



# AeroMobil

Fly. Drive.

In a high tech, super luxury vehicle that is a car and airplane like no other. A supercar with super powers.

# Meet The Marketing Team



**Jone Herselman**  
*Project Manager &  
Research Expert*



**Ellery Spencer**  
*Market Analyst*



**Jennifer Cox**  
*Market Place Strategist*



**Rachel Alford**  
*Content Marketer*



**Mason Kaiser**  
*SEO Specialist &  
Financial Analyst*





**AeroMobil has a vision to liberate personal mobility from the ground into the skies by creating an innovative and environmentally friendly vehicles designed for door to door travel in intra and inter-urban environments.**



# Company Background

Prípojné 5, 821 06  
Bratislava, Slovakia

[info@aeromobil.com](mailto:info@aeromobil.com)  
+421 911 088 590



# OBTAINABILITY

## Research

- Focus Groups
- Surveys



# LUXURY

## Personalization

- Buying Experience

## Customization

- Interior/Exterior



# Purpose

- Environment Conscious
  - Overall Safety

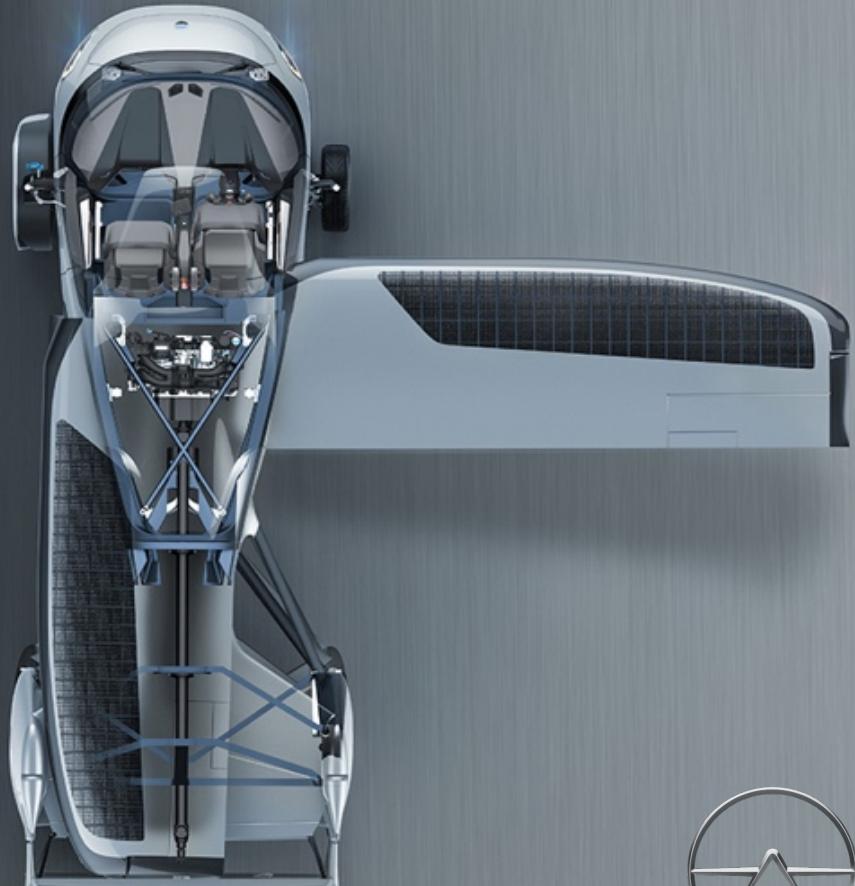
AeroMobil(2020).Picture



# Competitive Advantage

## Distinguishing features

- Safety
- Cockpit
- Wings
- Transition time
- Interior design
- Hybrid engine



AeroMobil(2020).Picture



# Specification

AEROPLANE

<b>Engine</b>	Rotax 912
<b>Wings</b>	collapsible
<b>Top speed</b>	200 km/h and more (124 mph and more)
<b>Min. speed</b>	60 km/h (40 mph)
<b>Take-off speed</b>	130 km/h (90 mph)
<b>Range</b>	700 km (430 miles)
<b>Fuel consumption</b>	15 l/h
<b>Construction</b>	steel framework and carbon coating
<b>Dimensions</b>	width: 8200 mm length: 6000 mm
<b>Empty weight</b>	450 kg (992 lbs)
<b>Capacity</b>	2 persons

AUTOMOBIL

<b>Engine</b>	Rotax 912
<b>Wings</b>	-
<b>Top speed</b>	160 km/h and more (100 mph and more)
<b>Min. speed</b>	-
<b>Take-off speed</b>	-
<b>Range</b>	500 km (310 miles)
<b>Fuel consumption</b>	7.5 l/100 km
<b>Construction</b>	steel framework and carbon coating
<b>Dimensions</b>	width: 1600 mm length: 6000 mm
<b>Empty weight</b>	450 kg (992 lbs)
<b>Capacity</b>	2 persons



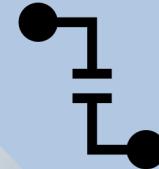
## STRENGTH

Qualified Advisory  
Board



## WEAKNESS

Market Size



## OPPORTUNITY

Untapped Market



## THREAT

Recognizability



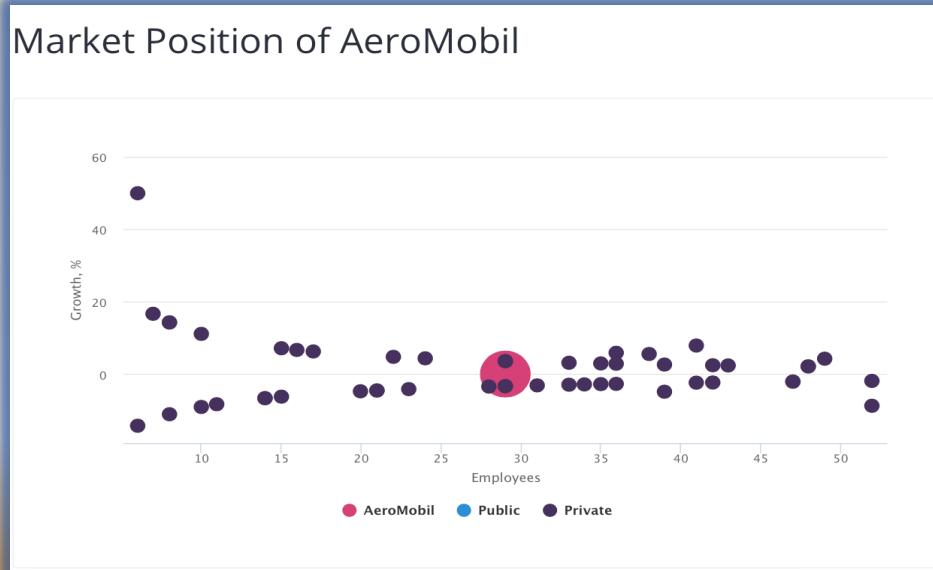
## IMMEDIATE ENVIRONMENT

- Company
- Competitors
- Corporate Partners

## MACRO ENVIRONMENT

- Technological Advances
- Cultural & Social Trends

Figure 4 Craft(2020).Picture



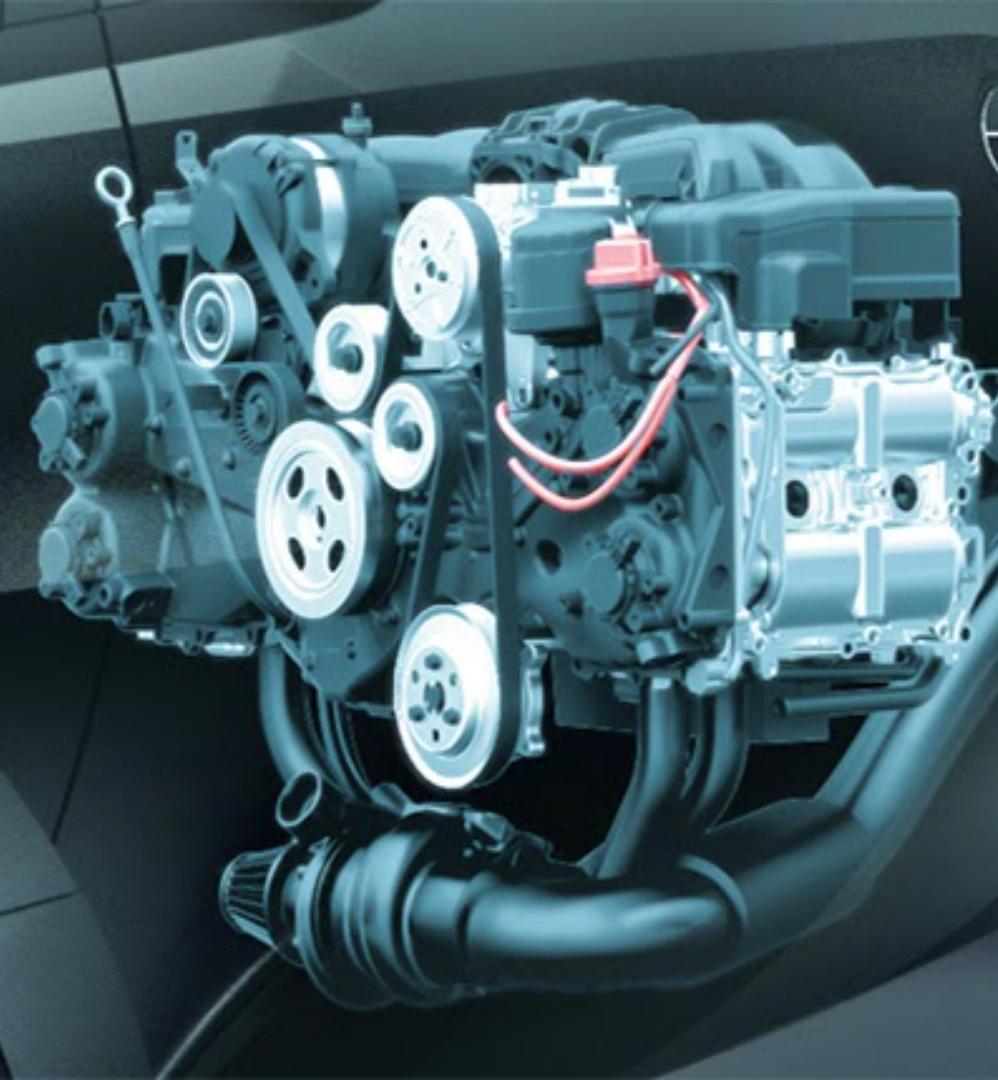
# PROBLEM

---

## Environmental Impacts:

- Air Pollutants
  - Aviation
  - Street Traffic
- Compromising Air Quality
  - Fuel





# SOLUTION

---

## Hybrid Engine:

- Fuel Efficient
- Reduced CO<sub>2</sub> Pollution



# STRATEGY OVERVIEW

---

## Attract:

- High Profile Investors
- Aspiring Engineers



## Initially:

- Rely more on physical advertisements



# SEGMENTATION METHOD

---





## Target Market

---

- Developed Countries & Zip-Codes
- High Social Status
- Interest in Innovative Products



# TARGET MARKET RESEARCH

---



# PRODUCT

Innovative & Sought After

# PRICE

Monetary & Time

# PLACE

Flagship & Trade Shows

# PROMOTION

Physical & Digital



## CUSTOMER

- Personalized Experience
- Reduced Service Gap
- Efficient Delivery

## OPERATIONAL

- Aerodynamic Design
- Hybrid Engine
- Innovative Safety

## PRODUCT

- Primary Packaging
- Secondary Packaging
- Customization

## VALUE CREATION

## LOCATIONAL

- Interactive Kiosk
- Knowledgeable Personnel
- Exclusive Merchandise

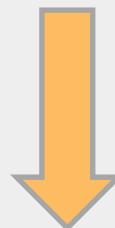


# PRICING STRATEGY

Price Skimming



Initial Price



Price Over Time



# Cost

## PRICE SKIMMING

- Narrows our potential customers

## PRESTIGE PRODUCT

- Unknown price maximum

# Benefit

## PRICE SKIMMING

- Creates a prestige product

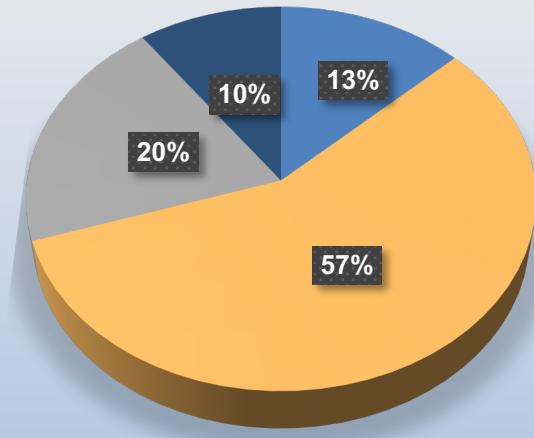
## PRESTIGE PRODUCT

- Higher the price, higher the perceived value



# IMPLEMENTATION PLAN

## DISTRIBUTION OF BUDGET



- PR
- Advertisements
- Assessment of Advertisements
- Sales Promotion



## Control Metric Evaluation

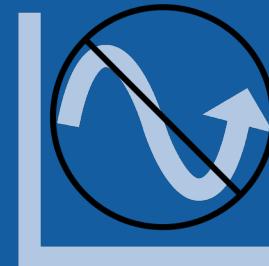
---

- \$40,000 for Analysis
- Focus Groups, Surveys, Customer Reviews
- On-Going Process

## Financial Projections

---

- No Significant Fluctuation of Profit-Margin



## COMPANY OBJECTIVES

### Customer-Oriented

- Set prices according to what our target market's income elasticity can afford

## CUSTOMERS

### Prestige Product

Higher the price, the greater the status and exclusivity of the product

## COMPETITION

### Oligopolistic

- Limited number of sellers
- Only a few firms dominate

## CHANNEL MEMBERS

### Not Applicable

We manufacture and sell our products in our facilities

## COST

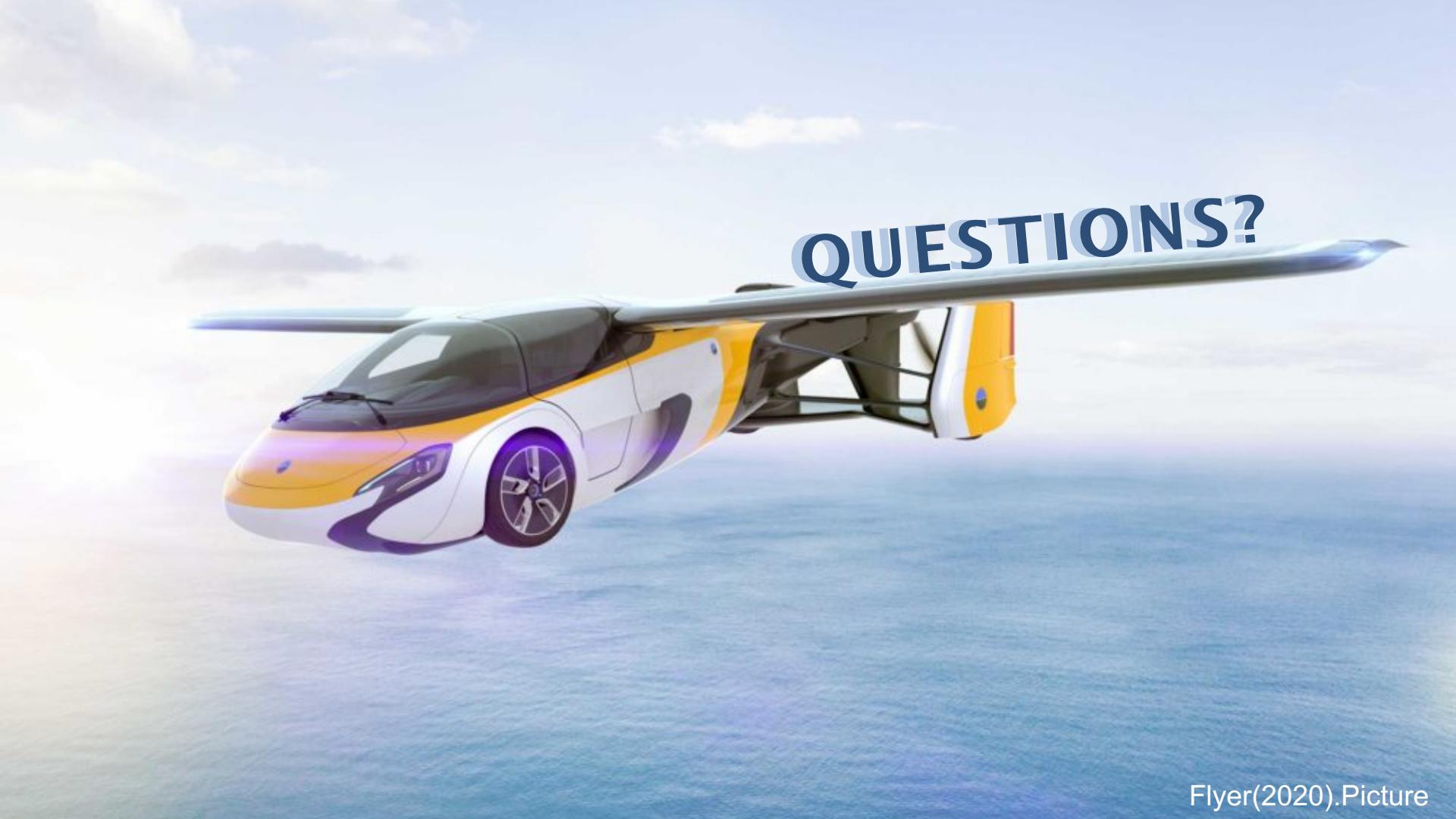
### Variable Costs

- Interior Customization
- Variance of vehicle assistance

### Fixed Costs

- Exterior Design
- Engine/Power



A futuristic flying car, the Flyer, is shown flying low over a calm blue ocean under a clear sky. The vehicle has a sleek, aerodynamic design with a large front windshield, purple and yellow accents, and a single visible wheel. It features a large, thin-winged aircraft section attached to its rear, which includes a vertical stabilizer and a small engine pod. The word "QUESTIONS?" is overlaid in large, bold, blue letters across the upper right portion of the aircraft.

QUESTIONS?

# REFERENCES

- AeroMobil. (2020). Retrieved from [https://www.aeromobil.com/aeromobil-4\\_0/](https://www.aeromobil.com/aeromobil-4_0/)
- AeroMobil partners with leading global accelerator Starburst. (2017, October 17). Retrieved from <https://www.aeromobil.com/official-news/detail/aeromobil-partners-with-leading-global-accelerator-starburst/>
- AeroMobil - Pressroom. (n.d.). Retrieved November 18, 2020, from <https://press.aeromobil.com/>
- Craft. (2020). Retrieved from <https://craft.co/aeromobil>
- Ian. (2019, September 05). How Tesla Used a \$0 Marketing Strategy To Dominate a Market. Retrieved from <https://www.marketingstrategy.com/marketing-strategy-studies/how-tesla-used-a-0-marketing-strategy-to-dominate-a-market/>
- Kumar, Y. (2019, August 01). AeroMobil 4.0: It is a car..and it is a plane. Retrieved November 18, 2020, from <https://www.revolution.aero/editorial-1/2019/8/1/aeromobil-40-it-is-a-car-and-it-is-a-plane>
- Meet Aeromobil, The Force Behind Flying Cars. (2016, January 16). Retrieved November 18, 2020, from <https://futurism.com/meet-aeromobil-the-force-behind-flying-cars>
- Muoio, D. (2017, April 20). A startup's \$1 million flying car is officially rolling out to buyers in 2020. Retrieved from <https://www.businessinsider.com/aeromobil-1-million-flying-car-deliveries-begin-2020-2017-4>
- New Investor Partners with AeroMobil. (2017, April 5). Retrieved from <https://press.aeromobil.com/new-investor-partners-with-aeromobil>
- Real Flying Cars - When Can I Buy One & How Much Will It Cost?. (2020, April 27). Retrieved from <https://www.compare.com/ways-to-save/vehicle/when-will-cars-fly>

