

AUTOMOTIVE

## Fisker leads with sustainability for upcoming SUV

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*Fisker is launching an electric SUV. Image courtesy of Fisker*

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By STAFF REPORTS

California-based automaker Fisker is looking to give the luxury sport utility vehicle a green makeover with an upcoming electric car that leverages vegan and recycled materials.

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Dubbed the Fisker Ocean, the SUV is aimed to bring luxury electrification to more consumers through a flexible leasing model and a price point that is said to be under \$40,000. As consumers seek out more eco-friendly driving options, Fisker may emerge as a competitor to heritage brands' electric options as well as rival electric marque Tesla.

### Sustainable SUV

In 2018, automotive designer Henrik Fisker made his big comeback into electric vehicles at the 2018 Consumer Electronics Show with the debut of a new \$129,900 model and supporting technology.

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.

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](#)).



*Fisker's CES model reveal. Image credit: Fisker*

Following its CES appearance with a six-figure car, Fisker has set its sights on more of a mass luxury audience.

Mr. Fisker designed the Ocean with sustainability in mind.

The carpeting comes from regenerated nylon fishing nets, while upholstery features ecosuede by Dinamica that is made out of recycled T-shirts and plastics. This recycled polyester reduces the amount of carbon dioxide created in the process, compared to producing new textiles from petroleum.

Rubber waste from the car's production will also be repurposed.

The car features a solar paneled roof, enabling the Ocean to generate the energy for about 1,000 miles of driving per year.

Taking an alternative approach towards a model debut, Fisker has opted to not present at auto shows. Instead, a production ready prototype of the car will be revealed in Jan. 4 at a private, live-streamed event.

Ahead of the unveiling, Fisker is launching reservations on Nov. 27 through a mobile application. The app-based interface will also serve as the basis for the model's flexible leasing program, which eliminates long-term contracts and includes maintenance.

Fisker is planning to begin production on the Ocean in 2021.

"For the past two years, we have been working quietly on an emotionally appealing and affordable luxury electric vehicle that will serve as a flagship for driving positive global change from the most sustainable materials possible across the supply chain to practicality that will change the perception of what an EV can be," said Mr. Fisker, who is also chairman/CEO of Fisker Inc., in a statement. "The Fisker Ocean features dramatic sculpture with a wide stance and a luxurious SUV silhouette.

"I wanted to combine maximum usability with an unprecedented driving experience," he said. "The interior is spacious and extremely modern, bringing a luxury feel and timelessness that has never been seen in a vehicle before.

"The future of mobility is about enjoying an electric vehicle without hassle, long-term commitment and the prohibitive high cost of ownership. Driving the Fisker Ocean will be easy: through a flexible lease via a mobile app. And we take care of all the service and maintenance. Simply put, we're introducing the future of hassle-free, fun and easy e-mobility."