

The fascination of luxury car brands is unbroken. Everyone wants to own a Bentley or Rolls-Royce vehicle or even a Ferrari. This desire should be fulfilled by a club system in the simplest way possible.

1. *The current situation:*

Not everyone wants to buy a luxury car. Some people would like to drive an Aston Martin, Lamborghini, McLaren or Maserati for as little as a weekend or a month and then return it. Changing the vehicle every few days without having a vehicle stable like Jay Leno is also a wish of many people.

The new automobile club would like to offer this possibility to its members. Members are offered the unique opportunity to fulfill their wish as often as they like and with their dream vehicle.

Through a cooperation with yacht manufacturers and aircraft companies, it is also possible for members to call a helicopter or jet with a pilot.



2. *The market and the business model:*

By becoming a member of the automobile club, the member first receives a driving course in order to be able to handle the HP-monsters safely. In addition, each new member gets commemorative silver to celebrate the club joining. Thereafter, the member pays a self-selected annual subscription to the Automobile Club, through which he earns points. Based on these points the corresponding vehicles can be borrowed. The driving pleasure has no mileage limit and a comprehensive insurance also provides the necessary sense of security. The membership enables the club members many events and trips to special locations, as well as invitations of the cooperation partners, e.g. Hapag-Lloyd cruises, for which there will be many benefits.

In order to identify better with the brand various products can be bought, for instance a Barbour jacket or polo shirts embroidered with a subtle logo and a monogram, as well as leather suitcases and picnic blankets.

As a target group people who enjoy luxury cars can be identified. However, they do not want or cannot buy them, but still do not want to miss the driving pleasure and the big appearance.



3. Profitability and amortization:

Due to the great interest in luxury vehicles and the ever-growing demand for impressive automobiles and the fact that many people cannot or will not opt for such a car, it can be assumed that the concept has been adopted by a large number of people within a very short time and thus led to extraordinary success.

4. Which financing is needed?

In order to be able to start the automobile club properly, € 2 million are needed.

5. What vision does the company have?

In the future, we want to expand our membership base and win many new members. In addition, we want to enable them the driving pleasure of their lives through the use of the latest luxury vehicles.

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