**LAPP headlines**

**Design subpage**

**Exterior**

**Headline about sleek, agile, aerodynamic shape of Air / stunning design, most aerodynamic in the world.**

Va-va-vroom.

Its looks are as electric as its motor.

Sometimes great design is rocket science.

Just try to find a seam, we’ll wait.

Electrifying luxury. That flies.

Aero-to-die-for-namic.

So sleek, it turns heads at every turn.

Not what a luxury sedan should be, what it can be.

Sleek and streamlined looks for miles.

The world’s most aerodynamic car has landed.

Seamless is more.

The sleek shape of everything to come.

Sleek, agile, and always runway ready.

So aerodynamic, its looks are always runway ready.

Runway good looks, for good reason.

We’ll give you a second to finish gazing.

Yes, form follows function. But look at that form.

It just looks fast.

Looks fast because it is.

Puts the dynamic in aerodynamic.

A shape that puts the dynamic in aerodynamic.

Muscular stance. Effortless glide.

Powerful stance. Effortless glide.

Phenomenally fluid.

Engineered to go with the flow.

Powerful. Purposeful. Beautiful.

Fascinatingly fast.

Fast never looked so fascinating.

Peak sleek.

A design that reaches peak sleek.

We’ve reached peak sleek.

A silhouette as strong as it is sleek.

**Interior**

**Headline about insanely spacious interior of Air.**

Spacious, from headroom to toeroom.

Say “hello-hello-ello-ello” to spacious.

We miniaturized everything to maximize space.

Spacious, luxurious, jaw-dropping-ious.

Spacious, luxurious, glorious.

We put everything into this, including more space.

Space, conquered. Now onto the next frontier.

Car cabin? More like car mansion.

A good stretch roomier than the competition.

More spacious, by a good stretch.

A leap toward living large.

Impossibly spacious.

Shockingly spacious.

Stunningly spacious.

Surprisingly spacious.

We respect your personal space. So we gave you a ton of it.

A whole lot of personal space.

Full-size space in a mid-size sedan. A paradox of epic proportions.

Room. With a view.

R   o   o   m. With a view.

Breathing room. With a view.

Tons of room. With a view.

More room. With a view.

All kinds of room. With a view.

So. Much. Room.

So. Much. Space.

E x t r e m e l y   e x p a n s i v e.

Room to stretch out.

Air it out.

Space to spare.

A h h h h h h h.

Ahhhh. Room to breathe.

An interior of epic proportions.

A cabin of epic proportions.

Luxury of epic proportions.

Luxuriously large.

Get lost in space.

Space all around.

Kiss cramped goodbye.

The opposite of scrunched.

You won’t feel the squeeze.

Breathing room that’ll leave you breathless.

More space in all the right places.

Make yourself at home.

Live large.

**Subhead about ample storage within.**

Store more.

Store so much more.

More in store.

Frunk yeah.

Storage? Frunk yeah.

Lots of storage? Frunk yeah.

We rethunk the trunk and frunk

Trunk and frunk, rethunk.

Trunk and frunk, completely rethunk.

A two-tiered trunk and frunk? Who would’ve thunk.

Pack it up, pack it in.

Room for luggage, equipment, and groceries galore.

Storage galore.

An abundance of storage.

**Glass Canopy**

**Headline about inside/outside experience.**

**Or headline about seeing the view without letting in sunlight.**

Inside, meet outside.

An indoor-outdoor in-car experience.

Lean back. Look up. Enjoy.

A roof with a view.

Now that’s a roof with a view.

What happens when a sunroof takes over.

See everything and be seen.

You’ve never seen through anything like this.

Glass that spans the horizon.

Landscape as far as the eye can see, glass, too.

Stunning views, inside and out.

Keep your eyes on the road and everywhere else.

It’s what’s inside and outside that counts.

The great outdoors meet the epic inside.

The great outdoors meet the great interior.

Glass envy is real.

Spacious skies.

Oh beautiful for spacious skies.

Look up and enjoy the view.

A window to the sky.

Let the outside in.

Bringing the outside in.

Minimalist lines. Maximum view.

An unobstructed view of the sky.

Scenic view overhead.

Let the light shine in.

Let the sun shine in.

Marvel at the sun, moon, and stars above.

Above and beyond.

Look above and beyond.

A roof that goes above and beyond.

A view that goes above and beyond.

Go stargazing. Right from your seat.

Sunbelievable.

Blurs the line between inside and out.

A roof that brings the outside in. Eichler would be proud.

Love what’s above.

Love the natural beauty above.

It’s hard to tell where the roof ends and the sky begins.

Sweeping sky views.

Sweeping skyscapes.

Gets great natural light.

Gets great sunlight.

**Technology**

**Headline about beautifully integrated, futuristic technology.**

The future has arrived in style.

Hi-tech. High design. “Hi, Alexa.”

Hi-tech. Highly intuitive. “Hi, Alexa.”

At the crossroads of innovation and exhilaration

The future never looked brighter, or so seamless.

The future, at the touch of a button.

Not a time machine, but from the future.

So this is what the future feels like.

Timeless design. Time machine features.

Design forward, like years and years.

Test drive the future.

Take the future for a test drive.

The future comes standard.

Spoiler alert. The future’s as cool as you think.

Love at first touch, listen, connection, and sight.

A car as connected as you are.

Seamlessly woven into your world.

So advanced, it’s simple.

Effortless everything.

Effortless is more.

Every interaction, effortless.

All the advanced tech you’d expect and more.

Easier than easy.

Effortlessly integrates into your world.

It conforms to you. Not the other way around.

Technology so advanced, it feels completely natural.

Awe-inspiring tech.

Nothing frivolous. Everything effortless.

Intuitive, inside and out.

Impossibly intuitive, inside and out.

Never gets in the way.

Advanced technology that anticipates your every need.

Advanced tech that adapts to you. Not the other way around.

Everything you need, right when you need it.

Advanced technology designed with one principle in mind: You.

Designed with one principle in mind: You.

**Finishes**

**Headline about super high-quality materiality/sophistication.**

Craftsmanship meets rocketship.

Nothing excites us more than watching paint dry.

Every detail considered, down to the last detail.

Auto couture.

A discerning eye for design.

A discerning eye for the details.

It’s the little things.

Every last stitch, considered.

Every material, every touch, every stitch. Carefully considered.

Every material, every color, every stitch. Carefully considered.

Obsessed with the details.

We sweat the details so you can simply appreciate them.

No detail overlooked.

No detail too small.

Our commitment to craftsmanship is evident.

Details you may not notice. But rest assured, we did.

The level of detail is next level.

A level of detail that’s next level.

A next-level level of detail.

A deeper level of detail.

Nothing overlooked. Everything considered.

Nothing overlooked. Everything intentional.

Persnickety is an understatement.

To call us persnickety would be an understatement.

Phenomenally fastidious.

The epitome of persnickety.

Attention to detail you can’t help but notice.

Attention to detail you’ll appreciate.

A level of detail you’d expect from a luxury car. And another level beyond that.

Everything you’d expect in a luxury car. And a whole lot of things you wouldn’t.

Everything you’d expect in a luxury car. And all kinds of things you wouldn’t.

California cool, carefully curated.

Sustainable sophistication.

A devout dedication to detail.

We’re perfectionists. And proud of it.

**Subhead about luxury interior environments/themes.**

Five California vibes.

California cool, carefully curated.

California-inspired color palettes.

Five color palettes. Inspired by California.

Choose your own adventure.

Choose your own California adventure.

Five California colorways.

**Performance subpage**

The numbers

The numbers don’t lie.

The numbers speak for themselves.

Just look at these stats.

Pardon our humblebrag.

**520 miles per charge 1080 max horsepower 20 minutes 300-mile charge**

**24 seconds quarter-mile 2.5 seconds 0-60mph**

**Range**

**Headline about goes the distance or about longest range of any luxury EV.**

Let’s be honest, it’s all about the range.

We took everything further, so you can, too.

It’s got battery for miles.

Over 500 miles. Yes, you read that right.

A rip-roaring range of up to 520 miles.

When it comes to range, we’re miles ahead.

San Diego to San Francisco, sans charging.

We just broke the 500 mile barrier.

When we say we go further, we’re not just saying it.

This one goes to 500.

We take luxury further, in fact, the furthest ever.

Wider-ranging.

Far and wide-ranging.

Leaps two cities in a single charge.

Leaps all EVs in a single charge.

SF to LA in a single charge.

Where to?

Set off for far-flung destinations.

Set out for far-off destinations.

Look for longer, windier roads.

Take the long and winding road. And keep going.

Go long. No, longer.

Goes where no EV has ever gone before.

Juice up once. Don’t think twice.

Go on and on and on.

The open road, now open to EV drivers.

More mileage, less juice.

Leaves other EVs in its rear-view mirror.

Leaves other EVs in the dust.

Leader of the battery pack.

Leader of the (battery) pack.

Go 520 miles between charges.

520 miles on a single charge. No, seriously.

520-mile range. Seriously.

The cure for range anxiety.

Kiss range-anxiety goodbye.

**Power**

**Headline about beyond powerful or track-proven performance.**

Faster than a speeding any other luxury sedan available.

Track-tested, speed fanatic approved.

A proven track record for power, literally.

1080 horses, of course.

Go, speed racer.

Satisfy your need for speed. And then some.

Stronger than 1080 horses.

Uncork the torque.

A beast right out of the gate.

Quicker off the starting blocks.

Hits 60 mph by the time you finish this sentence.

Goes from 0-60 by the time you finish this headline.

Zero-to-sixty faster than you can count to three.

**Efficiency**

**Headline about efficiency/miniaturization to the max.**

We miniaturized everything about the powertrain except power.

Good for efficiency things come in small packages.

Maximum power, miniaturized.

Honey, we shrunk the powertrain.

Space-saving design. Groundbreaking efficiency.

A groundbreaking, space-saving design.

A groundbreaking, space-saving platform.

Groundbreaking, space-saving technology.

A huge leap for miniaturization.

A huge LEAP for miniaturization.

One giant leap for EV-kind.

**Subhead about a motor that’s super small and light but powerful. Or that’s the most powerful for its size and weight.**

Meet the motor that punches above its weight.

Meet a motor that punches above its weight class.

Lightweight weight. Heavyweight power.

You’ll wonder where we put all the power.

Ponypower is the new horsepower.

Punches way above its weight.

Punches waaaaay above its weight.

More power per pound.

Pound for pound, the most powerful EV in the world.

The new lightweight champion of the world.

Lightweight motor. Heavyweight power.

Pure, unadulterated power.

We reinvented the motor by thinking small. Really small.

**DreamDrive**

**Headline about automated driving/tech.**

**Or headline about the most advanced and comprehensive advanced driver assistance system (ADAS) ever**

A whopping 32 sensors. And lasers too.

Let our unrivaled driver assistance system take you for a test drive.

Because 32 sensors only made sense.

Because 31 sensors wasn’t quite enough.

Lucid, take the wheel.

Your very own chauffeur.

Your very own driver.

Personal driver, anyone?

Sit back. Relax. And enjoy the road.

Your invisible co-pilot.

We’ve got your back. And front. And sides.

32 sensors. You won’t believe its eyes.

Lucid Air has eyes in the back of its head.

32 eyes on the road.

Keeps its eyes on the road. All 32 of them.

Laser-guided driver assistance you’ll love.

It’s like having a backup professional driver.

Like having a built-in professional driver, just in case.

Sees things even you can’t.

Visionary 360-degree vision.

Hyperaware of its surroundings.

Hyperaware of your surroundings.

Heighten your senses with 32 sensors.

**Safety**

**Headline about superior safety.**

So safe it’s scary.

Just our way of saying, “have a safe trip.”

Don’t have a safe trip, have the safest trip possible.

Instead of saying “have a safe trip,” we ensure it.

Engineered to prevent. Built to prevail.

When it comes to safety this is a think tank.

Safe. And sound design.

Safety first, and last, and everywhere in between.

Safety first, second, third, fourth, and fifth.

Safer travels.

Uncompromising safety.

Safety drives everything we do.

Safety drives every single decision we make.

The world’s most rigorous safety standards aren’t rigorous enough for us.

We hold ourselves to a higher standard of safety.

Projected 5-Star Safety Rating. You deserve nothing less.

Projected 5-Star Safety Rating. Because you deserve nothing less.

Projected 5-Star Safety Rating. Your family deserves nothing less.

**Subhead about prevention**

Prevention: Actively avoid accidents.

Avoid accidents altogether.

Some accidents don’t have to happen.

Prevention: You can never be too alert.

Prevention: You can never be too prepared.

Prevention: You can never be too careful.

Prevention: A ton of tech watching out for you.

**Subhead about protection**

Superior construction leads to superior protection.

Superior construction for superior protection.

Protection: Engineered for almost anything.

Protection: Engineered to withstand almost anything.

Protection: Engineered to withstand what-ifs.

Protection: Engineered to withstand whatever the road throws at you.

Protection: Engineered to withstand worst-case scenarios.

Protection: The best engineering for worst-case scenarios.

The best protection for worst-case scenarios.

**Connectivity subpage**

**User experience**

**Headline about effortless user experience.**

A user experience as seamless as the design.

An experience-driven car.

Enjoy the open road, even before you open the door.

The car that loves you back.

An experience that doesn’t end at your destination.

The user experience should be a luxury, not just the car.

Luxury that goes beyond the car.

Effortless is more.

It took an extraordinary amount of effort to make your experience effortless.

Follow your intuition. We did.

Intuitive interactions at every turn.

Integrates into your life.

So futuristic, yet so familiar.

Designed just for you.

Every interaction feels more human.

Tech that feels more human.

**Subhead about the Lucid app.**

We thought of everything.

Give yourself a head start.

The app that gives you a head start.

The Lucid app. Your drive starts here.

**Subhead about your Air knows you.**

Well, hello there.

Hello there, Air.

A warm welcome.

A warm welcome, every time.

A warm welcome, just for you.

Knows you when it sees you.

A friendly greeting, just for you.

Anticipates your every need before you do.

**Subhead about in-car experience.**

Alexa at your service.

Everything you need, right when and where you need it.

Music to your ears. Info for your eyes.

You won’t believe your eyes. Or ears.

Every drive is an audiovisual delight.

Alexa navigation. Immersive audio. Built-in Wi-Fi. You’re in for a treat.

You may never want to get out.

Amazing hospitality in every drive.

**Glass Cockpit**

**Headline about glass cockpit, you’re in control, or the right info at the right moment.**

All systems go go go go go.

Serving up everything, right to your sightline.

A 34-inch, 5K resolution magical sheet of glass.

Everything you need to see, like you’ve never seen before.

A breathtaking display of displays.

Feel free to stare, in fact you probably should.

Your tire air pressure never looked so sexy.

A control panel that’s out of control cool.

A cockpit that truly puts you in the driver’s seat.

A cockpit that puts you in complete control.

Inspired by jets. Tailored to you.

We treat our pilots like royalty.

Welcome to command central.

Cutting-edge technology at a glance.

A 5K floating display at your fingertips.

Everything you could possibly need is just a glance or tap away.

**Entertainment**

**Headline about just invented, insanely immersive sound system. Sound all around you.**

Welcome to your own personal sound studio.

Take listening to new levels.

An entirely new way to hear everything you love.

You’ve never heard it like this before.

You’ve never heard anything like it.

Listen up. In a whole new way.

An immersive experience for those who love to listen.

Listen up. We designed an entirely new audio experience.

Listen up. In-car audio will never be the same.

Listen up. Surround sound has nothing on this.

Sounds as good as it looks.

Love at first listen.

Sound that steals the show.

Wired for sound. That will blow your mind.

Hugs turns and your ears.

21 speakers, it’s as amazing as it sounds.

Part car part Carnegie Hall.

Part car part concert hall.

This one goes to 21.

21 more ways we blow away the competition.

This is something you should definitely hear.

21 speakers is music every passenger’s ears.

This will leave you grinning from ear to ear.

A concert in your cabin.

Concert-quality audio.

Concert-quality audio. And you’ve got a front-row seat.

Deep, rich Dolby Atmos music fills the Air.

Innovative. Immersive. Impressive. [eyebrow would need to say Audio System or Dolby Atmos]

Sound on.

Turn it up. Way up.

Surround yourself in Dolby Atmos sound.

Come for the drive. Stay for the music.

Crystal-clear, concert-quality, 360-degree sound.

A feast for the ears.

**Automatic updates**

**Headline about updates appear automatically, ease.**

An experience that only gets better.

Featuring the ability to feature new features.

Over-air-updates, over the top awesome.

Updates happen.

Abraca-over-the-air-updates-dabra.

Everything just updates. There’s nothing to it.

What cool new thing can it do today?

Surprise and delight. Built in.

Guaranteed to surprise and delight.

Expect the unexpected.

Keeping your car constantly on the cutting-edge.

Over-the-air enhancements. Over and over again.

Over-the-air upgrades. Over and over again.

The best part of waking up.

Every update feels like Christmas morning.

What’ll we think of next? You’ll see.

New features appear out of thin air. Ta-da.

**Charging subpage**

**Wunderbox**

**Headline about a charger that works wonders or the fastest built-in charging system ever.**

A charger that works wonders.

A built-in charger that works wonders.

Charge up to 300 miles in under five songs.

If there was a charge barrier, it’s just been broken.

The first wonder of the charging world.

The fastest charging ever, wonders never cease.

Shockingly fast charging.

A charger that works wonders.

Up to 300 miles of charge in 20 minutes. No, really.

A quicker boost of juice.

This thing doesn’t dilly-dally.

Power, posthaste.

An absolute beast of a battery charger.

Because you’ve got more important things to do than wait.

Waiting is for Tesla owners.

Why wait?

More juice. Less wait.

Our charging system is second to none.

The fastest EV charging system on Earth.

A 900-volt jolt of juice.

**On the go**

**Headline about charge up anywhere with EA.**

Ultrafast charging, found anywhere.

Juice up wherever you journey.

Juice up wherever you journey  with Electrify America.

Wherever you go, there’s a charger.

Make powerful connections wherever you go.

Get plugged into a powerful network.

Well connected, just as you would expect.

Ultrafast charging nationwide, at no charge.

Electrify America is everywhere. So you can charge anywhere.

The most extensive nationwide network of ultrafast charging stations. Period.

Wherever you go, you’ve got charging options.

Wherever you go, there you charge.

Kiss range anxiety goodbye.

Charge. Free of charge.\*

Charge free of charge for three full years.

The most ultrafast charging stations in the U.S.

Charge on the go. Wherever you go. [eyebrow would need to change Ultrafast Charging Stations or Electrify America or something]

2,000+ charging locations and counting.

**At home**

**Headline about charge up at home.**

Charge up at home. Or charge your home.

Charge at your house. Or charge your house.

Charge up at your house. Or charge your house.

Power up at home. Or power up your home.

Our home charging is generating a lot of interest.

Wake up at 100%.

Home charging sure to be an overnight sensation.

Home charging so easy you can do it in your sleep.

Wakes up refreshed and recharged.

Top it off each night and you’re good to go.

Ready to roll after a good night’s charge.

Good to go after a good night’s charge.

Charge overnight from the comfort of your own garage.

A home charging station that doubles as wall art.

The second-most beautiful thing parked in your garage. [eyebrow would need to say Home Charging Station]

This rocket plugs into any old socket.

**Subhead about stay on top of it.**

Take charge of charging.

We make it easy to take charge of your charge.

Know your charging status no matter where you are.

Know exactly when to recharge.

Charging demystified.

We take the guesswork out of charging.

Charging made simple.