



**Press release**  
Paris, March 7, 2023

## **Orange Business supports Lucid to deliver the experience-driven connected car across Europe**

- **Orchestration, service integration and next-gen connectivity enhance end-to-end customer journey**

Orange Business today announced that it has been selected by Lucid Motors, the American electric vehicle (EV) manufacturer, to be the preferred European partner for its next-generation in-vehicle connectivity and digital expertise. Guided by its focus on innovation, Lucid plans to sell its all-electric Lucid vehicles direct to consumers as it expands its operations in Europe, offering infotainment and telematics connectivity from Orange Business.

In addition to Orange Business providing seamless pan-European IoT and Internet connectivity for Lucid's software-defined vehicles, Orange has helped Lucid orchestrate the customer journey in Europe, simplifying and navigating complex regulatory requirements. Furthermore, Orange is now directly integrated into Lucid's manufacturing supply chain and helped them adapt connectivity test procedures for vehicles delivered into Europe. In terms of end-user benefits, services by Orange enable infotainment and Internet-enabled content, including navigation, security and communication tools, diagnostics, and streaming audio. Additionally, over-the-air updates are pushed to vehicles to ensure the most up-to-date software to deliver a premium Lucid customer experience.

"Lucid is not only building sleek and luxurious EVs for sustainable mobility, but they are keenly focused on delivering a premium user experience. Providing a personalized customer experience that creates value is exactly how Orange Business wants to support its customers. We are proud to have the application development, data analytics, network and integration experience, and assets to help American automotive companies like Lucid expand operations in Europe," said Scott Williams, Senior Vice President of the Americas, Orange Business.

Orange is a licensed and experienced Electronic Communication Services (ECS) provider for both IoT and Internet Access services. This provides significant support for OEMs looking to navigate the complexity of the European regulatory environment with both EU requirements and individual country provisions. When it comes to expertise in the IoT market, Orange Business is once again positioned as a Leader in the 2023 Gartner® Magic Quadrant™ for Managed IoT Connectivity Services, Worldwide – the sixth consecutive time that the company's Completeness of Vision and Ability to Execute have been recognized.



### **About Orange Business**

Orange Business, the enterprise division of the Orange Group, is a leading network and digital integrator, supporting customers create positive impact and digital business. The combined strength of its next-generation connectivity, cloud, and cybersecurity expertise, platforms, and partners provides the foundation for enterprises around the world. With 30,000 employees across 65 countries, Orange Business enables its customers' transformations by orchestrating end-to-end secured digital infrastructure and focusing on the employee, customer, and operational experience. More than 3,000 multinational enterprises, as well as two million professionals, companies and local communities in France, put their trust in Orange Business.

Orange is one of the world's leading telecommunications operators with sales of 43.5 billion euros in 2022 and 287 million customers worldwide at 31 December 2022. In February 2023, the Group presented its strategic plan "Lead the Future", built on a new business model and guided by responsibility and efficiency. "Lead the Future" capitalizes on network excellence to reinforce Orange's leadership in service quality.

Orange is listed on the Euronext Paris (ORA) and on the New York Stock Exchange (ORAN). For more information: [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#) and on [Twitter: @orangebusiness](#)

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