

The creation of an exclusive and sought-after super sport automobile in limited numbers is the aim of the company Triebwerk and its passionate engineers. It is based on own engineering.

1. *The current situation:*

The segment of luxury vehicles is currently dominated by a few manufacturers that are known for their exclusive bodies, but produce them in less exclusive numbers. The customer has the choice between GTs that are more conventionally design and used as an everyday vehicle and are therefore no longer really exclusive, and sports cars that are produced in lightweight construction and can be purchased by the naturally high cost of a smaller circle of customers, but due to the very high numbers are not really exclusive either.

The company wants to unite these two opposites and make them accessible to a selected number of customers. The aim is to combine the art and value of high-performance automotive engineering in limited quantities with passion and driving pleasure. Handcrafting combines the wishes of the customer with an extraordinary and exclusive concept. A maximum of 99 pieces per year and type are to be made, a total of 4 x 99 vehicles. Customer requests can be implemented at any time as a single piece production.

2. *The market and the business model:*

The production of luxury vehicles of the present type is to hit the market gap between 2+2-seater and 2-seater sports car. Since strong tendencies to the single piece production and exclusivity of vehicles was recognized, the concept is realized by high-quality German engineering art and craftsmanship. As a target group, lovers of luxury sports cars can be identified, who do not want to decide between a supercar and a conventional GT and want to call a unique automobile, also as an investment, their own. The vehicles will merge the classic, everyday GTs with the benefits of a full carbon super sports coupe or a full aluminum super sports coupe and about 848 hp, with a torque of 980 NM and a displacement of 5.9 L. This new creation is handmade, an attractive Price starting from 1.000 € per HP and is designed for the world-wide homologation, as well as in a racing version for the FIA GT and the LeMans series. A high-tech aluminum frame construction associated with carbon fiber manufactory, whereby an optimal, light weight of a maximum of 1600 kg is reached, are authoritative. The offer will include a coupe, convertible and coupe GT / R. Upon request, armored versions of all vehicles can be delivered, which is absolutely unique in this segment.

Design, construction, development, quality, innovation and final assembly are implemented by a small, well-selected and well-trained team at the company Triebwerk. By blending OEM partnerships and own development, an optimal vehicle is guaranteed, all remaining components such as Ceramic brakes and rims, as well as the leather interior are ensured by well-known suppliers.

In order to complete the exclusive shopping and driving experience, the customer is measured on the purchase and the vehicle ergonomics adjusted accordingly. In addition, he receives a custom-made pair of FIA-compliant racing shoes in interior color. Through cooperation with other well-known companies, the customer will have the opportunity to purchase exclusive merchandising items. The concept is supported by the unique "Owners Club".

Electromobility will not be forgotten either. In the short term, there will also be an emission-free GT-E model, because the e-market is a strong part of the future, which is driven by diverse innovations for instance in the area of batteries. The GT-E supercar will impress with its high-tech drive and a total of 1360 hp at 1480 NM.

Sales are predominantly operated via exclusive trade fair events and international luxury trade fairs. This strengthens the brand's elitist character and its magic. Pre-orders from the Arabic-speaking countries and from Europe are already available.

In order to drive the marketing forward, an Erlkönig on the Nordschleife will already cause some sensation and raise many questions in the development phase and thus increase the interest. In addition, the vehicles are marketed by a sophisticated concept, e.g. over the existing network. Social media will complement the sales concept. The patent protection of the name additionally guarantees a protected brand identity.

3. Profitability and amortization:

The structure of the brand is divided into 3 phases. Already before the beginning of the first phase, investments were made into the design, patenting and development. The areas of conception and project development were not ignored either. Therefore, the beginning of the first phase and thus the start of construction of the first show car for exhibition purposes, is planned for this year and is realistic. In addition, a ready to drive prototype is to be produced shortly. In phase 2 the team is busy with the serial production and necessary reports and test drives, as well as with the implementation of the brand. Added to this is the production structure. In this phase, about 45 vehicles per type are to be built and sold annually.

Series production should start at the latest in phase 3, in 6 years. Already at this time a partial financing can be accomplished through sales proceeds. With a maximum production of 4 x 99 vehicles per year, sales can amount to € 358 million. The production costs amount to € 217 million, with a start-up investment of € 15 million. Thus, the profit before tax amounts to € 140 million.

4. Which competitors are there?

As competitors Bugatti with the Veyron can be identified and Bentley or Porsche Carrera GT. However, all have in common that their vehicles are manufactured in a rather higher number and also weight class and therefore cannot compete with the planned vehicles, especially the coupe.

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5. Which financing is needed?

In the first year, € 15 million will be needed as a startup investment to start production.

6. What vision does the company have?

In the long-term demand should exceed annual production of 4 x 99 vehicles. The development and expansion of the product range by an SUV and a 2+2-seater, as well as luxury yacht products to expand the range and complement and make it more attractive.

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