



**Hello NASTO**

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July 2017





**~100 YEARS**





~100 YEARS



# Value of Dreaming



"You'll walk into our facility, design your vehicle, and in a few days it's built and ready for you."

"THE CAR AS WE KNOW IT MUST DIE." That's how David Wozniak, 31, Detroit-based general manager of automotive innovation Local Motors Inc., introduced the company's vision to students and faculty during his visit to campus in December. Local Motors' business model is equally audacious.

The Financial Post calls it "so radical that it's hard to comprehend at first: crowd-sourced, 3D-printed electric vehicles built in local micro-factories the size of grocery stores, then sold directly to consumers."

Wozniak explained it this way to the Wahash community:

"In 2015 more than 80 million vehicles were produced in the world, and the average utilization of a car is between 3 and 5 percent. That means for millions cars produced at a rate of 95 to 97 percent of the time."

"We can create a more sustainable car industry, so there aren't as many old cars clogging up parking lots in 40 years, and that's even more to create smart, safe, and sustainable vehicles."

Wozniak considers Local Motors part of a third industrial revolution—digital, CAD-driven, and 3D-printed.

"As battery technology and electronics are advancing, the car is changing from a mechanical vehicle into the most heavily regulated and complex consumer electronics device in the world today," says Wozniak, who previously managed his own automotive consulting firm, WC Advisors, in Detroit. In 2009 he also helped bring together leaders from across the country for a summit to find ways the city could work its way out of the Great Recession. He joined Local Motors in 2014.

"Our competitors like Tesla and Uber Motors are still making cars the same old way. We're fundamentally different in the way we design, build, and sell our products," Wozniak says. "We combine communities of enthusiasts and problem solvers to understand local needs, harnessing the power of the crowd to develop and design a vehicle. Then we produce it locally at micro-factories, using locally developed tool sources and locally sourced suppliers."

Local Motors was co-founded in 2007 in Phoenix by Jay Rogers, whose grandfather owned Indian Motorcycle Company and built the first steel mini-bike. The company made headlines in January 2015 when it introduced the first 3D-printed car at the Detroit Auto Show.

DAVID WOZNIAK '91 with a 3D-printed electric vehicle at Local Motors facility in National Harbor, MD.

PHOTO BY THE WAHASH

Now it's ready for the big leap. "We're not going to be like our going to be Hyundai," Wozniak says. "We believe in distributed manufacturing. And there will be no one add-on that between the manufacturer—an equally concept that will require laws of many states."

"We'll walk into our local vehicle, and in a few days it'll be yours."

"As Wozniak likes to say, we would now like to build a first. The first 3D-printed car is by Local Motors' creating micro-factories. Another facility celebrated in June 2016 in National Harbor."

Wozniak is a member of Wozniak's driving team, which includes a 3D-printed car at the Detroit Auto Show.

YOU SAY I DREAM  
TOO BIG.

I SAY YOU THINK  
TOO SMALL.

## REVOLUTION

Local Motors' focus is to create smart, safe, sustainable vehicles—with a 3D printer.

# True Disruption

Forget the Silicon Valley tech companies and their ride sharing apps. Forget the Chinese billionaires and their fantasy EV startups. Forget about everyone who's jumping onto the autonomous car bandwagon. If you want to discover the company with the greatest potential to turn the auto industry upside down, look no further than Local Motors.

– John McElroy, Autoblog.com

September 8<sup>th</sup> 2016

**WE EXIST  
TO SHAPE  
THE FUTURE.**







**IS MORE THE  
ANSWER?**







**\$2 TRILLION  
INDUSTRY**

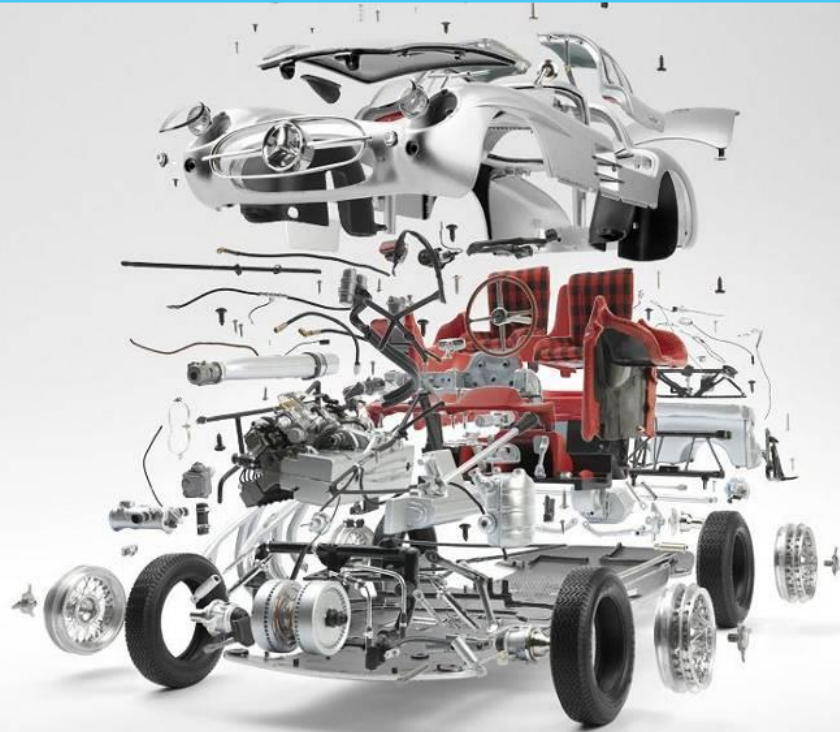


**STRIVING FOR  
LESS...**



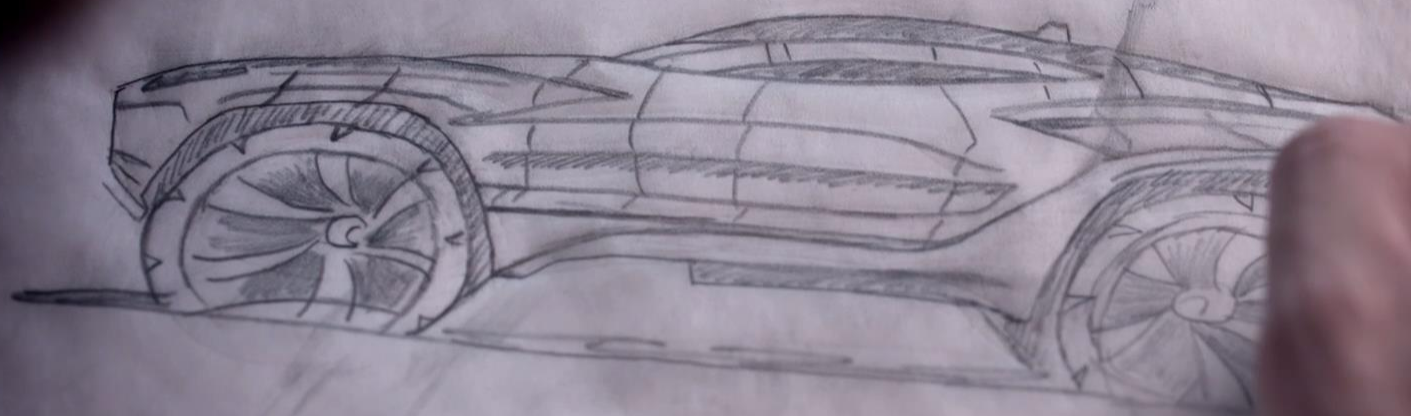


## COMPLEXITIES OF HIGH SPEED VEHICLES CONSTRAIN INNOVATION



SIMPLICITY OF URBAN VEHICLES SPEED UP  
TECH ADOPTION





**BACK TO THE  
DRAWING BOARD**

# Who is Local Motors?



Technology company that  
**designs, builds and sells**  
Vehicular products through  
**co-creation** and **micro-**  
**manufacturing.**







# RALLY FIGHTER





XC2V





DOMINO'S  
DXP



**STRATI**



LM3D  
SWIM





**AIRBUS  
CARGO  
DRONE**

 **Automotive**  
**AWARDS 17** WINNER

# Best Auto Mobility Product/Service

Congratulations to  
**Local Motors,**  
**Watson IoT AutoLAB**  
and, of course, **Olli** and  
**#AccessibleOlli!**

And congratulations  
to our very own **Joe**  
**Speed** for being  
named **Influencer of**  
**the Year** finalist!



# Forward-thinking Transportation

Electric, Low Speed

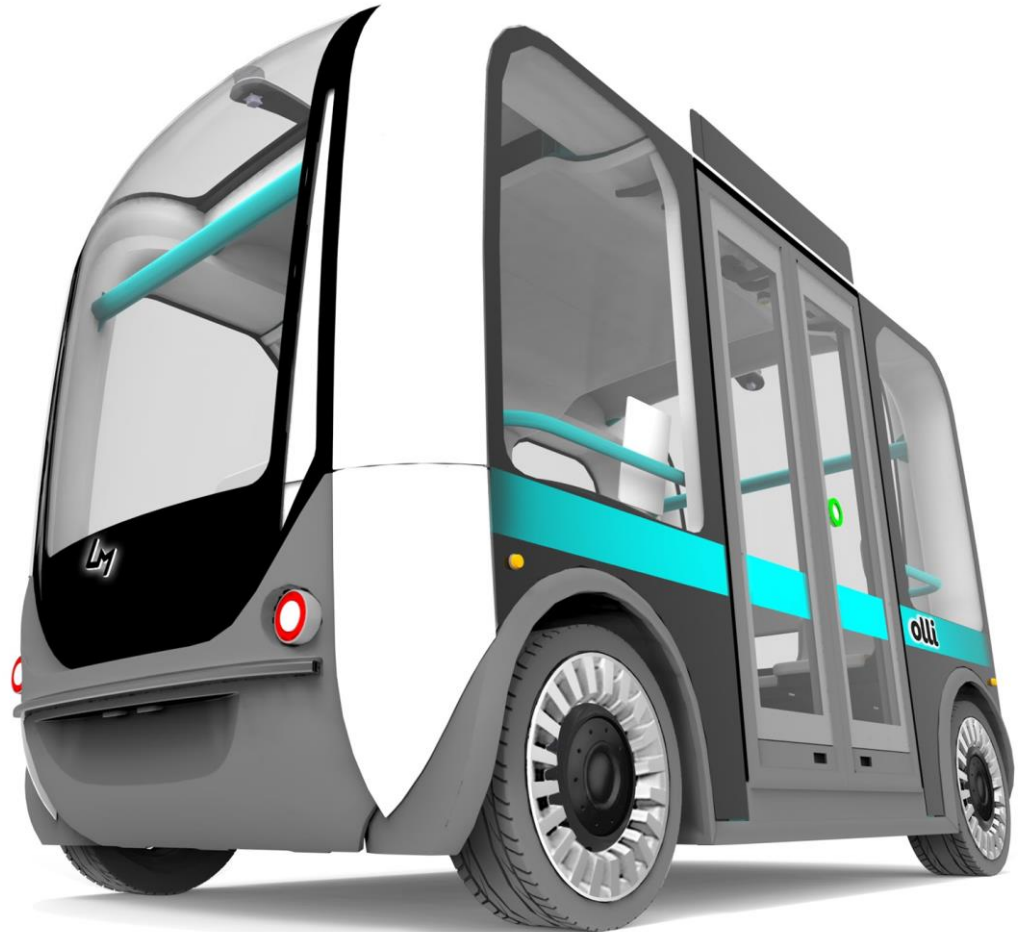
Self-Driving

On-Demand

Connected

Intelligent

Personalized





# 3.92 m

Mazda 20" longer than Olli



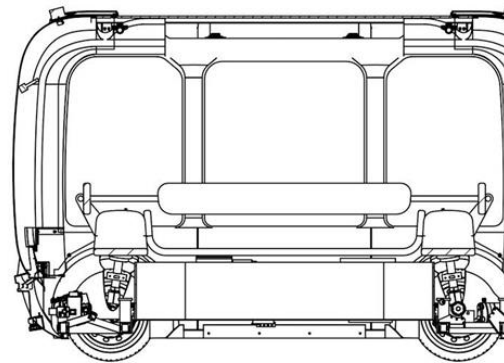
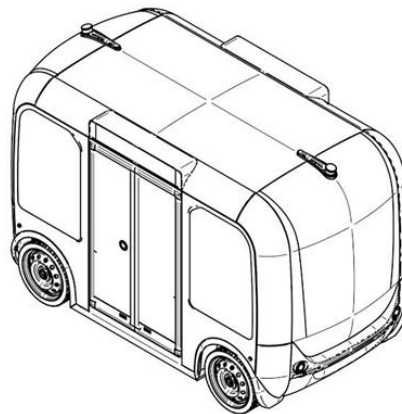
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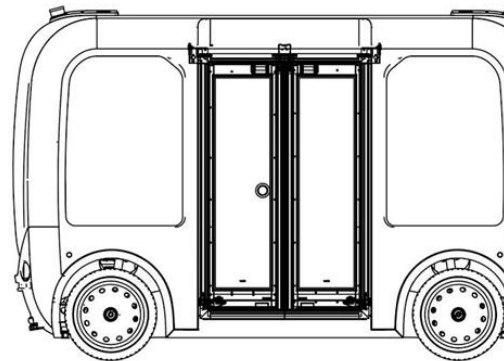
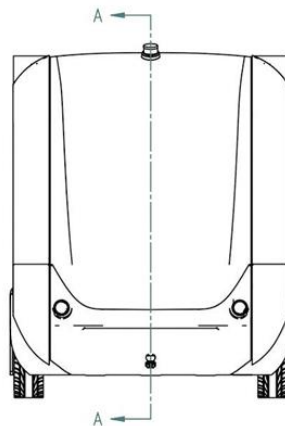
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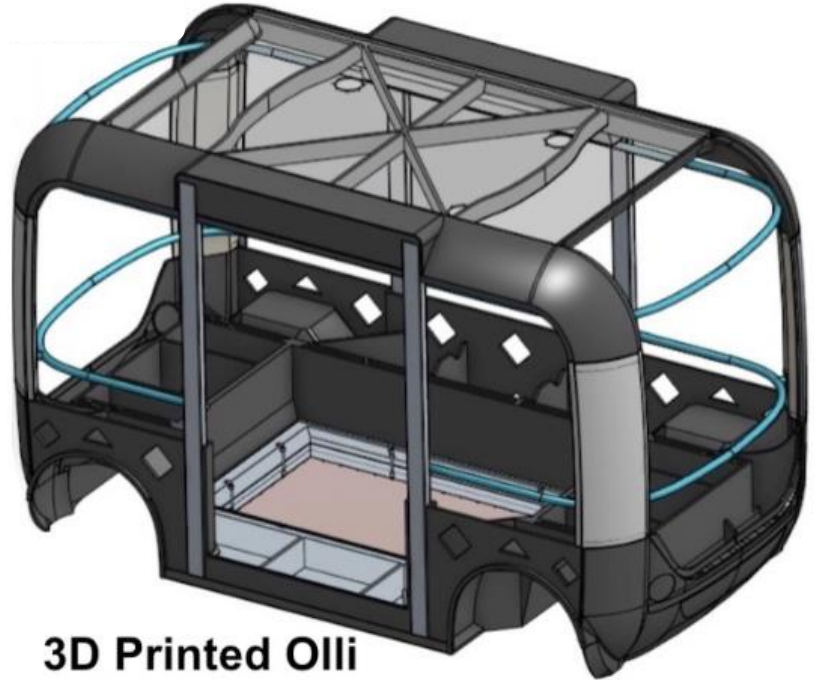
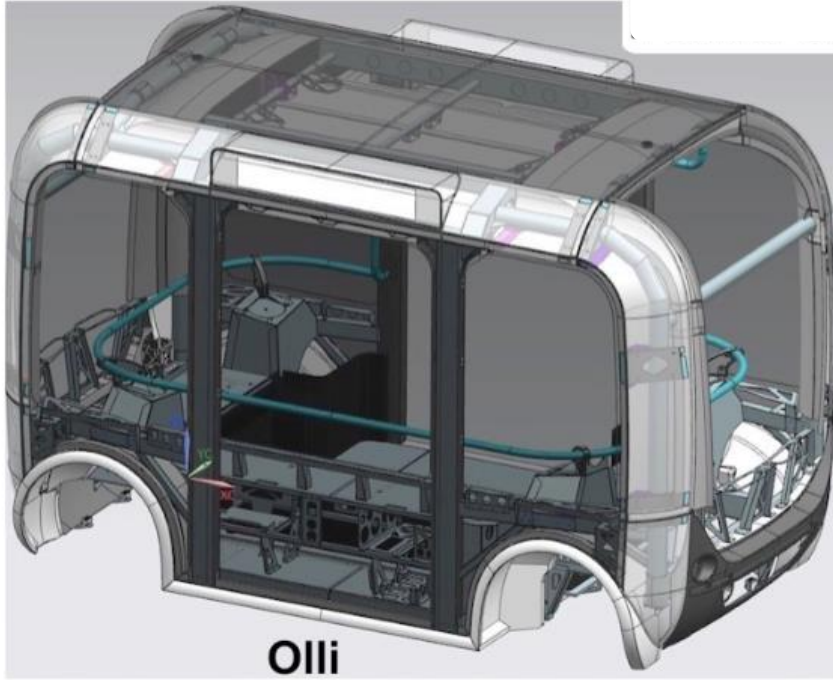
## Olli is highly upgradable to keep pace with autonomous innovation



SECTION A-A

[illegible]

# Next Generation Olli – Fully 3D Printed



Part count reduced from thousands to hundreds

Manufacturing man hours reduced from 250 to < 10hrs

Weight reduction for improved battery efficiency

# Accessibility

World's most accessible  
vehicle



<https://launchforth.io/localmotors/autonomous-for-all-of-us/brief/>

*LM* labs >>

# AUTONOMOUS FOR ALL OF US

#Accessible

olli

# QUAD

**INTER-PLANETARY**

**NATIONAL | GLOBAL**

**CITY | REGIONAL**

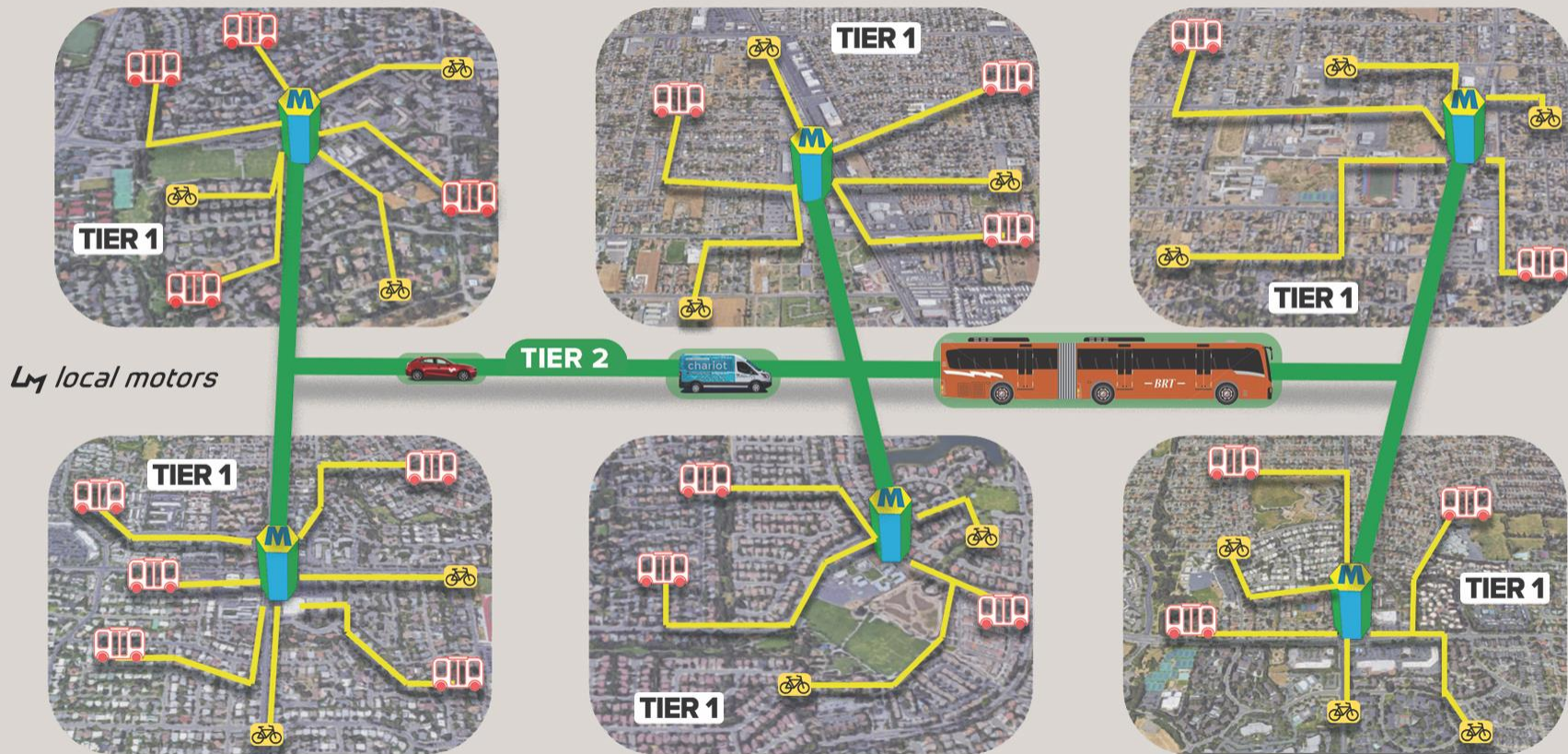
**LOCAL | NEIGHBORHOOD**



[INSERT YOUR TOWN]

## DUAL-TIER MOBILITY MODEL

WORK TO TURN NEIGHBORHOOD INTO VILLAGES  
LOCATE **MORE RETAIL + AMENITIES** AT HUB  
CREATE **BETTER CORRIDORS FOR ACTIVE MODES**  
OFFER **LOWER TNC SERVICE PRICES** W/ HUB MODEL







**Pilot programs deployed  
in controlled environments**



# campus

airport • retail



**EUREF Campus  
over 100 companies and  
2,500 employees**



**Since November, 845  
trips and 1,456  
passengers**





**campus**  
airport • retail

**Urban Mobility**

**\$1.5T market**

**4B people**



**city core**  
transpo hub shown

# National Harbor Olli Demonstration Objectives

## Objective I:

Implement pilot of an Olli Visitors Shuttle (OVS) during Q4 2017

## Objective II:

Expansion of operational OVS and routes with additional vehicle in February of 2018

## Objective III:

Fully operational OVS within National Harbor by end of 2018



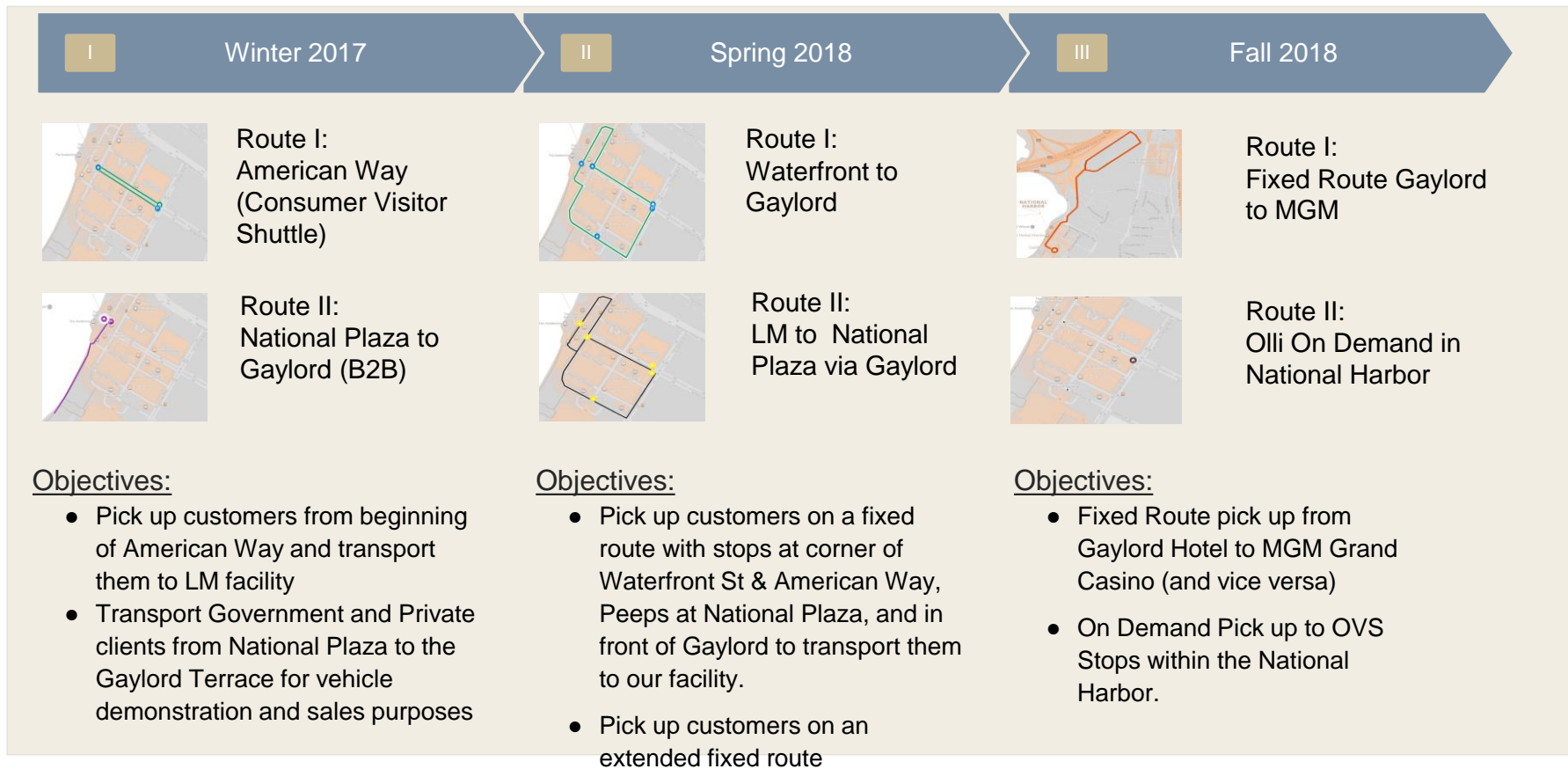
## Measurable Results

- By Q4 2017, projected implementation of a pilot OVS system which will transition to fully operational within National Harbor by Q4 2018
- Allocation of staff (sales & service, marketing, customer engagement, prod dev and mgt) and resources activated to accomplish OVS objectives
- Established legislative and regulatory environment to enable OVS (in collaboration with the State of Maryland)

## Monetization

- Advertising - A platform for businesses to advertise through OVS onboard Watson technology and via inside/outside structure of OVS and Shuttle Stop infrastructure (Physical and Digital)
- Sponsorships - Relationships nurtured with other entities to enhance revenue opportunities

# Proposed OVS Phases and Routes





# campus

airport • retail



# city core

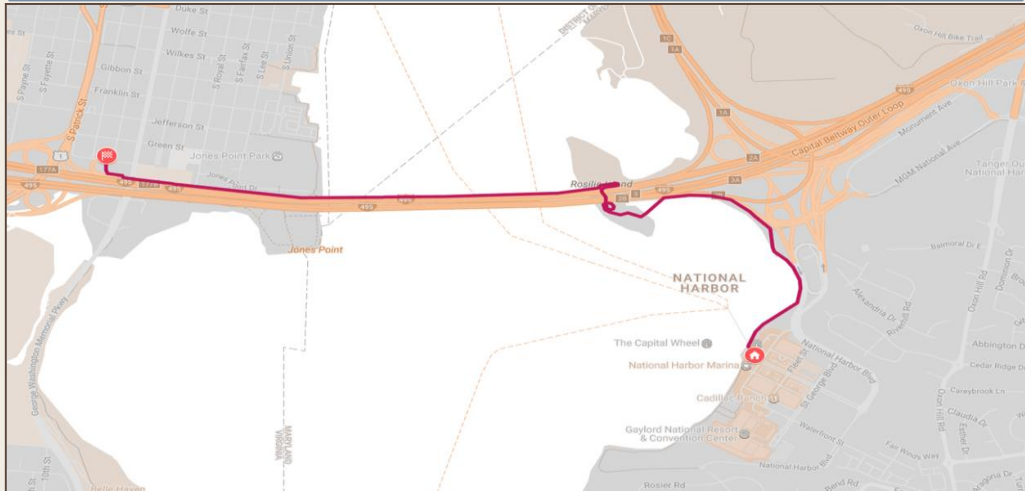
transpo hub shown

# suburb

first-last mile



# Summer 2019



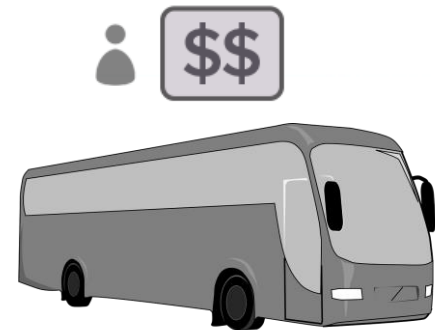
- Enable additional transportation options and connections for residents of DC/VA to visit National Harbor
- Provide a scenic waterfront route for visitors of Alexandria and National Harbor connecting the two destinations

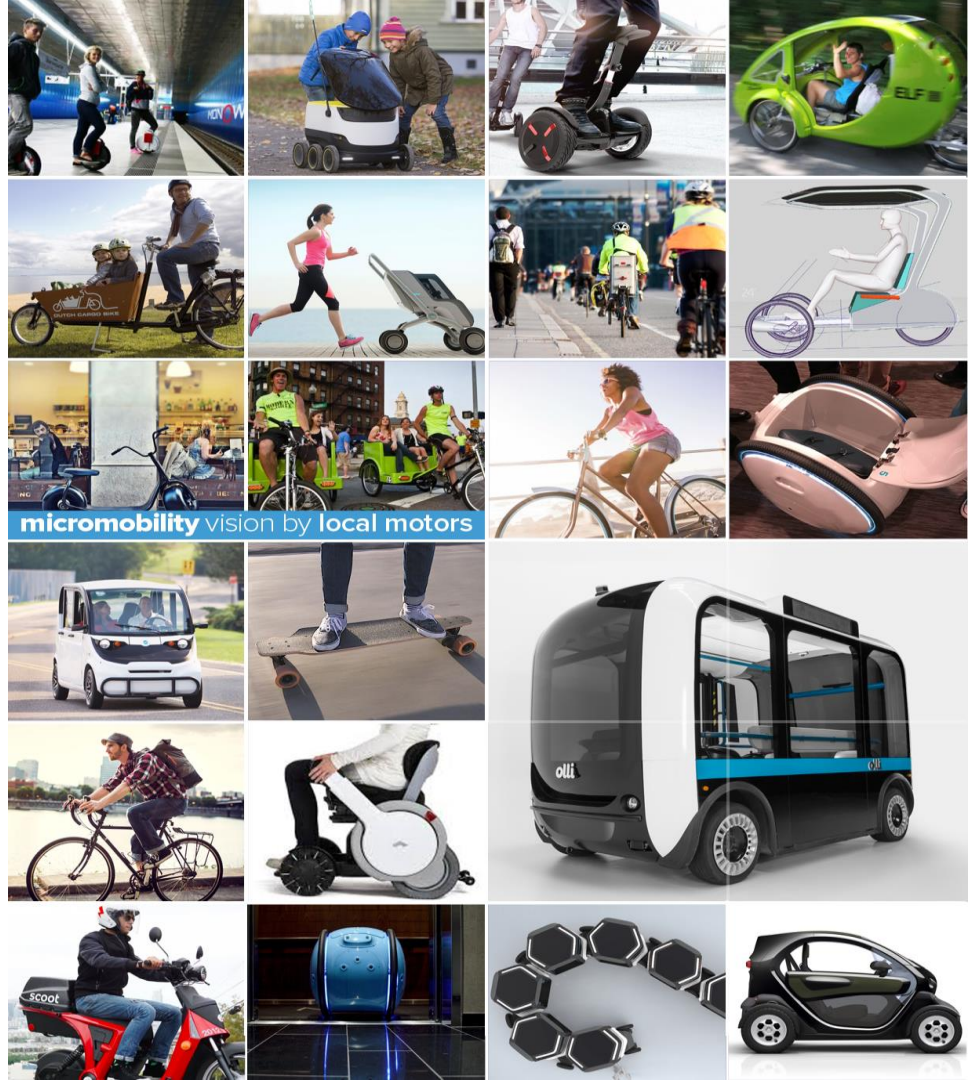
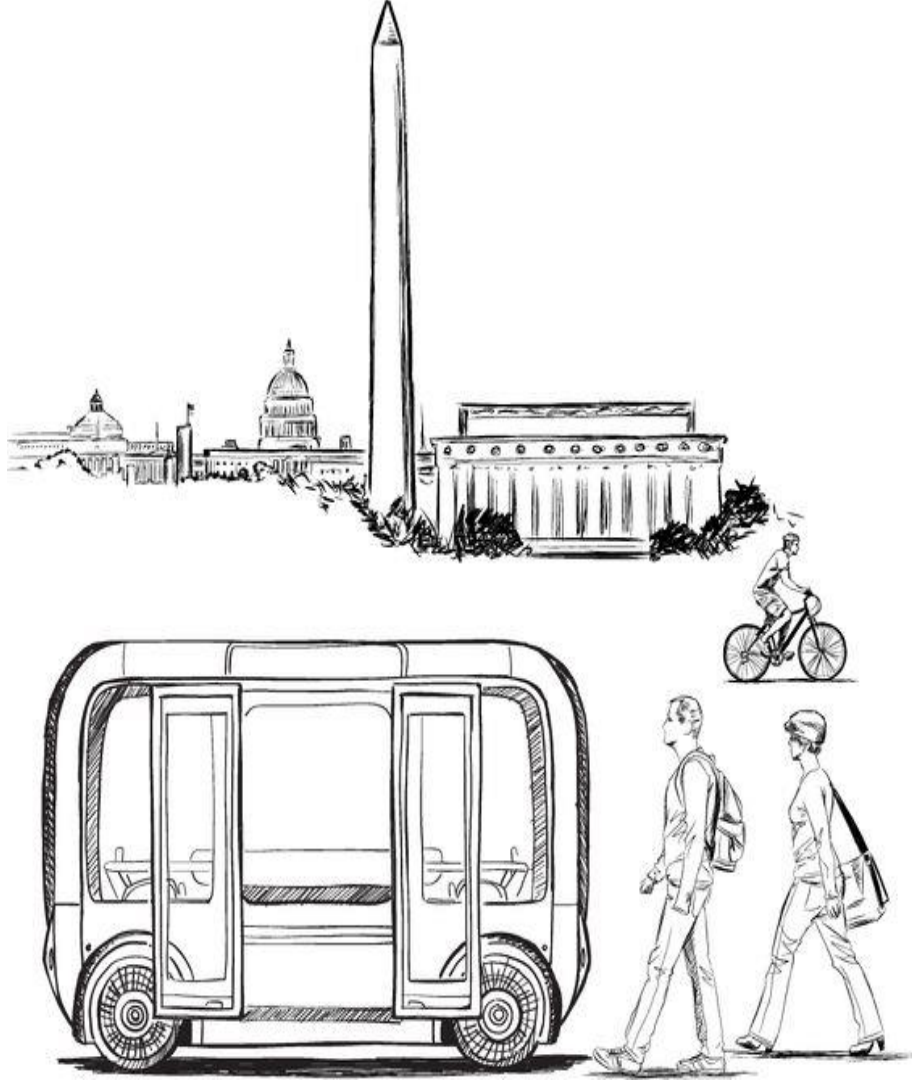
## Route:

- Round Trip route from National Plaza, NH to Alexandria, VA.
- Fixed Route with stops to be determined
- Potential to add additional loop for MGM and Tanger outlet



# ABUNDANT TRANSIT











**localmotors.com**

**@localmotors**

**@global\_wooz**