



AutoTRan ATTR

Blockchain Era, changing the experience of
automobile transactions

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1.

Current Status of NFT Entry in the International Automobile Market



Source: Hyundai automobile official home: <https://www.hyundai.com/worldwide/ko/brand-journal/mobility-solution/hyundai-nft>

Entry into the NFT market among global manufacturers of finished commercial vehicles is alarming

Hyundai Motor started to launch its NFT production in collaboration with Meta Kongz, one of the well-known NFT communities, led by PONY Motors.

Hyundai Motor introduced the concept and vision of "meta mobility" that will expand human activities indefinitely and realize the ultimate freedom of movement, and is campaigning to unfold the vision around the new world of "Hyundai Metamobility universe."

Therefore, we are delivering a message to the market through collaboration with NFT companies to effectively imprint the image of these businesses on the market.

In addition, leading overseas luxury car manufacturers such as Lamborghini and Benz are also making rapid progress by releasing NFT works to enhance their image in the metaverse market and increase brand awareness of the MZ generation.

1.

Current Status of NFT Entry in the International Automobile Market

BB BrandBrief
Creativity & Marketing News

2023-06-09 15:15 (금)

검색어를 입력하세요

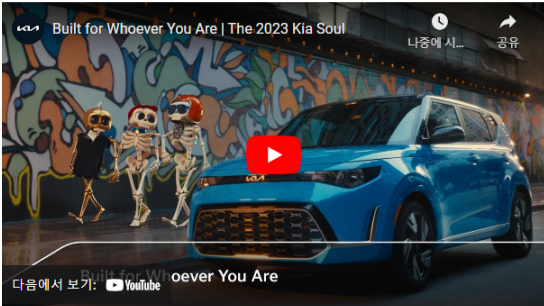
≡ 최신기사순 Brand Creativity Media SDGs-ESG Cannes Lions Spikes Asia 칼럼 인사-동정 채용

HOME > Brand > Brand 뉴스

람보르기니·쉐보레 이어 기아까지... 자동차 NFT 마케팅의 필승 전략은?

김수경 | 승인 2022.07.19 08:00 | 댓글 0

기아 2023년형 쏘울 광고 캠페인에 NFT 캐릭터 모델로 등장
람보르기니, 쉐보레, 벤츠, 포르쉐, 현대차도 NFT 마케팅에 속속 합류
쉐보레의 실패 사례, 업계에 날카로운 시사점 남겨
"NFT는 단순 수집품 아냐... 구매 후 얻을 수 있는 특별한 가치에 초점 맞춰야"



다음에서 보기: YouTube

람보르기니(Lamborghini)와 쉐보레(Chevrolet)에 이어 기아(KIA)도 NFT(Non-Fungible Token- 대체불가토큰) 마케팅에 뛰어 들었다.

Article source : Brandbrief-
<https://www.brandbrief.co.kr/news/articleView.html?idxno=5381>

뉴스센터 신청 | 정기구독 | 광고/제휴문의

로그인 회원가입 EVENT |

Noblesse

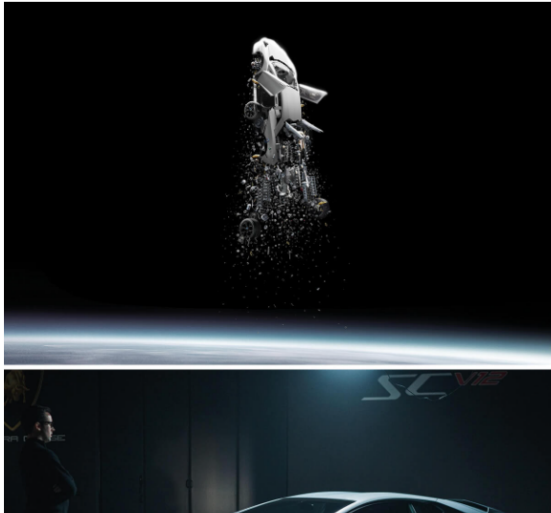
회원로그인

FASHION BEAUTY LIFESTYLE FEATURE NOBLESSE TV SOCIAL CLUB RESTAURANT

LIFESTYLE | 2022-09-15

NFT에 빠진 자동차

지난해부터 불어닥친 NFT 열풍에 자동차 브랜드도 합류했다.



Article source : noblesse
<https://www.noblesse.com/home/news/magazine/detail.php?no=12131>

The fast-growing automotive NFT market is expected to see more and more carmakers participate, their fandom, users, NFT resellers (resellers), and individual and institutional investors trading their works due to the desire to own NFTs.

At this point, the establishment of a business platform with the ability to produce, trade, sell, and manage NFTs to dominate the automotive NFT market is critical to establishing a long-term profitable portal for this market.

With a business platform that has the capabilities and capabilities to meet all the transaction elements needed in the automotive NFT market, you can.

The basis of the NFT market is the ability of creative companies and individuals to turn objects into NFT works.

It is one of the most popular items in the market as it can raise income through production of works and the recognition of artists through promotion of works to companies and individuals who can provide such services.

Collectors and investors play the following roles.

Collectors and investors are active in the NFT market. NFTs have uniqueness and scarcity, making them attractive assets for collectors.

Some investors use NFTs as a long-term investment, and they become a medium and focal point that allows them to expect a rise in the value of their work.

In addition, platforms and exchanges that can issue and trade NFTs play an important role.

For example, OpenSea, Rare, SuperRare, and NBA Top Shot are popular platforms for trading NFTs. These platforms provide an environment for creators and collectors to issue and trade NFTs.

Blockchain Networks: NFTs operate on blockchain technology, and are issued and traded on certain blockchain networks such as Ethereum. Therefore, the role of NFTs in blockchain networks is very important.

3.

AutoTRan NFT Transaction Plan Through the Introduction of Blockchain Technology

Blockchain transparency, irreversibility, low cost, and transaction cost reversibility meet all the needs arising from the nature of the automotive NFT market, which requires accurate and transparent transactions.

As an application technology of ERC20 technology among blockchain technologies, we are designing an automotive NFT-specialized business marketplace platform that implements the following functions through ERC721 technology used to commercialize and trade NFTs.

The ability to mint and release physical car models of finished car manufacturers through the platform

It will play a major role in meeting the trading functions required by companies by providing services to car manufacturers to produce automotive NFTs with various designs and functions based on ERC721 technology

2. The ability to promote and trade manufactured automotive NFT works through all possible channels, regardless of time and place

The characteristic of this market is reselling.

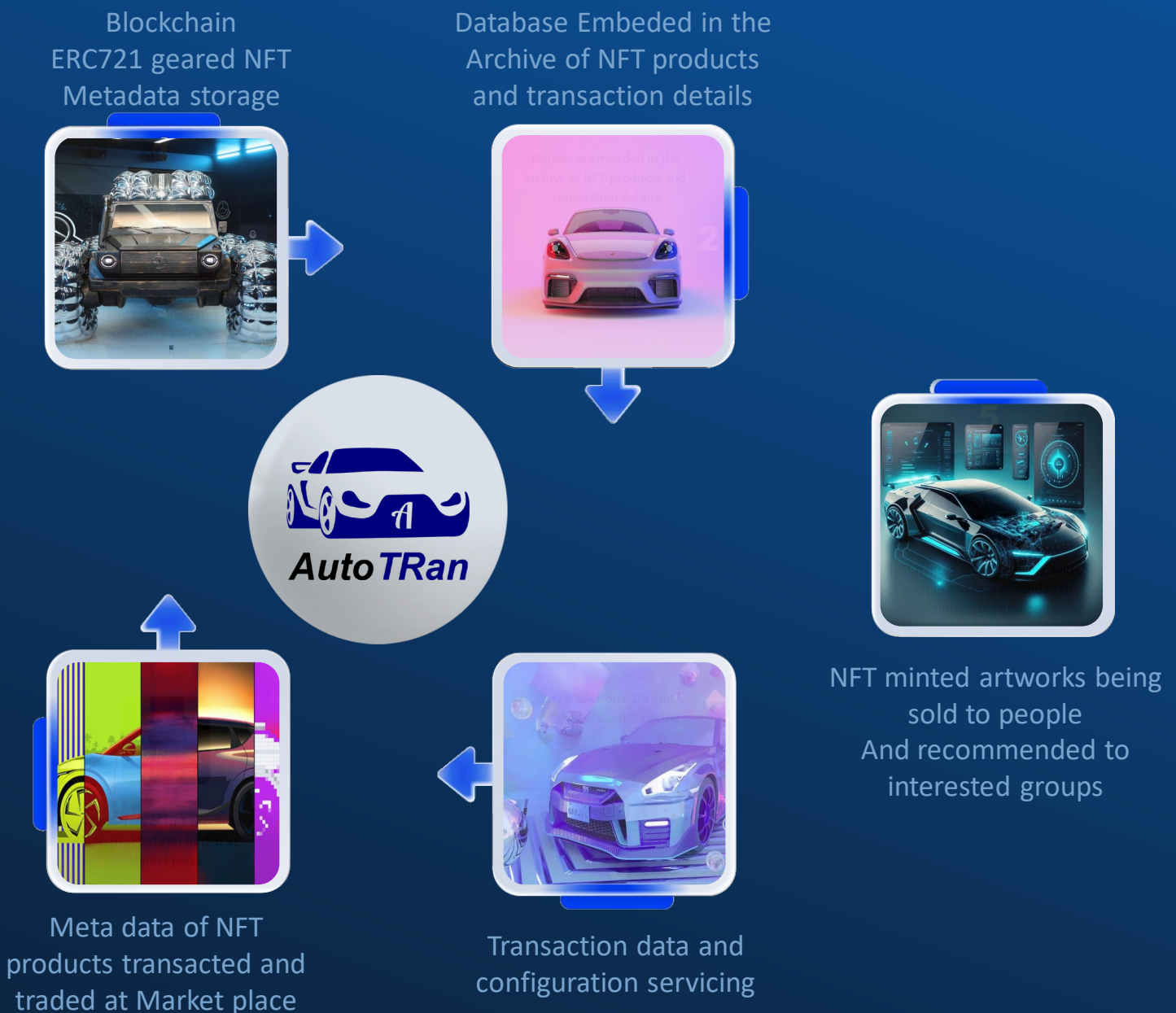
High interest and participation from market members are expected as numerous users not only hold car NFT works, but also generate profits by reselling and repurchasing the same as in the spot trading reselling market.

3.

AutoTRan NFT Transaction Plan Through the Introduction of Blockchain Technology

3. Implementation of functions such as recommendation and promotion for automobile NFT products incorporating DAO method

The goal is to automatically analyze users' preferences, purchase frequency, satisfaction, and real-time inquiry numbers without the manager promoting the product separately to the NFT product being traded, and to activate the transaction by exposing the most popular product to buyers.



4.

AutoTRan Participant Benefits and Interrelationships Through the NFT Market

- **Luxury Car NFT Commodity Maker**

Launching luxury car NFT works with various themes on the Ethereum-based NFT platform, you can freely promote your works internationally while exchanging information with many users, quickly raising your awareness.

- **Company with Luxury NFT Copyright**

All works will be based on recognizable in-kind automotive products, so companies that own ownership and copyright of these original products will be able to secure profit models through NFT's 'infinite resale fees' and NFT product sales payments.

- **Luxury Car NFT Trades Private And Institutional Collectors**

Commercialized NFTs are thought to have many international transactions, and the resulting high participation of individual and institutional collectors is expected.

This is expected to create synergy with the NFT platform, which has higher accessibility and international scalability than traditional offline markets, resulting in explosive transactions.

- **Luxury Car Used NFT Trader**

It is expected to have a positive impact on sellers' participation in the market and increase profits as it can achieve diversification of the sales product group, which is one of the difficulties of used spot dealers.



5.

AutoTran. short term business boosting plan

Due to the nature of the automobile NFT market, securing a fandom is very important.

Unlike the trading habits of automotive products, the loyalty, repurchase, and word of mouth effects of the fan base are the most important in the NFT market.

To achieve this goal, we will increase awareness in the early market of the business and create a loyal user base by assigning additional incentives to the amount of coins purchased to create a rapid recognition in the market.

Purcahsed Qty	Incentive Rate
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%

6. AutoTRan Wallet

We are developing a business platform-type wallet that not only provides simple trading, storage, and exchange functions, but also provides maximum motivation for participants and channels for participants to participate and trade through continuous introduction of luxury car NFT products, product promotion using DAO function



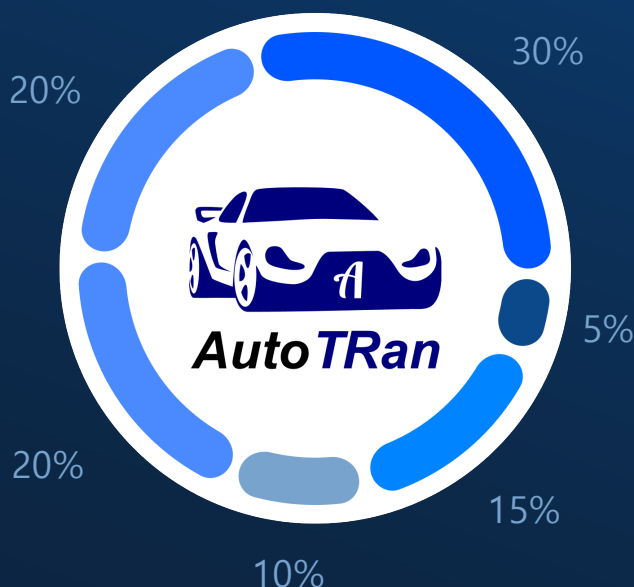
7.

Budget spending allocations plan

For luxury car products with unique personality, raising awareness to existing luxury brand owners and institutions/private collectors as soon as possible will determine early success or failure.

Like the existing spot market commodity trading market, expanding the reselling market by securing many used car dealers greatly helps defend the used price, and we want to establish a distribution network to meet the needs of existing global NFT reselling market providers and international NFT trading markets in a short time.

total supply		200,000,000
Team and Advisor	5%	10,000,000
Operations cost reserve	15%	30,000,000
Token Sale	10%	20,000,000
Global target Marketing	20%	40,000,000
Budget for collaborating and co-branding with international car makers	20%	40,000,000
short term business growth promotions	30%	60,000,000
total supply	100%	200,000,000



Coin Name : AutoTRan

Ticker: ATTR

protocol: ERC721

Total Supply: 200,000,000

2023

Q1

AutoTRan
branding and
business
direction
established

Q2

International
Automaker NFT
Launch Status
Market Survey

Q3

Business
Platform Function
Extensible
Blockchain Wallet
Launches

Q4

Completion of
First Listing on
International
Exchange

2024

Q1

International NFT
Car Products
Exhibition

Q2

Second listing on
international
exchange
Market research
and investment to
expand NFT
resale channels

Q3

Scalability
Added
Business
Platform App
Launch

Q4

Expands NFT
Exchanges to
Expand
International
Markets



Source: Hyundai automobile official home: <https://www.hyundai.com/worldwide/ko/brand-journal/mobility-solution/hyundai-nft>

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