

AUTOMOTIVE

Karma begins accepting cryptocurrency for luxury cars

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Karma's flagship store in Newport Beach, CA. Image courtesy of Karma

By STAFF REPORTS

California-based electric automaker Karma is testing Bitcoin as a form of payment at its Newport Beach, CA dealership.

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The cryptocurrency will be accepted for both new car purchases and services at the flagship. While Bitcoin is being used in an increasing number of applications throughout the luxury business, its adoption at retail remains less common.

Cryptocurrency study

This blockchain test is in partnership with Karma's lead shareholder Wanxiang Group. The group founded Wanxiang Blockchain Labs, a nonprofit that studies applications and uses of the technology.

Through the test, Karma aims to help Wanxiang further develop its expertise in blockchain.

"We are opening our platform to serve as a test bed to help convert theoretical blockchain applications to practical use," said Dr. Lance Zhou, CEO of Karma, in a statement.

"Karma's flagship store will support our efforts to prove emerging technology and provide the latest VVIP customer treatment offerings by accepting Bitcoin cryptocurrency," he said.

Karma is first rolling out Bitcoin acceptance at its Newport Beach location. This dealership recently moved into a 15,000-square-foot building that can accommodate about 20 cars.

Other features include a detailing center and an area for vehicle and photo staging.

The retail outpost is in close proximity to John Wayne Airport. Catering to clients who may be traveling, the store includes a concierge service.



Karma Revero. Image courtesy of Karma

Karma's Revero GT starts at about \$130,000, with the 2020 version retailing at \$135,000 and up.

Typically, blockchain as a payment option has primarily been used for big-ticket purchases such as yachts and homes.

Despite some trepidation based on the wildly fluctuating value of Bitcoin, cryptocurrency is swiftly rising to prominence in many areas of the luxury world.

High profile luxury real estate sales made through cryptocurrencies have massively expanded popular perception of how useful they can be among wealthy elites. With luxury apartments in New York and sprawling luxury homes in California going on sale for Bitcoin, it is clear that the cryptocurrency's place in luxury real estate has been cemented, paving the way for further adoption in other sectors of the high-end market ([see story](#)).

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