

**OUR MISSION:**  
MAKING CITIES MORE RESILIENT, COMFORTABLE  
AND EFFICIENT BY BUILDING THE  
URBAN MOBILITY SOLUTIONS OF THE FUTURE

.....  
General Deck

May 2021





## Business Card

- 2014 ● Company founded by Dr. Asaf Formoza (CEO) and Udi Meridor (COO, CSO)
- 2 Centers ● Israel | HQ, R&D, Innovation.  
Germany | Pre-series production facility
- 36 ● Engineers, experts, designers, production working for the company
- \$10 Million ● Invested to date  
Most of our investors originate from the automotive industry or represent typical business customers
- Partners ● Rapidly growing network of technology, production, automotive and business partners

TEAMOBILITY



riding



## The Pain

## Riding & Parking in Cities Today, is a Lose-Lose Game

Technology innovation have disrupted almost every aspect of our modern living. And yet, for **billions of people** who live in urban areas, daily mobility means significant loss of time and money, endless traffic and parking inconveniences, and profound impact on health, safety and overall wellbeing



### ~237 Hours Wasted Annually

**Stuck and stressed.** In NY City & Paris (270 in London) per person, looking for a parking spot



### €100BN Wasted Annually

Congestion in the EU wastes € 100BN, or 1% of the EU's GDP annually



### >50% City Space Occupied by Cars

E.g., Buildings lost to Highways and parking lots in Detroit over the years...



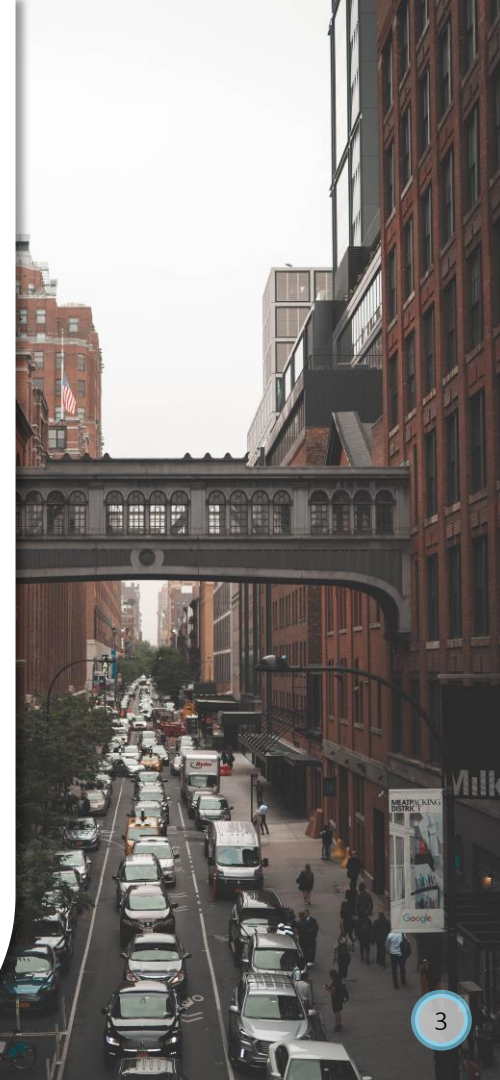
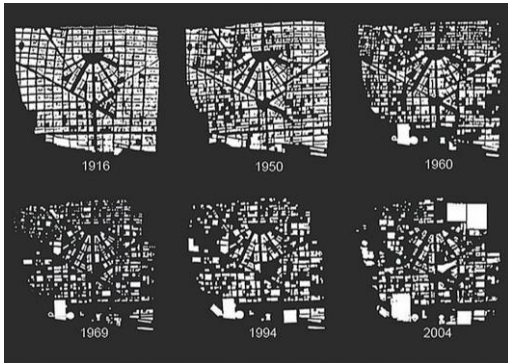
### 40-70% Cause of pollutants

Urban mobility accounts for 40% of all CO2 emissions & 70% of other pollutants in the EU



### And it's about to get worse...

Share of worldwide urban population is sharply rising<sup>(1)</sup>



(1) Source: United Nations, Department of Economic and Social Affairs, Population Division.

(2) Source: European Commission 2019. INRIX 2019.

### The Pain

## The Automotive Industry failed to embrace this decades-old mobility challenge

Today's cars are sub-optimal for short urban rides, that account to almost 85% of total worldwide rides

Simply put, most urban car users use a wasteful, excessively large "product" for their daily needs

#### Average car design:

Carry 5 passengers  
~180-200 km/h speed  
~400 miles range



#### Actual average urban ride:

85% are 1-person rides  
17km/h average speed  
5-15 miles average distance  
Ridden only 5% of the time



### WHY?

- ▶ Most often profits of selling **full-sized cars** are higher than selling compact / small cars
- ▶ A (very) conservative industry, reluctant to adapt unless externally "forced" (e.g. EVs, mobility-as-a-service)
- ▶ Avoids cannibalizing its own product portfolio
- ▶ Hence, most disruption emerges from small, innovative automotive "outsiders" such as:

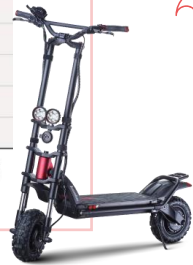
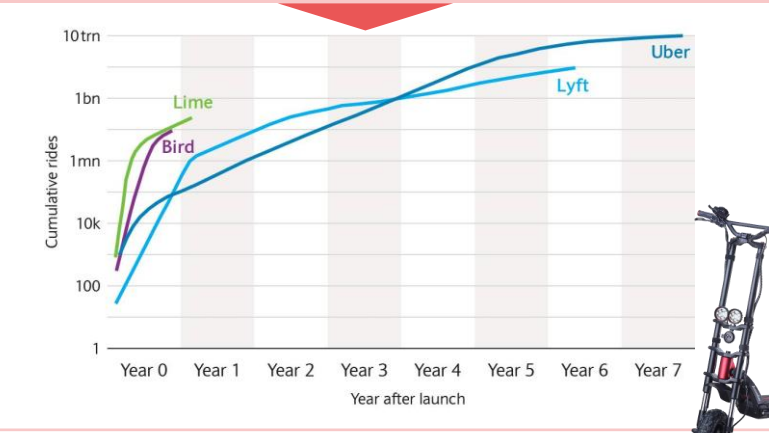


### The Pain

## Today's Micro-mobility solutions: Partial solution with major disadvantages

Poor safety, sensitivity to climate, exposure to noise and pollution

Trying to address the huge unmet urban mobility challenge we experience the rise of the new **Micromobility** revolution (e.g., Bird & Lime) growing **7-10X** faster than ride-hailing (e.g., Uber) the 2<sup>nd</sup> fastest growing mobility segment



### Partial solution with major disadvantages

- Unsafe, prone to accidents**
- Exposed to heat, cold (sweating...)
- No isolation from street noise
- Rain and water "un-proof"
- Much less comfortable than a car experience**
- Exposed to street pollution
- "Poor-man's" perception
- Seasonality:** drop is usage during winter

Powered Two-Wheeler (PTW) riders face **X18 higher risk of a fatal or serious accident** on average, than passenger cars (ETSC 2007)



(\*) Vehicle photos above are for illustration purposes only

# WHAT IF THERE WAS A NEW, WIN-WIN ALTERNATIVE?



The Solution

## Meet City Transformer : An Urban Mobility Disruptor

City Transformer is an ultra-compact, 100% electric, foldable passenger and logistics **urban vehicle** that can change its width on the go to as narrow as 1 meter wide, allowing it to ride like a car, while parking and outsmarting urban traffic as a motorcycle

RIDES SAFELY AND  
CONVENIENTLY  
LIKE A CAR



PARKS AND  
OUTSMARTS TRAFFIC  
LIKE A MOTORCYCLE

### Motor

100%  
Electric

### Charging

30min, 80%  
fast charge

### Range

Up to  
180km

### Top Speed

90km/h

### Seats

2 Adults  
1 Adults, 2 children

### Weight

450kg, exc.  
Batteries



Technology Breakthrough

## Our Secret Sauce | 1. Foldable Urban EV Platform

An Exponential Technology born to revolutionize urban mobility

A patented Next-Generation foldable urban EV platform that can actively adjust – contract and expand - its width to as narrow as 1-meter wide, to outsmart everyday parking, traffic and space

While the “skateboard” adjusts its width, the passenger cabin remains unchanged, to maximize space & volume



### 100% Electric

#### Range

Up to 180km/6-10 average city rides

#### Charging Time

30 min, 80% capacity > fast charging

#### Max. Speed

90km/h

#### Width

1m folded / 1.4m expanded

#### Weight

450kg + 140kg Batteries

#### Lower TCO & superior maintainability

~1,500 parts (vs. ~25,000 on an avg. car)



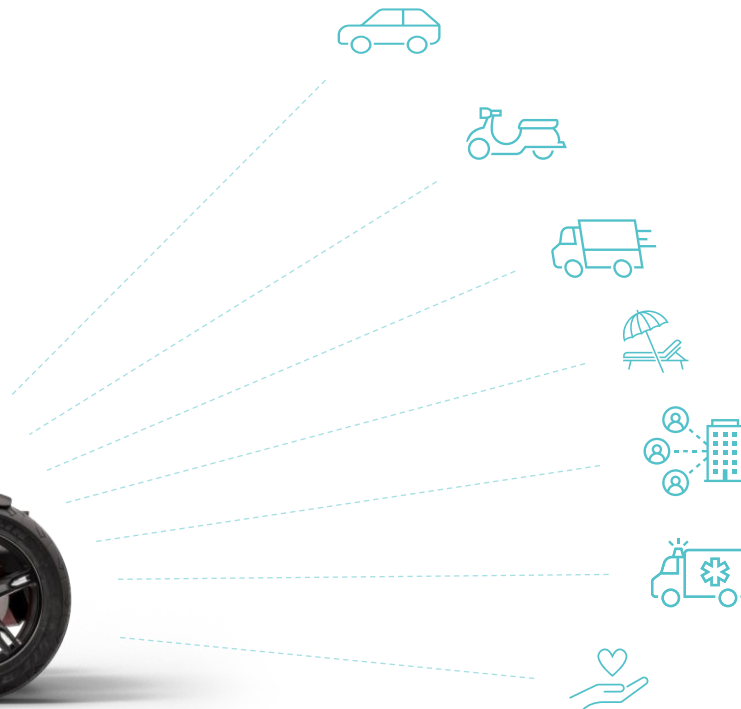


## Technology Breakthrough

## Our Secret Sauce | 2. Highly Modular Skateboard

A highly modular platform that provides outstanding **freedom** of cabin design for **multiple** mobility applications, fusing all vital components that make our models “tick”, into a single skateboard

- ▶ Enable **faster design** and **production** of multiple new urban EV models at a **lower cost**, compared to conventional skateboards
- ▶ Allow customers to enjoy bespoke models and customization to meet their mission-specific needs & wants
- ▶ Allow customers to purpose-build service & sharing fleets in an optimal, cost-effective manner



# Leadership

## EXECUTION & INNOVATION FOCUSED MANAGEMENT

Proven track-record in seeding and globally scaling complex multidisciplinary B2B, B2C and engineering business



**Dr. Asaf Formoza, CEO**

- Mechanical engineer Phd.
- Serial entrepreneur
- Experienced manager



**Udi Meridor, COO & Strategy**

- Serial entrepreneur
- NASA 'Singularity' Univ. graduate
- Physicist



**Dr. Anat Bonshtien, VP Bus. Dev.**

- Chairwoman and Director of the Smart Mobility Initiative at Israel Prime Minister's Office



**Eyal Cremer, CDO**

- MA. in transportation design.
- Former designer at 'VOLVO' 'SKODA' 'VW'



**Dr. Lior Bakshi, VP Production**

- Mechanical engineer Phd.
- Advanced Physics & Nuclear R&D & mega-project integration



**Moti Krispil, VP Marketing**

- Director, Deloitte Strategy
- Serial entrepreneur
- Captain (res) Elite IT Unit IDF



**Dr. Gideon Goldwine, CTO**

- Mechanical engineer Phd.
- Founder of the Israeli university's formula car project



**Prof. Johann H. Tomforde, Executive Consultant**

- The "father" of Daimler's SMART city car
- Former executive in Mercedes Daimler



## Unique Selling Points

# A Category Leader in Urban Mobility

A 100% Electric Foldable, 100% Friendly Urban Vehicle, Ideal for Cities, Born to Share

### UP TO 75% SAVINGS IN PARKING SPACE, A MOBILITY GAME CHANGER

4 (Four) City Transformer vehicles can park in 1 standard parking space



### 10X MORE CHANCE TO FIND A PARKING SPOT

X10 more effective parking spots on average compared to a regular car, on a typical urban street



### HIGHLY DURABLE & EASY TO MAINTAIN

Only ~1,500 parts compared to ~20,000 in a standard car, Smart material selection

### SAFEST IN ITS CATEGORY(\*)

Airbags, Side "crash zones", Robust passenger cabin, Rigid Aluminum cage

### OUTSTANDING CABIN DESIGN FREEDOM

Proprietary skateboard design allowing production of multiple models, for multiple bespoke urban mobility applications at a lower cost and faster time to market

### BEST RIDING EXPERIENCE IN ITS CATEGORY(\*)

Climate control, Mobile connected office, acoustically isolated cabin, Personalized driving & navigation app, Rotating seat, Etc.

(\*) Electric Quadricycle (L7E)

## Market Opportunity

# Example Business Applications Utilizing City Transformer's Technology

## A Technology born to revolutionize urban mobility



### Shared Urban Fleets

Offering safer, more convenient urban mobility alternative than powered 2-wheelers or public transport



### Business Mini-Fleets

Supporting employee's urban mobility needs, more cost-effective than taxis or public transport



### Privately Owned

A new, safer, more convenient urban mobility alternative



### Last Mile Delivery

Offering much greater capacity, shortened delivery time, easier parking and reduced urban delivery costs



### Tourist & Hotel Fleets

Helping tourists and visitor "dwell" conveniently in cities, a profit-generating, value-added service



### Service Fleets

Superior safety, space & convenience for service fleets



### First Responders (e.g., red-cross)

Arriving safely, swiftly and more conveniently, weather indifferent, carrying greater load than motorcycles



### Residential/Office Buildings Fleets

Residents/tenants enjoy an exclusive mobility service, a value-add/rev-gen part of the property's services

# SUMMARY

First-mover advantage in a blue ocean of multiple underserved segments

Breakthrough, patented car “folding” technology

Experienced leadership

Multiple exponential growth opportunities

Perfect timing to launch





Thank You!

