

MUTINY BRAND BASICS



Creating the foundation

WHY

WHY IS THE COMPANY IN BUSINESS?

(MOTIVATIONS OF LEADERSHIP)

To provide a solution where there is none in useful, affordable EV vehicles.

To restart small vehicle manufacturing in the United States

To offer thriving jobs to workers.

To return value to investors and community members.

To be fun and fruitful to be a part of as a contributor.

WHY IS THE COMPANY IN BUSINESS?

(MOTIVATIONS OF TEAM)

To build something and see it out there in the world driving around.

To build something that has a meaningful application both in being used by customers but also contributing to solve climate change.

Creating accessibility to utility for people everywhere.

To build the future instead of just rehashing the past for profit.

WHAT

WHAT ARE THE PROJECTS / PRODUCTS YOU DO?

We build our own electric trucks and cars.

Our first product is small light duty electric truck in the kei format. Modular, customizable, and rugged. Built using simple materials and processes so it can be easily modified and upgraded.

Our next products will uphold the same values of thrift, durability, accessibility, and utility while being in a different form size. I.e. a small car, a medium truck, a bus, and so on. Smart vehicle design and manufacturing will be our competency.

WHO

WHO ARE THE CLIENTS / CUSTOMERS

- Commercial private small, medium, and large size businesses.
- Vending truck.
- Governmental: police, fire, coastal, postal
- Tourism rental fleet owners.
- Pleasure seekers/offroaders
- Hunting/camping/adventure uses.
- DIYers
- Rewilders. People developing or managing their own land.
- Agricultural uses.
- Entertainment hire vehicle with a sound system.
- Local delivery.

COMPETITION

WHO ARE THE COMPETITORS?

- **Traditional powersports manufacturers:**

- Honda
- Polaris
- Kawasaki
- Yamaha
- Bombardier
- John Deere
- Cub Cadet
- Bobcat
- Kubota

- **Kei truck makers:**

- Honda
- Subaru
- Daihatsu
- Mazda
- Suzuki

- **Golf cart and utility cart manufacturers:**

- Club Car
- Taylor Dunn
- Cushman
- Bradshaw Electric

HOW

HOW DOES THE COMPANY STAND OUT / UNIQUE / SPECIAL?

It's electric. Making EV vehicles in a normally ICE-powered space.

Simple modern designs when other products are aggro race-face MONSTER BRO. Not intimidating.

Charm aspect within the bland utility vehicle space.

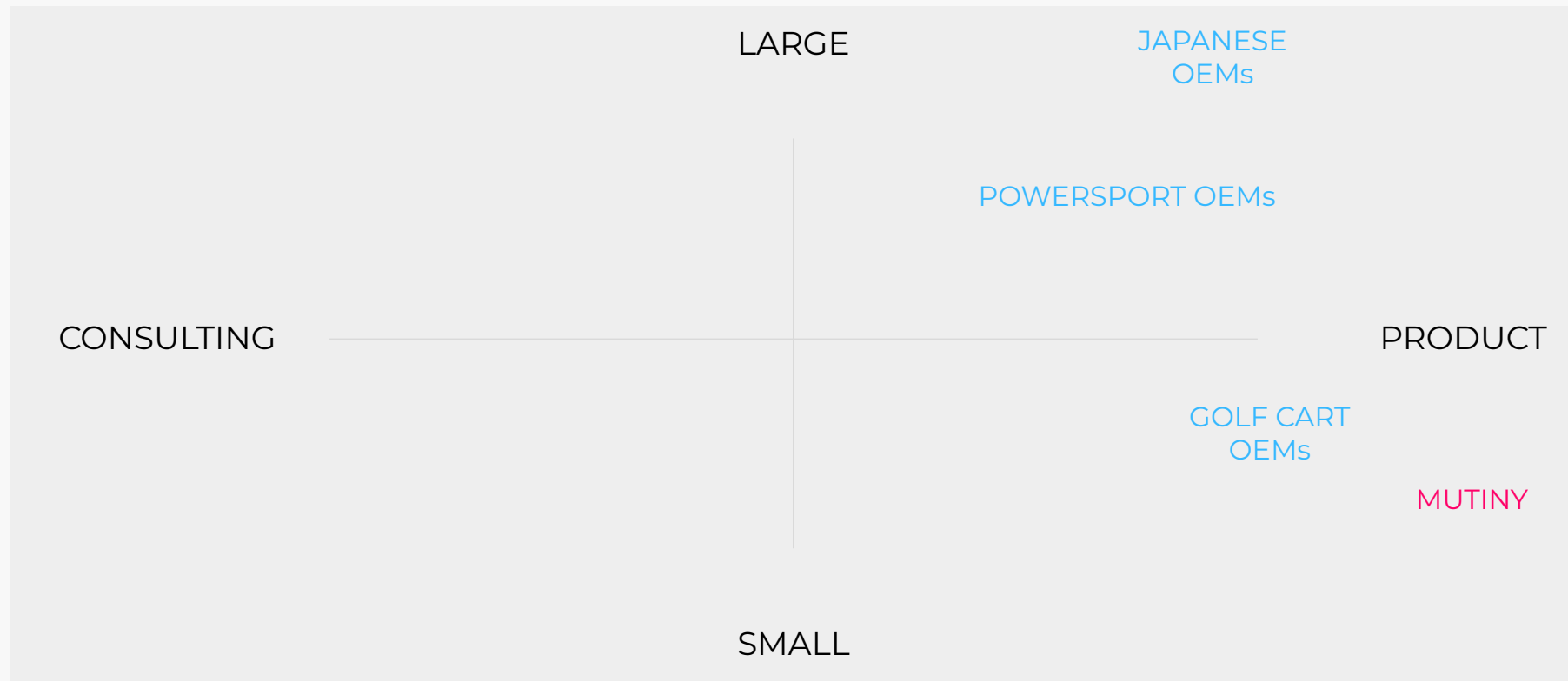
Relentlessly chasing affordability with manufacturing improvements. Low price but not cheap.

Modularity. Platform allows flexibility when other manufacturers limit uses with stamped steel and welded tube.

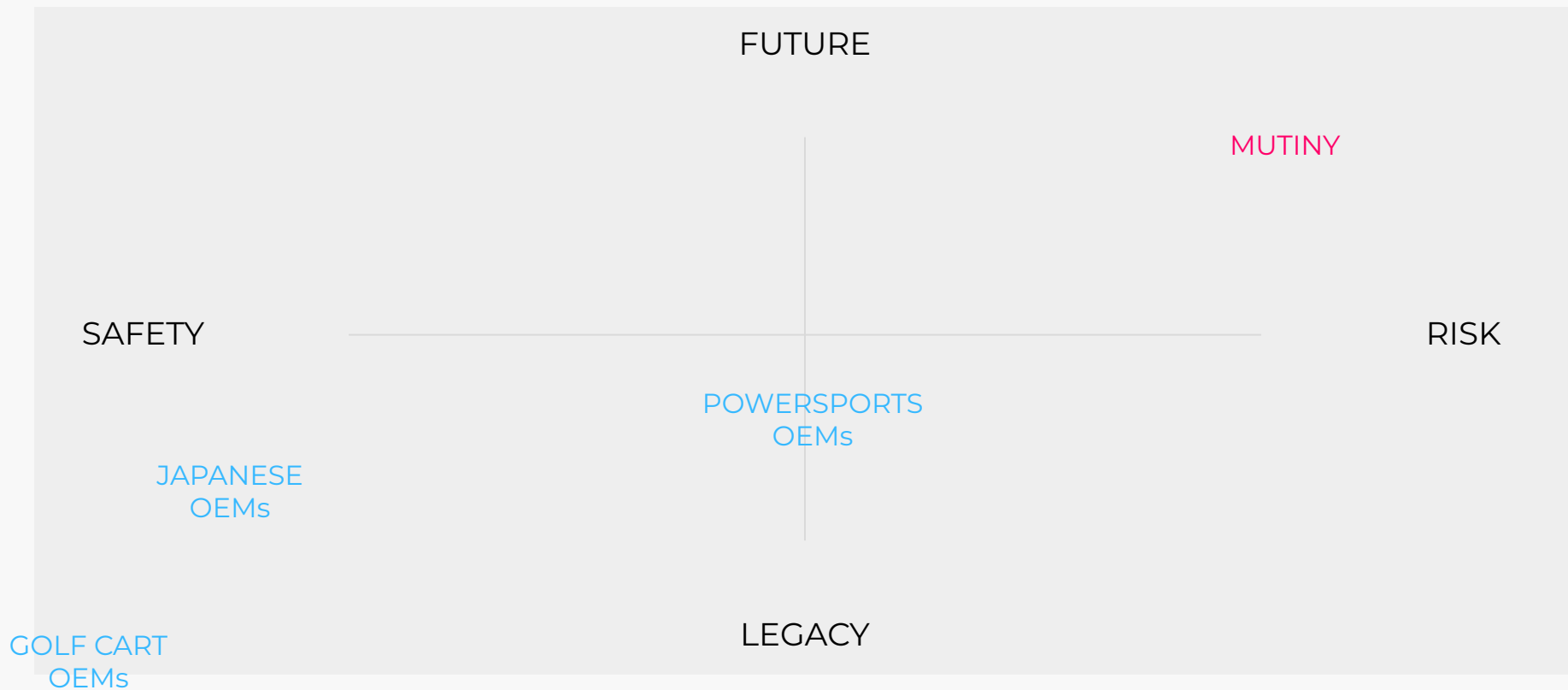
Utility as sense of occasion. It's fun to see and be seen in.

Non-traditional personal marketing through social media and an intimate look at who we are. No ads.

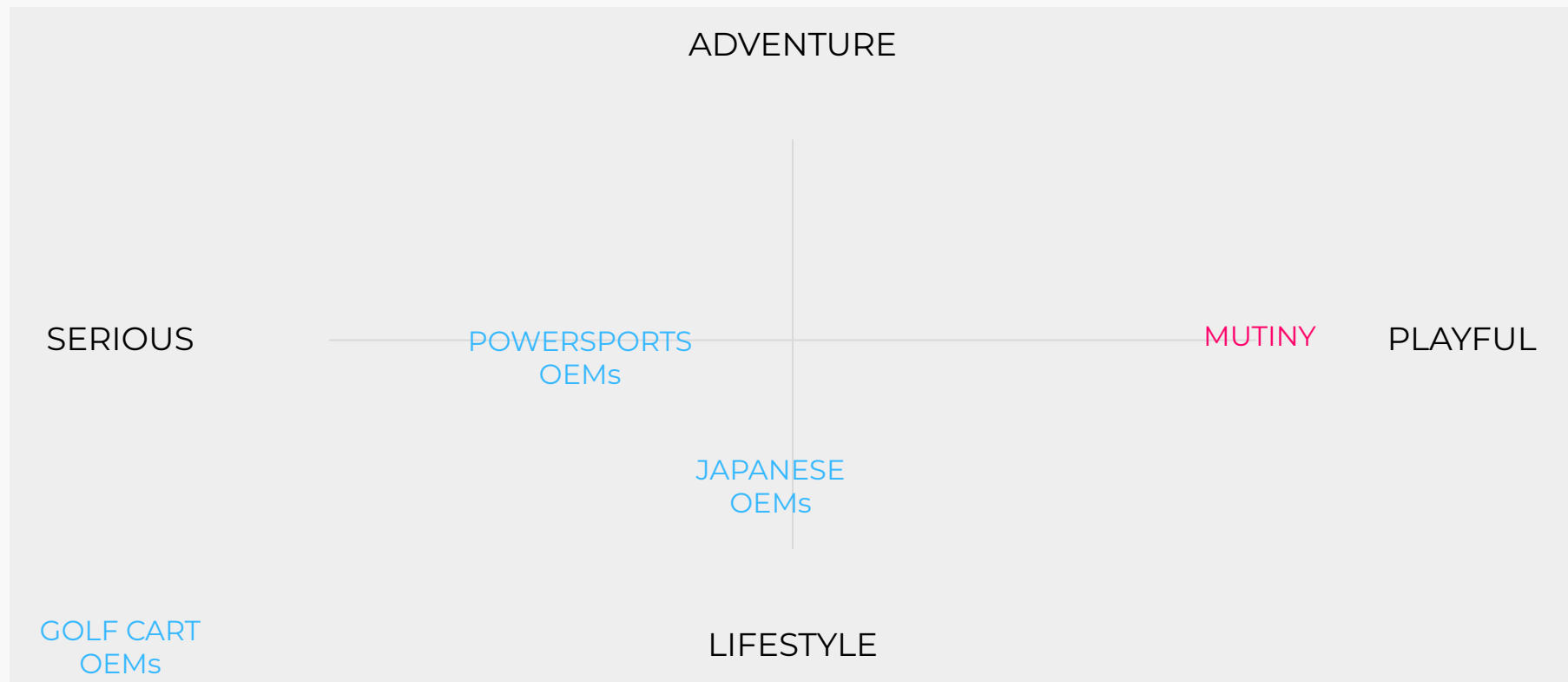
COMPETITIVE ANALYSIS



COMPETITIVE ANALYSIS



COMPETITIVE ANALYSIS



YOUR ATTRIBUTES

Stand out —●———— Blend in

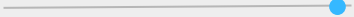
Appeal to business —————●———— Appeal to individuals

Appear familiar —————●———— Appear new

Convey Tradition —————●———— Convey Innovation

Feel personal —●———— Feel corporate


YOUR TONE

Subtle  Bold

Colorful  Monotone

Straightforward  Complex

Micro  Macro

Literal  Connotative

Competitor 1 // Analysis

Competitor 1 is Honda, a Japanese OEM that makes:

Kei trucks

Side-by-side utility vehicles

Four wheelers - Quads

Passenger vehicles and pickup trucks

Honda=

Household name that leverages scale to produce very high quality, very high volume uninspiring vehicles for the world. Legacy of being reliable, parts readily available, and well-made.

Massive Scale

- Factories all over the world
- Robust supply chain
- Engineering expertise
- Ease of manufacturing

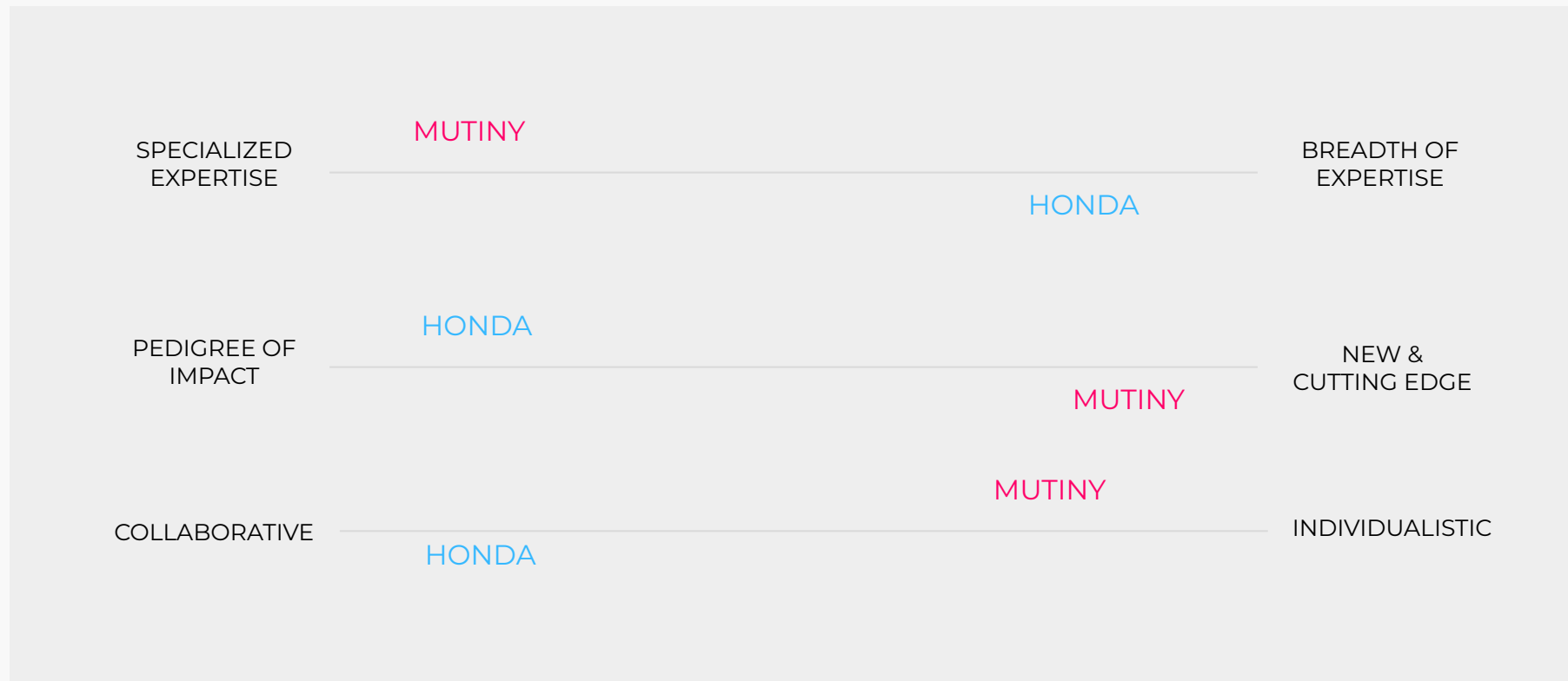
Breadth of Expertise

- Engineering discipline
- Design discipline
- Logistics experience
- Leadership (C-suite)
- Competitive

Distribution

- Deep marketing programs
- Dealer network for sales and service
- Vehicle transportation
- Financing

COMPETITOR 1 // COMPARISON



WORK TO DO



WORK

WORK WORK WORK

POSITION

WHAT

The goal of Mutiny is to design, manufacture and sell light duty electric vehicles that provide access to utility, mobility and fun for the least possible environmental and financial impact.

WHY

Vehicles today are too large, too heavy, and too energy inefficient for the future we're quickly facing.

Vehicles need to be able to do more with less in the near future.

Current vehicles are expensive to obtain and operate simply because of the mass they need to motivate.

PILLARS

FUN

Life is short and your ride should be dope.

THRIFT

Don't buy mass you don't need.

SIMPLICITY

You can get a lot done with a little when it's designed right.

WHAT

BRAND ARCHITECTURE



MUTINY MOTORS - The manufacturer of sustainable, thoughtful electric vehicles.

WHAT

PERSONALITY



Charming

Fun

Approachable

Bright

Optimistic

Not complicated

Friendly

Stable

WHAT

VALUES



Provide the most fun and utility possible for the smallest environmental impact.

Provide the best vehicle per dollar.

Design is critical and essentially free at scale.

Products exist for people, not the other way around.

We can make things better only if we try.

BRAND APPLICATIONS

PRIMARY

Digital spaces – social media and website

On the vehicle itself in tasteful badging and lettering.

On apparel worn by superfans.

In user generated content online from people doing interesting things

In films and popular media starring our vehicle because it's bitchin'

SECONDARY

On the manufacturing and design center buildings

On a sticker on the paper towel dispenser at your favorite local dive bar

On the side of the vehicle delivery vehicles

THEMES

PRIMARY

OUTDOOR ADVENTURE

Go places. Smell trees.

PLUCKY SMALL BUSINESS

Make money the tiny way.

SECONDARY

GOVERNMENTAL UTILITY VEHICLE

Yes we're the man but also somehow cool.

TOURISM RENTAL

Good luck little guy.

DIYer/Custom

I don't ever ask for help at Home Depot.

AGRICULTURAL

The three non-Trumpy farm guys.