WORKING FOR FISKER DIFFERENT FROM ANOTHER AUTOMAKER?

So, the biggest difference is Henrik is a design legend, but at the same time he is the CEO of the company. So, design team is just so surprised how quickly he makes design decisions.

Everything moves fast here.

Usually a bigger OEM at concept stage from sketch to scale model to full size clay model, it could easily take several months. But at Fisker, for example, we had finished a couple projects last year and worked the scale model in a couple of days, and right away we moved into the full sized clay model.

And we spent around two to three weeks and we could get a solid concept in.

So, things are moving fast here and Henrik is very easy to approach and he asks the opinions of every team member. So, it's a very open culture, and I think this kind of open culture makes better communication and eventually a better product.