

Founder Memo – ACC (Affordable City Car)

Purpose & Vision

ACC exists to build a truly affordable, city-first commuter car designed for dense urban environments in the USA and EU. The company focuses on simplicity, efficiency, and real-world usability.

Why Now

Urban congestion, rising vehicle prices, and regulatory pressure are changing transportation. Contract manufacturing enables new automotive entrants without massive capital expenditure.

Strategy

- 1 Asset-light contract manufacturing model
- 2 Design-to-cost from day one
- 3 Regulatory-first development (USA/EU)
- 4 Small, equity-aligned founding team

Founder Statement

ACC is built with long-term discipline. The goal is not hype, but durable value creation through thoughtful design and execution.

— Joseph Wauton, Founder