

New Product Launch

Altura EV

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Altura EV - What's so special?

- Altura EV is a cutting-edge electric car designed for the modern, eco-conscious driver.
- Combining sleek aesthetics, advanced technology, and sustainability, Altura EV offers a seamless driving experience with an impressive range of 350 miles on a single charge.
- The car features a futuristic design, a spacious interior, and state-of-the-art features such as autonomous driving capabilities, a 15-inch infotainment touchscreen, and ultra-fast charging.
- Built to cater to urban professionals and families, Altura EV delivers luxury, performance, and eco-friendliness in one package.



Product Imagery



Product/Market Analysis



1. Consumer lifecycle

- **Awareness** - Generating buzz through high-profile unveilings at auto shows, teaser campaigns, and media coverage emphasizing the car's unique features and sustainability.
- **Consideration** - Provide detailed information through the official website, including virtual test drives, feature breakdowns, and customer testimonials. Collaborate with influencers and automotive journalists for in-depth reviews.
- **Purchase** - Streamline the buying process with online reservations, exclusive pre-order perks, and financial incentives such as tax rebates and trade-in offers.
- **Retention** - Maintain customer loyalty through dedicated EV support, software updates, and access to exclusive events for Altura owners.
- **Advocacy** - Encourage satisfied customers to share their experiences through referral programs, social media campaigns, and community meetups.






Product/Market Analysis





2. Want vs. Need

- **Want:** Altura EV appeals to consumers seeking a luxurious, technologically advanced vehicle that aligns with their eco-friendly values.
 - **Need:** For individuals prioritizing reduced environmental impact and cost-effective commuting, Altura EV offers a practical and sustainable solution.
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3. Impact of Word of Mouth

Word of mouth will be crucial in driving credibility and trust for Altura EV. Testimonials from early adopters, influencers, and industry experts can amplify interest. Sharing positive experiences through platforms like YouTube, Twitter, and dedicated EV forums can create a ripple effect, encouraging others to explore the brand.



Positioning Statement

- **Target Market:** Eco-conscious urban professionals and families aged 28-50 who value luxury, sustainability, and cutting-edge technology in their vehicles.
- **Need:** This audience seeks a premium electric car that offers an exceptional driving experience while reducing their carbon footprint.
- **Positioning Statement:** "For modern drivers who prioritize sustainability and innovation, Altura EV redefines the electric vehicle market by offering unparalleled range, luxury, and technology. Unlike traditional cars or competitors with limited features, Altura EV delivers a seamless blend of performance, eco-friendliness, and advanced capabilities for the ultimate driving experience."



Product Introduction to the Market



Marketing Approach

- Audience: Urban professionals, environmentally conscious families, and tech enthusiasts who are active on digital platforms and value innovation.
- Platform: Utilize Instagram, YouTube, and LinkedIn for brand storytelling and Twitter for real-time updates. Leverage search engine marketing and an immersive website to provide comprehensive product details.
- Positioning: Altura EV will position itself as a premium, eco-friendly vehicle that combines luxury, performance, and sustainability to meet the demands of modern drivers.



Launch event



Visual Aids



- **Pre-Launch:**
 - a. Unveil the Altura EV concept at a high-profile auto show, followed by a teaser campaign showcasing key features such as range and autonomous capabilities.
 - b. Build anticipation with pre-order sign-ups and limited-edition models for early adopters.
- **Launch:**
 - a. Host a grand launch event, live-streamed globally, featuring demonstrations of the car's features, test drives, and endorsements from influencers and automotive experts.
 - b. Roll out introductory offers such as free charging for a year or exclusive accessories for early buyers.
- **Post-Launch:**
 - a. Continue engagement through user-generated content campaigns, such as #MyAlturaJourney, encouraging owners to share their experiences.
 - b. Provide ongoing support through dedicated Altura service centers, app-based maintenance tracking, and software updates.





Thank you