

Local Motors by LM Industries

INTRODUCING LOCALMOTORS



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*local
motors*
by 

Transportation

The big picture (and how it's changing).

Safety

1.2 MILLION

Number of worldwide deaths due to vehicle crashed in 2013. ^{*(01)}

94% OF ACCIDENTS

are a result of human error. ^{*(02)}

OVER 40,000 DEATHS

on U.S. roads in 2017 due to traffic accident. 5.5 people die each hour; 110 die each day. ^{*(03)}

Mobility

5% UTILIZATION

U.S. passenger cars remain parked 95% of the time. ^{*(04)}

60% OF TRIPS

within the U.S. market occur within a 5-mile radius of origin. ^{*(05)}

80% OF SENIORS

reside in car dependent communities. ^{*(06)}

Quality of Life & Productivity

40 MILLION PEOPLE

Number of U.S. citizens with disabilities. ^{*(07)}

EQUITY & ACCESS

Access to safe and reliable transportation is a cornerstone of financial and social independence. ^{*(08)}

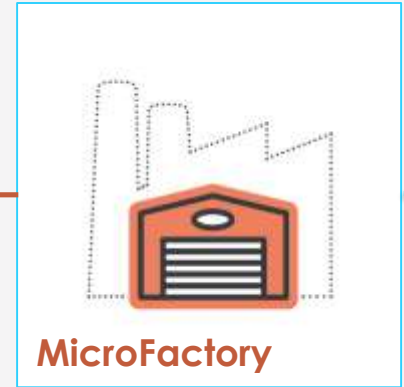
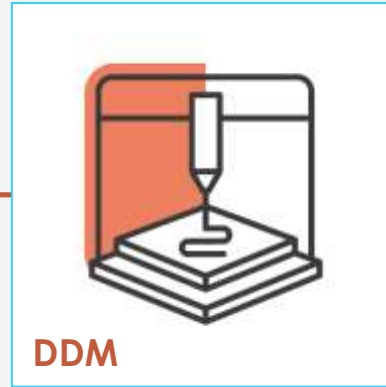
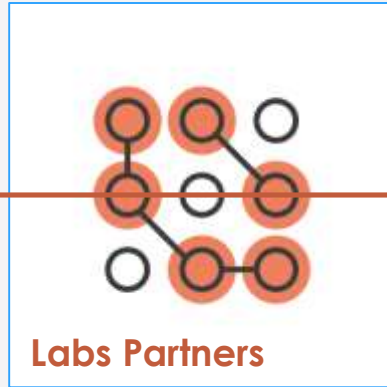
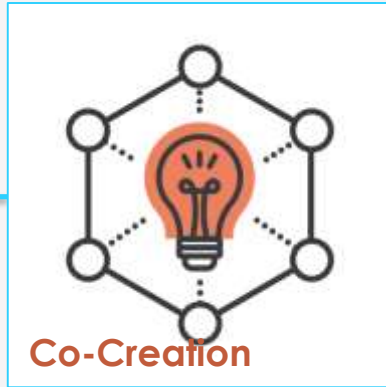
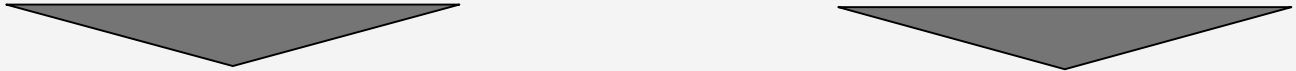
42 HOURS YEARLY

Time wasted in traffic by average American each year. ^{*(09)}

LM Industries: A mobility company built by the World's First Digital OEM

We Design vehicles at [Launch Forth](#)

We Produce these vehicles at [Local Motors](#)



Products on a Digital Thread

And here's our **Defining Product**

Olli is a platform for true, flexible mobility.



Electric **Self-driving** **Dynamic** **Connected** **Upgradeable**

And here's our **first solution.**

Olli is the first of many solutions.
A platform for true flexible
mobility.

We address low speed urban
environment



local
motors





Let's focus on
**the future of
transportation.**

- Olli is capable of operating on an independent, closed-campus system, or as a complement to your current transportation ecosystem.
- Olli was optimally designed for first-mile/last-mile of transportation, as well as moving around urban landscapes to relieve congestion and pollution.



Campus Mobility Segmentation

Olli is positioned to provide local campus mobility across a variety of segments:



Education



Medical



Residential



Government



Transportation



Hospitality



Corporate



Entertainment

Scaling Olli into the Market



CAMPUS MOBILITY

Olli deployed as a solution for local mobility on private campuses or car free zones in cities.

..



FIRST-LAST MILE CONNECTOR

Olli deployed in an urban area in order to solve the first-last mile gap between a transit network and user.

...



MICROTRANSIT

Olli deployed in a shared on-demand Microtransit service offering users pooled rides within a geofenced district.



DEMAND-RESPONSE

Olli deployed in urban areas providing a variety of on-demand mobility services on fixed or dynamic routes.

As the product & market mature Olli will transition from private campuses to public roads.

SPACES

Reinventing mobility.

SPACES are new generations of vehicles reshaping how **people** move, **goods** are delivered and **services** are consumed.

Olli is a flexible platform for mobility that is:

- S** | Social
- P** | Personalized
- A** | Automated
- C** | Connected
- E** | Electric
- S** | Shared



Introducing a new and improved olli



Upgraded Charging Speed

An updated onboard charger allows Olli to be recharged on a Level II charger in about 2 hours.

Improved Reliability and Serviceability

Olli has been designed for increased reliability and ease of maintenance. The vehicle features automotive grade components, and these components have been packaged for ease of access and maintenance.

Designed with Accessibility as Core Focus

Olli has been design to be accessible to all riders. The vehicle features a built in ADA ramp and wheelchair restraint, with optional fully operated system to facilitate independent mobility by persons with disabilities.



Introducing a new and improved **olli**



Premium Cabin Experience

Olli features a premium cabin experience with class leading interior space.

Improved Ride Comfort

Improved suspension, drivetrain, and HVAC have been optimized for rider experience and security. Olli is smoother, quieter, and more comfortable than prior versions.

Advanced Human-Machine Interface

Olli features an advanced human-machine interface in order to communicate to riders and to the external world.



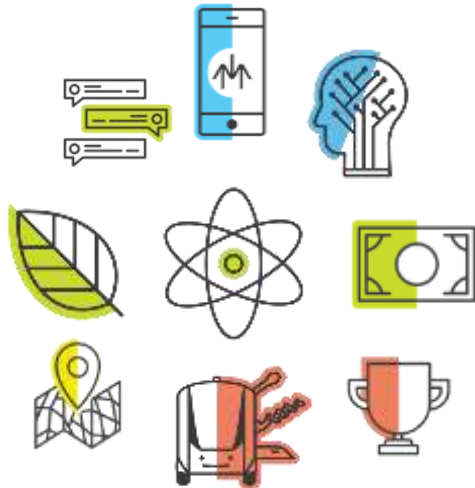
Modally to provide platform connectivity

What is it:

Middleware to allow humans, Ai, IOT devices, and other technologies to interact on an open basis with the LMI platform of vehicles

Features:

- 1. Open API
- 2. Cloud Data Storage
- 3. Secure
- 4. 5G Ready
- 5. DSRC Ready
- 6. Remote Access



(Olli Steward Modally Interface)

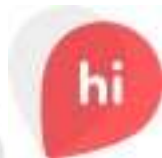
Reinventing the Ride.

RIDE / COMFORT:

Olli makes my commute more enjoyable and productive

SAFETY:

I know Olli will get me to my destination safe and sound



EXPERIENCE:

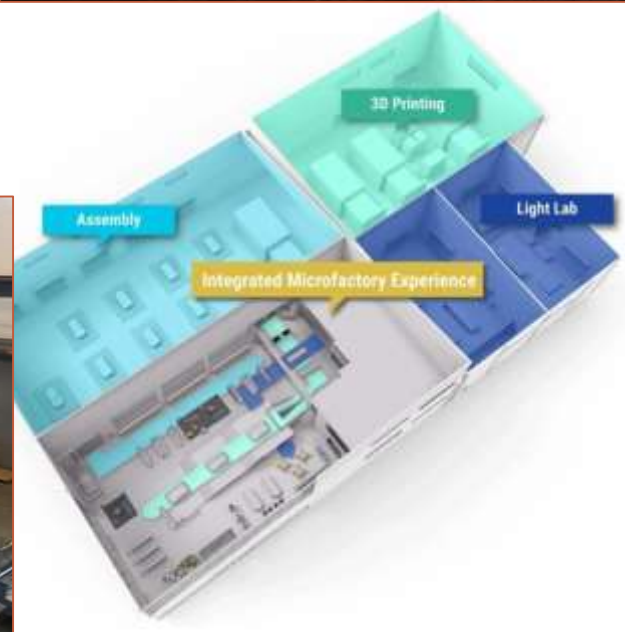
Olli knows me and customizes my journey to match my unique needs

UTILITY:

I can count on Olli to get me there on time and on budget.

Microfactory:

- Local
- On-demand
- Low-volume production
- Product upgradability
- Service Region
- Recycle
- 200 direct Adv Mfg Jobs
- 2000 Indirect Jobs
- Opportunity Zone Anchor

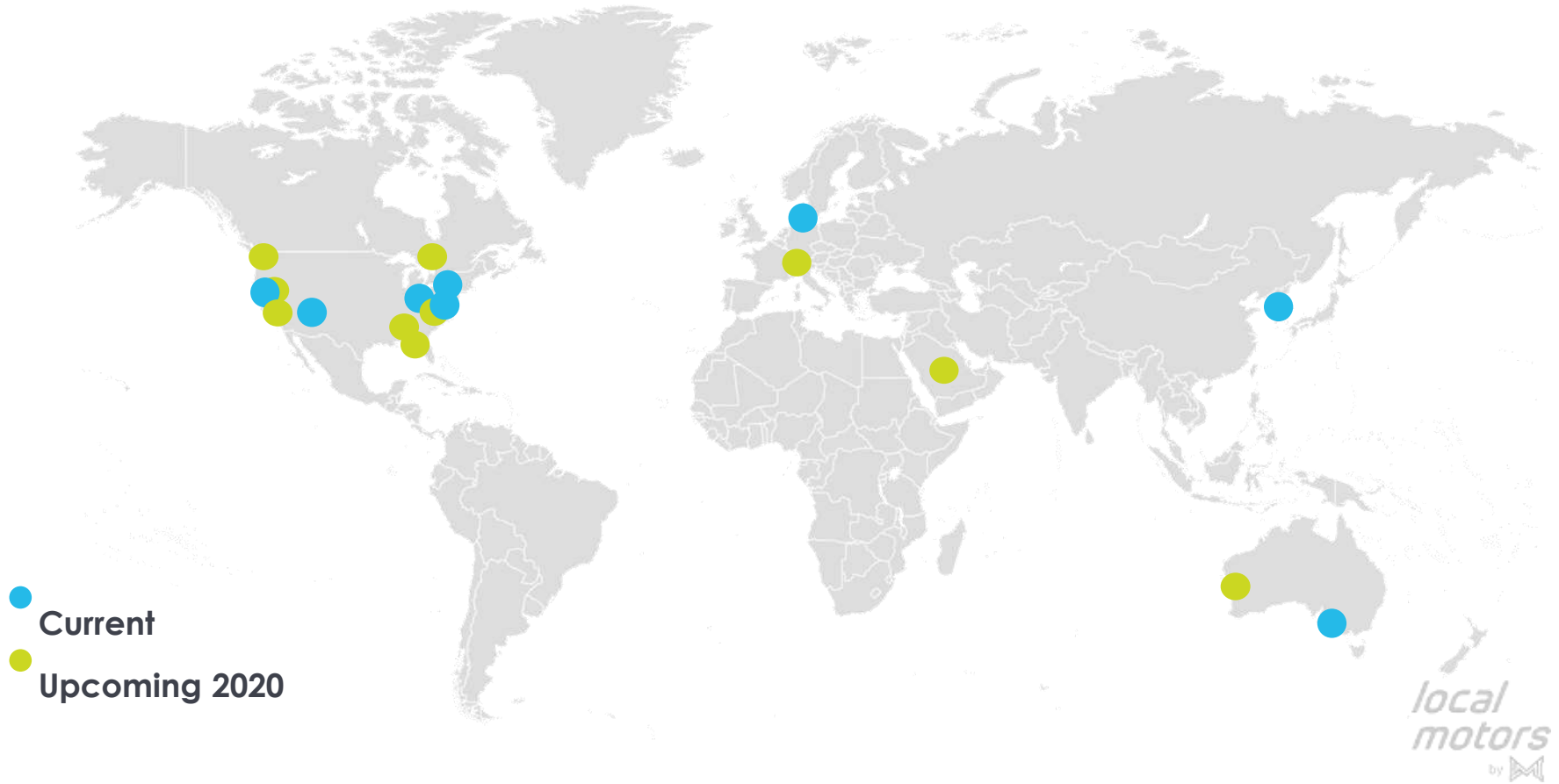


MF Locations

- Knoxville, TN
- Phoenix, AZ



Where is Olli Deployed?





Value Proposition

For buyers

- 1. LOW—VOLUME MFG.** Along with 3D printing capabilities allow for advanced, low-cost efficient customization and rapid technology adoption.
- 2. TAILORED:** Fleet operators can deploy a range of vehicles
- 3. COMPATIBILITY:** Seamless integration into current fleet and systems will ensure easy access, exemplary in-transit experience,
- 4. UPGRADEABLE:** Open platform, enables customization and easy, often remote, integration of the newest, advanced technologies coming to market.



Value Proposition

For buyers

- 5. ALL INCLUSIVE.** Concierge, one-stop-shop service.
- 6. REIMAGINED CITIES:** Traditional cars are parked 95% of the time. 30% of urban traffic is cars looking for parking..
- 7. SUSTAINABILITY:** Electric power, ride-sharing capabilities and reduced braking/accelerating mean less fossil fuel use.
- 8. INFRASTRUCTURE:** Physical & digital infrastructure will persist. Transit stations, roads, highways, waterways & parking will become more interconnected

Thank you.

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by 