

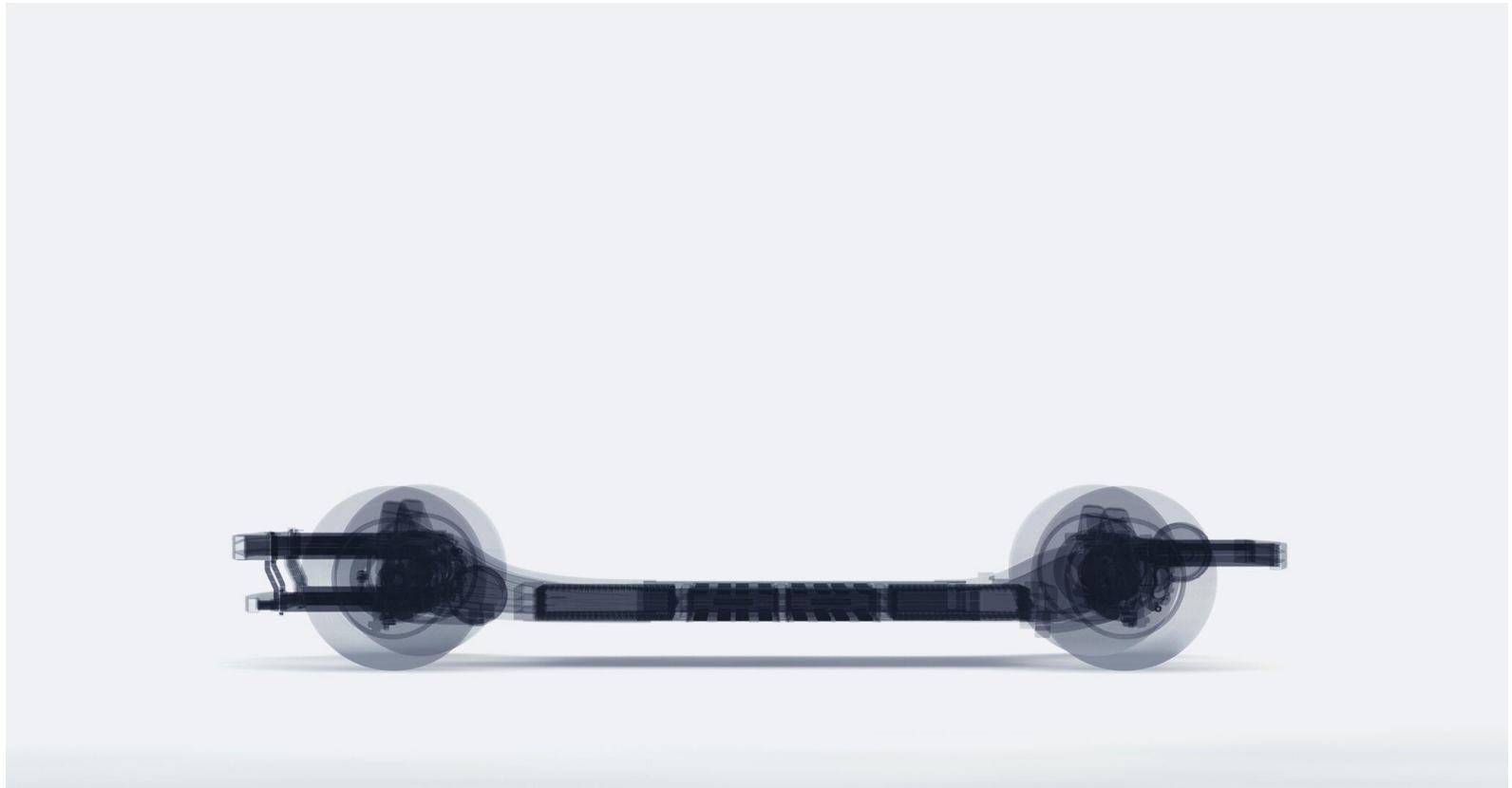
Phil Weicker

PROJECT EVELOZCITY



Our Skateboard

- Innovative design allows for optimal space inside the vehicle
- Same skateboard, different “top hats,” meaning minimal reinvestment for redesign



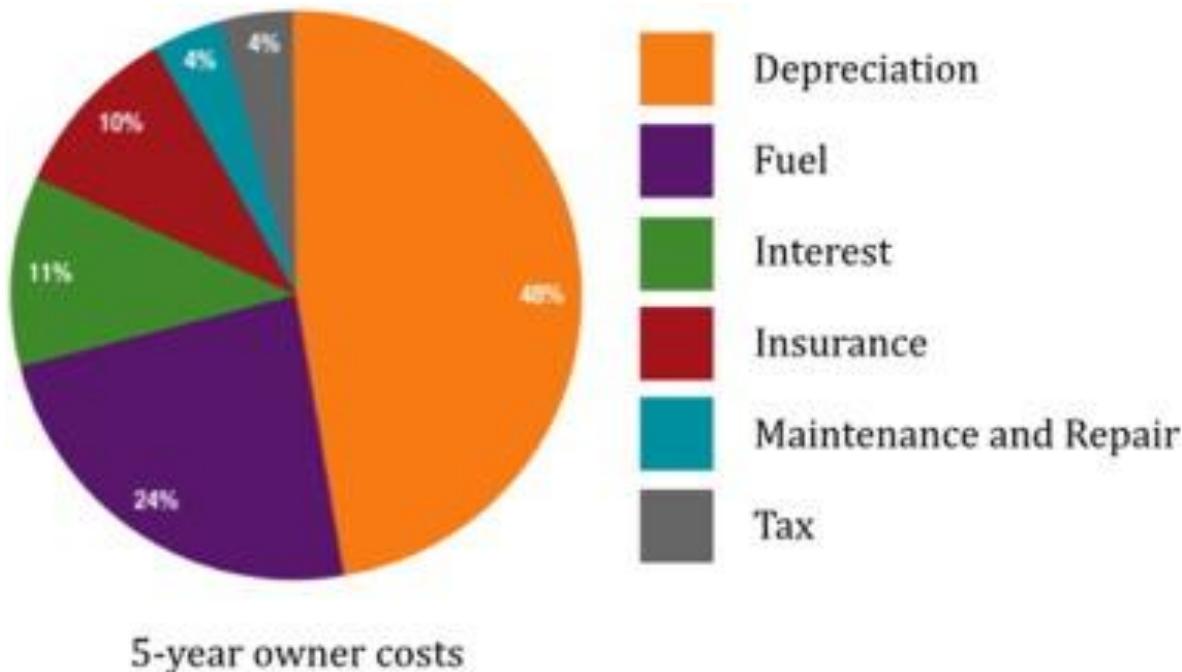
EV Business Models

- All other things held constant, no matter how cheap batteries get—they need to compete with a \$20 plastic bottle (fuel tank).
- EVs can be competitive from a TCO perspective, but many consumers think short term.
- How do we make EVs competitive with ICE vehicles without expecting people to wait?

Use Cases

- Most vehicles are built for one of two use cases.
 - Commuting
 - "Lifestyle"
- The ways we are using cars are obviously changing.
- New use cases such as ridesharing and last mile delivery are unserved with purpose built offerings, and definitely unserved with any EV offering.

Consider This:



A Different Approach

- No point to challenge incumbents on operational efficiency.
- Rethink the efficiency of the overall delivery proposition.
- Address the problem by considering other operating costs and efficiency of delivery/distribution model.
- Does traditional depreciation model still apply?
- Does it apply to EVs?
- Does the existing cost of distribution (15-20% of MSRP) bring commensurate value?
- Consumers want EV propulsion but only willing to pay so much

PROJECT EVELOZCITY

