

A Force to Be Reckoned With: Lucid Group Reveals Gravity SUV, Built on NVIDIA DRIVE

Electric automaker launches new versions of the Air sedan at the AutoMobility Los Angeles auto show.

Author: Katie Burke

Meet the electric SUV with magnetic appeal.

Lucid Group unveiled its next act, the Gravity SUV, during the AutoMobility Los Angeles auto show. The automaker also launched additional versions of the hit Lucid Air sedan — Air Pure and Air Touring.

Both models offer the future-ready DreamDrive Pro driver-assistance system, powered by the NVIDIA DRIVE platform.

Lucid launched the Air late last year to widespread acclaim. The luxury sedan won MotorTrend's Car of the Year for 2022, with a chart-topping battery range of up to 516 miles and fast charging.

The newly introduced variants provide updated features for a wider audience. Air Pure is designed for agility, with a lightweight, compact battery and industry-leading aerodynamics.

Air Touring is the heart of the lineup, featuring more horsepower and battery range than the Pure and greater flexibility in customer options.

Gravity builds on this stellar reputation with an aerodynamic, spacious and intelligent design, all backed by the high-performance, centralized compute of NVIDIA DRIVE.

"Just as Lucid Air redefined the sedan category, so too will Gravity impact the world of luxury SUVs, setting new benchmarks across the board," said Lucid Group CEO and CTO Peter Rawlinson.

DreamDrive Pro is software defined, continuously improving via over-the-air software updates.

It uses a rich suite of 14 cameras, one lidar, five radars and 12 ultrasonics running on NVIDIA DRIVE for robust automated driving and intelligent cockpit features, including surround-view monitoring, blind-spot display and highway assist.

In addition to a diversity of sensors, Lucid's dual-rail power system and proprietary Ethernet Ring offer a high degree of redundancy for key systems, such as braking and steering.

"The Lucid Air is at its core a software-defined vehicle, meaning a large part of the experience is delivered by the software," Rawlinson said. "This makes the Lucid Air more capable and enjoyable with every passing update."

These new Lucid vehicles are nearly ready for liftoff.

The Lucid Air Touring has already begun production, and Air Pure will start in December, with customer deliveries soon to follow.

The automaker will open reservations for the Lucid Gravity in the spring, slating deliveries to begin in 2024.

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