

BRAND OVERVIEW

Crash Test Joyride (CTJR) is a contemporary art and streetwear-focused NFT brand delivering a message of positivity and self-expression. CTJR's current product line consists of a collection of 4,444 hand-drawn and algorithmically curated pieces of digital art, including 15 one-of-one 'legendary' characters. Each piece features a crash test dummy 'Joyrider' base, accompanied by a selection of clothing assets such as shirts, jackets, hats and jewelry. The artistic intention is to infuse each character with a unique personality while consistently maintaining an overall air of confident swagger that their holder might also like to see in themselves. For CTJR, the art is not just an image, but a reflection of an individual's best self.

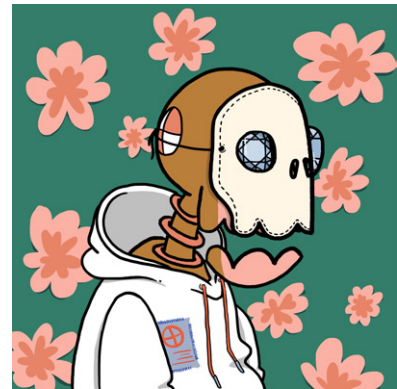
SAMPLES



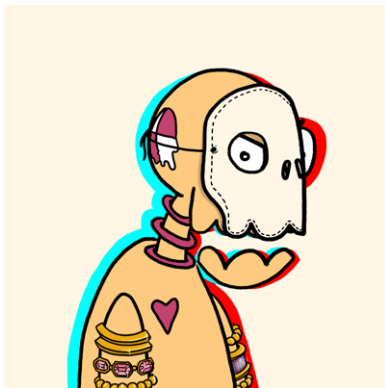
Joyrider #3451



Joyrider #3897



Joyrider #3451



Joyrider #3739



Joyrider #4216



Joyrider #4394

FUTURE DIRECTION

Crash Test Joyride is more than a one-off collection of digital art. In fact, we see our 4,444 Joyriders as the first ambassadors of what will become a broader cultural brand. We intend to move fluidly between the physical and digital realms, testing ideas and products through digital media, manifesting them into the physical through curated clothing and merchandise drops, and bringing it back again into the digital space. As a brand, we feel unbound by the restrictions of traditional definition.

ROADMAP: FIRST STEPS

With the successful launch of the genesis NFT collection, CTJR begins its move into the early phases of the roadmap. The first step is an immediate jump into the physical, with the introduction of our online merchandise store. At its launch, this will provide an avenue for all holders to exhibit their Joyrider in the real world through large format prints. The estimated release date of the CTJR online shop is 1-2 weeks post-mint.

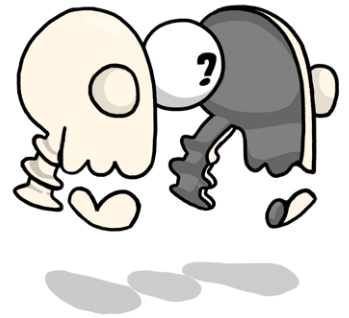
Following, CTJR will collaborate with high-quality clothing manufacturers to help bring its iconic designs into reality. Maintaining the quality and styling that Crash Test Joyride stands for, we will create the first of many limited release CTJR collections. This collection will be streetwear-focused and adapted directly from CTJR NFTs. Through this, we continue to blur the boundaries of a traditional NFT collection. Ultimately, the brand image of CTJR will be accessible in all domains. Ideal estimates aim to have our first drop ready by March 2022. Updates will be provided throughout the process.

CTJR also aims to establish brand partnerships with select others that fit with our vibe and vision. These may include, but will not be limited to, NFT projects, influential figures, artists, media companies, and other clothing brands. The goal with these is to foster integration into diverse mediums, raise our production potential, and drive shared success. While we intend to extend beyond the NFT and crypto space, we do not forget our roots, and the WAGMI mentality that drives the space.

ROADMAP: GENERATION II COLLECTION

A generation II collection is a must for the CTJR brand. The potential creative extension and stylization possibilities that our Joyriders exhibit is too vast to avoid exploring. In tandem, we want to reward supporters of the brand. As such, all current CTJR holders will receive a Serum - a mint pass for our generation II collection that will transform and enhance their current Joyriders, infusing them with a distinct, but related personality. Importantly, this will create a second NFT, rather than replacing the one that you own.

A generation II collection has to be done right, since we don't want to oversaturate the CTJR space. MAYC set the bar but we are going to raise it. Expect the same creativity and swag that underscores the art of generation I. The estimate for the drop of this collection is late March to early April.



FINAL THOUGHTS

The NFT world is an explosion of creativity and positivity that has arrived unexpectedly. It is chaotic and beautiful, providing artists, developers, and brands with the means to bootstrap their vision. Combining decentralization, branding, and fashion, CTJR has burst into the NFT world with iconic style and imagery. We are the artists of Crash Test Joyride; you are the artists of your own life.

*Hello, you fool, I love you
c'mon join the Joyride*

- The Crash Test Joyride Team

