

What type of co-creation is Local Motors using?

Local Motors is using a co-designing approach. The contribution activity was firm led (participants had to design a car) and the selection was done by the customers who picked the winning design. The combination of these two ideas make for a co-designing approach.

What do you think of the Rally Fighter? Will this new car be successful? Why or why not?

Within the specific market segment the Rally Fighter aims to obtain market share, it has the potential to be successful. However, I do not think it will be mass produced. This is because besides the price tag (around \$100k), owners need to also invest a significant amount of time by building the car themselves. This combination will likely result in a niche market.

What is Local Motors' value proposition?

The value proposition of Local Motors is to deliver freedom by offering assistance in the process of building a high performance car.