

AUTOMOTIVE

Fisker makes electric vehicle comeback with \$129.9K model

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Fisker Inc.'s new electric car is poised as a competitor to Tesla. Image credit: Fisker Inc.

By DANNY PARISI

Renowned automotive designer Henrik Fisker is making his big comeback into electric vehicles at the 2018 Consumer Electronics Show with the debut of a new model and supporting technology.

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After his first venture into electric cars in 2013 proved to be a flop, Mr. Fisker has spent his time redesigning and reinventing his approach to luxury electric vehicles. Now, the automotive designer is finally ready to debut his latest iteration, meant to be a competitor to the electric vehicle giants such as Tesla and others.

"We are truly entering a new era in the way the world thinks about vehicles, the way EVs are charged and the way personal consumer electronics are powered with Fisker Inc. now clearly at the forefront of that revolution through our worldwide launches at CES," said Henrik Fisker, chairman and CEO of **Fisker Inc.**, Anaheim, CA. "With the EMotion, we're introducing edgy, dramatic and emotionally-charged design/proportions complemented with technological innovation that moves us into the future.

"That design balance is what has made the Fisker brand emotionally connect with our consumers. We've also made the seemingly impossible, possible with our scientists spearheading the breakthrough in Flexible Solid-State battery technology which is the next generation in charging everything from your personal cell phone to enabling mass adoption of electric vehicles due to unprecedented ranges and lightning fast charge times.

Fisker's comeback

Mr. Fisker has had success designing beloved models for brands such as BMW and Aston Martin, but the designer's true passion has been electric vehicles.

In 2013, Mr. Fisker's automotive venture, positioned as a competitive option to Elon Musk's Tesla, declared bankruptcy, and a debt of \$139 million owed to United States taxpayers. Although his first attempt to enter the electric vehicle market flopped, Mr. Fisker is known as the creative talent behind the designs of the BMW Z8, Aston Martin's DB9 and the V8 Vantage, as well as his own, now-discontinued Fisker Karma ([see story](#)).

But now, Mr. Fisker has made his return to luxury car design with the Fisker EMotion luxury sedan, unveiled at this

year's CES in Las Vegas Jan. 9-12.



The Fisker EMotion. Image credit: Fisker Inc.

A major part of the EMotion's appeal is the all-new electric battery created by Fisker Inc. that powers it. The company claims it is one of the longest-lasting electric vehicle batteries ever made.

The EMotion is designed specifically to compete not only with Tesla and its popular electric vehicles, but with any of the top luxury cars in the space today.

Consumers can pre-order a Fisker EMotion starting June 30. Fisker's EMotion will sell for \$129,900 to start.

Mr. Fisker is also hoping that the newly designed battery will be applicable in other electronics, such as smartphones, in the next few years.

Electric competition

Interest in electric vehicles has slowly been increasing in the U.S. as customers become more focused on sustainability and the effects of global warming.

Fisker will have to compete with Tesla's efforts, including its slated electric pickup trucks. Tesla is looking to shift the pickup truck narrative with what its founder calls a "game-changing" feature.

Tesla's Mr. Musk is promising that following the production of its all-electric crossover, Model Y, the automaker will get to work on an electric pickup truck. The luxury pickup truck industry is sparse, but including an electric motor and a mystery "game-changing" feature will put the Tesla pickup on a platform of its own ([see story](#)).



The EMotion's interior. Image credit: Fisker Inc.

Outside of electric vehicles, autonomous driving is the other major new trend in cars. While consumers are still hesitant to embrace driverless vehicles, the industry's success will lie with autonomous services rather than individual ownership.

The U.S. is expected to lead the race in production of autonomous technology deployment and production likely by next year, with Europe and China joining in 2021. Ride-sharing economy and mobility services will be the forces that

help driverless vehicles takeoff instead of consumers owning these cars themselves ([see story](#)).

With the EMotion and the new battery, Mr. Fisker is giving Tesla and other automakers a run for their money as his brand seeks to establish itself as a major player in the innovative world of electric cars.

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