# AMARA AUTOMOTIVE

Creating truly sustainable vehicles, without compromise

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## Problem

Cars cause almost **30%** of all emissions in **Europe,** and **51% of carbon monoxide** worldwide, during operation.

Cars are heavy | Cars are inefficient | Disposability encouraged

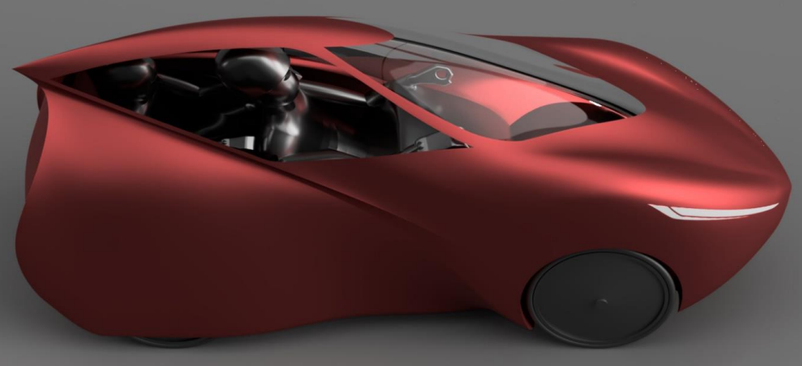
## Solution

We are setting new standards by creating **truly efficient vehicles** which minimise emissions in production & operation, focusing on upgradability rather than disposability.

Lightweight & Efficient | Renewable & Recycled Materials | Safe, comfortable & Practical

## The Elecy

The Elecy, our **4 wheeled eBike**, is designed to be used in **cycle lanes**. It has an **aerodynamic body**, made of recycled composites, which is **weatherproof** and provides **crash protection**.



With the Elecy we help city commuters **minimise their travel time, emissions and cost**, without compromising on their **safety, comfort or practicality.**

## Technical Specifications

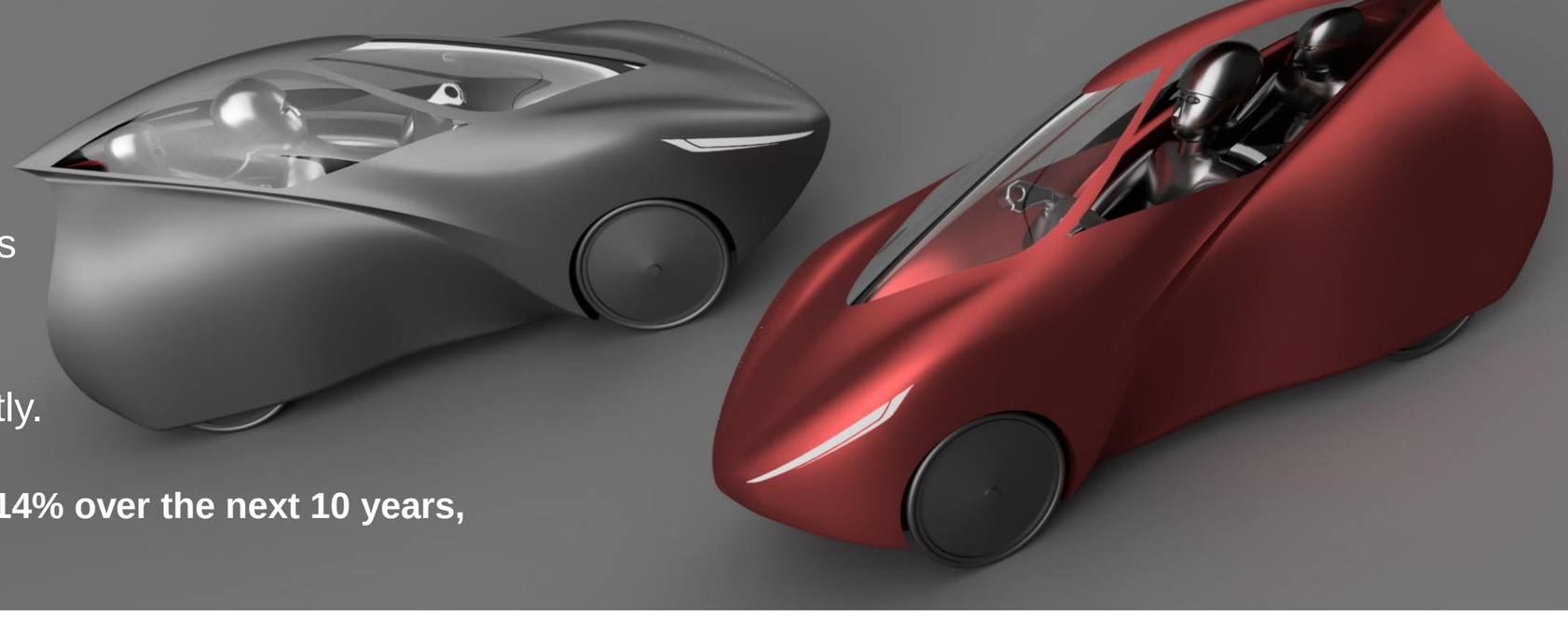
| | |
|---|---|
| **Mass** | 45kg (empty weight) |
| **Battery Options** | 500 -750Wh, Range calculator is in the works. |
| **Max electric pedal assist speed** | 15.5 mph (legal limit with electric assist) |
| **Max unassisted speed** | Depends on how fast you can pedal! |
| **Drivetrain** | Direct chain drive to rear wheels via differential |
| **Lighting** | White headlamps, rear red lights, amber side reflectors, front side and rear indicators |
| **Body** | Composite aerodynamic shell made from recycled carbon fibre and bio resin. |
| **Ventilation** | Nose and NACA ducts, side window openings, removable canopy. Active fans will be available. |
| **Getting in & Out** | Includes top removable canopy and one side door for access. Has a boot door for storage access. |

## Target Market

- Primarily **B2C,** our target customer being city commuters aged 35-60 earning over £40 000
- **B2C** for last mile delivery requirements

We will manufacture our vehicles in house and will sell to customers directly.

Ebikes have forecasted annual growth of **14% over the next 10 years, reaching £70bn by 2027.**

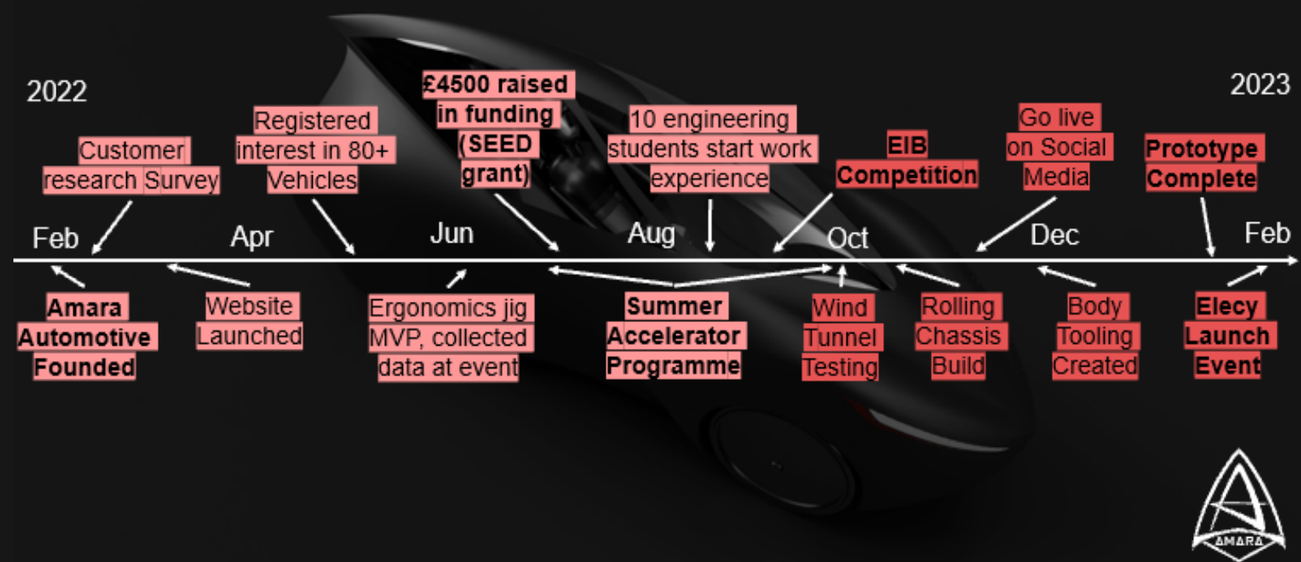


## Competitor Analysis

*Not a competitor, but it's good to recognise their mistakes*

| | Elecy | Podbike | Citroen Ami | Ca Go eBike | Milan Velo | Sinclair C5 |
|---|---|---|---|---|---|---|
| Weatherproof | Yes | Yes | Yes | No | No | No |
| Crash Protection | Yes | No | Yes | No | No | No |
| 300L+ Storage | Yes | No | Yes | No | No | No |
| **Ride without Battery** | Yes | No | No | Yes | Yes (not electric) | No |
| **Cycle Lane Use** | Yes | Yes | No | Yes | Yes | Yes |
| Insurance Required | No | No | Yes | No | No | No |
| Road Tax Required | No | No | Yes | No | No | No |
| Sustainable Materials | Yes | No | No | No | No | No |
| **Range** | 80km | 50-80km | 74km | 60km | n/a | 30km |
| **Cost** | £5995 | £5965 | £7,695 | £6010 | £9,945 | n/a |
| **Mass** | 45kg | 90kg | 485kg | 50kg | 21kg | 45kg |

## Our Journey




**'I have been waiting for this for 20 years, I think that small, lightweight vehicles like this are the kind of thing we really need'**

*- John McIntyre, Ecologist & Engineer, Cambridge University*

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