



HENRIK FISKER DEBUTS NEW AMERICAN SUPER CAR “THE FORCE 1”
AT THE 2016 NORTH AMERICAN INTERNATIONAL AUTO SHOW ON JANUARY 12

Henrik Fisker, the founder of Henrik Fisker Design, will be taking the wraps off a new sports car, The Force 1, at a press conference at the 2016 North American International Auto Show (NAIAS) on the main show floor on January 12, at 10:05 a.m.

This high-performance automobile is an American take on a super sports car featuring powerful, dramatic sculptural exterior styling, Ultra Thin Ventilated (UTV) laser blade tail lamps and a luxurious contemporary interior for two people. The body on the limited edition auto is all carbon fiber sitting on 21" wheels with high performance Pirelli P Zero tires, controlled by a unique new active suspension.

Priced just under \$300,000, The Force 1 is the only American sports car in this price category. The car will be front/mid engine, featuring one of the world's highest output natural aspirated engine in a road car, driven by the rear wheels either by a six-speed manual or optional paddle shift auto box. “I believe there is room in the market for a daily driver that embodies all the attributes of the best track racing car, and the comfort of a luxurious sports car” said Fisker. “Extreme power, great aesthetics and pristine handling make for a superior ride in Force 1, an American Super Car.”

The car has been in development for the latter part of 2015 with an acclaimed American race car driver and his team. Force 1 will be manufactured in Michigan/USA with a production of up to 50 units starting in April 2016.

Fisker is noted as the international designer for some famous iconic, exotic and collectable cars. He is best known for his BMW Z8, Aston Martin DB9, Aston Martin V8 Vantage, as well as the Artega GT, Fisker Karma Hybrid, Mustang Rocket and the Viking motorcycle, among others.

His company, Henrik Fisker Design, founded in 2013, is an industrial design house that works across numerous categories including luxury travel, automotive, architectural design, furniture, smart devices, consumer products and technology.

For media inquiries and interview requests, please reach out to:

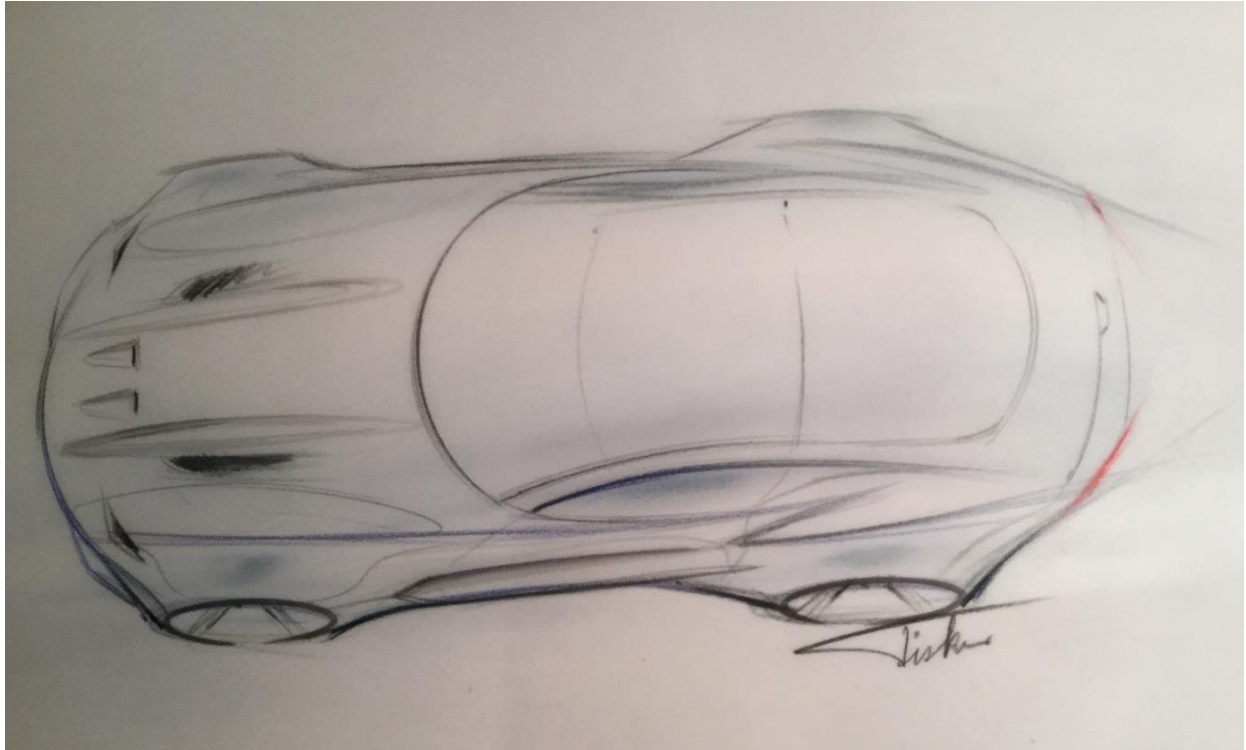
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About Henrik Fisker

Henrik Fisker is an entrepreneur and one of the world's leading automotive designers. Previously Fisker founded Fisker Automotive in 2007, where he launched the world's first premium plug-in hybrid, the Fisker Karma. Best known among his creations are BMW Z8, Aston Martin DB9 and Aston Martin V8 Vantage. Among his latest creations is also the Lauge Jensen Viking motorcycle and Mustang Rocket. Originally from Denmark, Fisker is now based in Los Angeles, and is the Founder of HF Design, a design

and technology company with various automotive, technology and consumer product ventures underway in Europe, Asia as well as North America. More information can be found at www.henrikfisker.org.

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CAPTION: Henrik Fisker's initial design rendering for The Force 1, a high-performance automobile debuting on January 12 at 10:05 a.m. at the 2016 North American International Auto Show in Detroit.