

Comprehensive Business Plan

Deorum Automotive LLC

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II. Executive Summary

Our team is composed of a small and tight-knit group of world-class, specialty-trained engine performance specialists, drivetrain specialists, chassis builders, and experts in suspension and automotive design. As a multi-faceted automotive brand, we offer an array of services, which include basic repair of high-performance motor vehicles, custom tuning, and performance parts for supercar and hypercar class vehicles, installation and fine-tuning of these parts, and standalone vehicles. Our brand is set apart from others because of the range of our services, and their respective quality and performance. We offer certified OEM-level repair and maintenance for major supercar and hypercar brands, such as Lamborghini, Aston Martin, Ferrari, Porsche, McLaren, and Audi. Further, we offer custom performance and chassis upgrade packages for vehicles made by all of the aforementioned. Finally, our principal business is in the production of high-performance specialty cars designed for high-class motorsports. Currently, this includes a production-level model of both rally and GT-inspired supercars and a high-performance low-production variant of both. We will achieve this through multipurpose dealership complexes around the US and Europe, that offer retail and communications about our consumer vehicles, as well as our tuning and repair services. We are currently the only automobile manufacturer who caters to all three of our markets with the quality that we strive to present. To accomplish this from the ground up, we require little to no initial capital, as our business is self-sustaining and functions without our primary vehicle production. However, to begin in working order, we require around \$18,000,000 to set up a preliminary production site and a primary point of sale.

III. Business Description

As a business, we offer the services of some of the most highly trained technicians in all aspects of automotive engineering. We are a company of forward thinkers and motorsport purists. We aim to reignite the dying flame that is the love of cars. We specialize in the repair, modification, and production of true high-performance sports cars, and aim to not only improve the current landscape of car enthusiasts, by modifying and repairing existing sports cars but lengthen its stay among society with our line of enthusiast racing and sports vehicles. Our brand centers around three main products and services. These are:

- Repair and restore existing sports and supercars (Ferrari, Lamborghini, Aston Martin, McLaren, Porsche, Lotus, etc.) whether mechanical issues or bodywork.

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- Modify sports, super, and racing cars from the companies mentioned above* to achieve greater speed, comfort, and drivability.
 - Produce and market an original line of sports cars, inspired by historical examples of Grand Touring and Rally class racing cars.

In recent years, the world of performance vehicles has sought to phase out the loud and large-engined vehicles that motorsport fans have come to adore. While this may seem like an educated move to executives who hope to reap the benefits of electrification, it has left motorsport fans worldwide at a loss. The once mighty and renowned 12-cylinder engine found in all respectable performance vehicles has been reduced to a lowly 13 cars currently available, with many on their way out. The 10-cylinder engine, known for its power and prowess in racing, has been reduced to just 3 examples, with one out of the three only available in industrial utility vehicles. Even the classic 8-cylinder engine has been seeing cutbacks in its placement in modern vehicles. This is the hole in the market that we seek to fill. Our original vehicles seek to fill in the gaps that the disappointing current industry continues to open. We are racing lovers, and seek to bolster an already strong racing community with support and improvement for their vehicles, and a new world of vehicles to delve into. All of our cars are inspired by classic racing cars of the 1980s-2000s period, an era commonly seen as the golden age for motorsport. While our modifications work to create new customers, they build our reputation with enthusiasts and repeat customers, who will be more likely to purchase our vehicles after seeing the results achieved on their cars.

*Other racing cars are available for modification upon request.

A. Mission Statement

Deorum Automotive exists to give a spark back to the slowly dying sportscar industry by introducing power and true racing soul into our cars. We strive to improve the lessening power figures pushed by the established sportscar manufacturers of today, and the takeover of electric vehicles. We want to give the new generation of car enthusiasts the same power and soul at their fingertips that those before them experienced.

B. Industry Overview

Since the early 20th century, people of the world have rejoiced in the spectacle that is world-class motorsport. However, at the turn of the century, the public began to take the racing world for granted. This led to a steep decline in sportscar sales in the 2000s and 2010s era. However, as of recently, the public opinion of the racing industry has been steadily rising. Due to the increased popularity of social media, and the popularization of sportscar culture through platforms like Instagram and TikTok, thousands of young people have been introduced to the once-prosperous world of motorsport. This has led to a sharp increase in sales of high-performance sportscars in recently years, namely with men 25-40. Brands like Lamborghini, Porsche, and Aston Martin have seen record breaking sales, with double-digit sales increases yearly. Further, this trend is only preparing to continue, as younger fans of the culture mature and gain the resources necessary to purchase sportscars. This secures a solid 10-year outlook for the industry, as people aged 14-21 are currently the largest potential future customers.

C. Business Description

1. Deorum Motors is intended to serve as a manufacturing and service company, manufacturing in-house cars and parts, and offering installation and tuning services for customer cars. We will manufacture a majority of our original vehicle parts in-house, including all performance parts intended to be installed on customers who purchase performance packages for their non-Deorum vehicles.

2. Deorum Motors is currently structured as a Limited Liability Company and will be for the foreseeable future. This is due to our smaller size and lower employee count, as we wish to remain in full control of all of our creative and business decisions while enjoying the benefits of limited liability.

3. Our company name is Deorum Automotive, or Deorum on promotional materials, and was chosen with a few key details in mind. First, our name is a single word, making it easy to remember and stand out on a page or advertisement. Second, it is tied to meaning. The word “Deorum” is a Latin word that translates to “Of the Gods”, rooting our brand name in hundreds of years of Latin, Roman, and Greek mythology and tradition, reflected in the naming conventions behind our vehicles. Thirdly, the uncommon nature of our brand name creates a memorable factor for our customers and allows our name to stick in the minds of those who view our advertisements.

4. Our first wave of dealerships will be constructed in Los Angeles, Miami, and Texas, with our flagship location being our Los Angeles complex. This is intended to allow the highest

amount of American sportscar owners to access our products and services. Whether they are an aspiring future owner or a seasoned sportscar veteran with multiple cars under their belt, we want to be able to reach as many possible customers as we can, and beginning our endeavors in the LA area will likely be the key to this success. Los Angeles is currently the second richest city in the United States, with a citywide GDP of over \$1.06 Trillion, and has been steadily growing by around 2.11% yearly. While New York City may seem like a better location on paper, due to its \$1.206 GDP, this is not entirely true, due to New York City's unique infrastructure. New York City is known across the US for its densely packed population, with a surprising 29,302.66 people per square mile, as opposed to Los Angeles's 8,304.22/mi². This directly translates to the amount of usable and populated roads in each city, as New York contains nearly round-the-clock traffic, steering many wealthy residents of the city away from the pursuit of expensive cars. Los Angeles on the other hand, along with Miami and Dallas, feature a spread-out and loosely packed city structure, allowing for an emphasis on cars, and a larger pre-established car culture. Further, the lack of dense traffic in these areas allows us to reach more possible consumers each day, as a greater number of individuals will pass our dealerships each day. The large and spread-out nature of these locations further assists us with future expansions, as larger city-block sizes allow us to scale up the dimensions of our facility without relocation.

Moreover, all of these locations currently support large and renowned car communities, with Los Angeles and Miami both ranking in the top cities for supercars worldwide and all three cities being the top 3 in the US. This allows us to reach the highest amount of existing supercar owners, to offer our services and original cars, as they are our target demographic. Along with this, all of these locations are home to younger professionals, who will likely have the most

interest in our cars, as we intend to recreate the feeling of the golden age of racing, which is currently popular among the youth.

Within our current business model, we generally benefit from competition. Placing ourselves in locations between established automakers furthers our business, as we make a large percentage of our profits from the presence of other manufacturers. While a high amount of larger and more prestigious automakers in the area may seem like a large amount of competition to most, we see it as an opportunity, as this allows us to reach a greater number of existing supercar owners, offer them our repair and modification services, and from there, our original vehicles. For these reasons, we have decided that Los Angeles, Miami, and Dallas will be our primary standalone dealership complexes for our initial launch. Our primary manufacturing location will be in Northern California, as the proximity to existing race tracks allows us easy on-track testing of our cars.

Furthermore, we have plans to expand internationally, with our premier locations planned in London, Dubai, and Stuttgart.

5. Our business's success is rooted in the success of our services to existing sportscar owners. Deorum Automotive exists to praise and revitalize the world of motorsport and the enthusiast community, which is why we work to be inclusive of existing heritage manufacturers, not competitive with them. Our most basic of services is our in-house repair and maintenance shop, which strives to create an all-inclusive network of reputable and low-cost maintenance solutions for owners of sports and racing cars. One of the primary "scare factors" pushing people away from purchasing sportscars is the high maintenance costs, which, in some cases can amount to the cost of their vehicle over 10 years. We intend to remedy this by creating strong relations with existing manufacturers, hiring licensed technicians trained by manufacturers, and buying

parts wholesale and straight from the manufacturer. This allows us to greatly reduce service costs while maintaining the utmost quality that our customers expect from a licensed technician.

Further, we can cut down on the labor costs of our maintenance shop by offsetting the reduced technician salaries with the profits from the modifications shop. This allows us to charge a great amount less than traditional supercar maintenance shops while offering our employees identical or higher salaries. Maintenance is available for all non-Formula vehicles by the following manufacturers: Ferrari, Lamborghini, McLaren, Aston Martin, Lotus, Alpine, Audi, Lancia, DeTomaso, Fiat, Mercedes-Benz, BMW, Alfa Romeo, Maserati, Jaguar, and Saleen.

The second part of our services lineup is our modifications shop. In our pursuit to bring the spark of the 90s and 80s back into the modern car scene, we strive to give consumers and sportscar owners the aftermarket support they have dreamed of. Our modification shop is a large product/service retailer, that sells in-house performance parts for modern and historical sportscars, and offers installation and tuning services for these parts. These parts can range from simple engine rebuild kits, suspension, and exhaust setups, to fuel system overhauls, turbocharger and supercharger setups, and interior refreshes, depending on the technology included in the original vehicle. Producing these parts in-house allows us to fine-tune the performance of our components, and make any precise adjustments at a moment's notice. Further, this allows us to greatly cut down on costs, focus a majority of our efforts on R&D of new parts, and bring lower costs to consumers. While we sell all of our performance direct-to-consumer through dealerships and online stores, we expect that a majority of our parts will be installed at our in-house facilities, as we offer lower costs of labor than traditional tuning and modification shops, as our technicians are trained to install our in-house parts and have the technical know-how to complete jobs quicker and with less error. To supplement our

modifications, and add a bonus for individuals who opt to have their modifications installed at our dealerships, we offer engine tuning services to retrofit all vehicles for the increased performance added by our parts. Tuning packages are also available as a standalone modification at our dealerships.

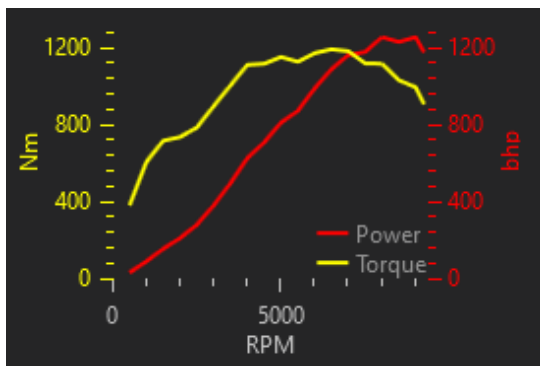
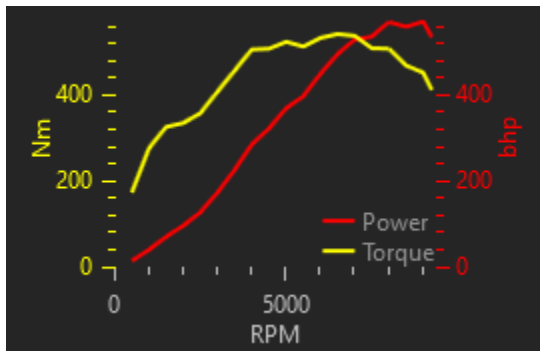
We produce modifications and tuning maps for a wide range of vehicles both modern and historical, to benefit all generations of sportscar owners. Below are all the vehicles that are supported for modifications and tuning at our dealerships:

- All Ferrari models 1984-Present, starting with the GTO
- All Lamborghini models 1974-Present, starting with the Countach
- All Aston Martin models 1972-Present, starting with the AMV8
- All McLaren models 2011-Present, starting with the MP4-12C (Excluding the Elva, Speedtail, Solus GT)
- All Porsche models 1974-Present, starting with the 930 (Excluding the 928, 918 Spyder, Taycan, Macan, 919 Hybrid, Panamera, and all Formula Single Seaters)
- All Alpine models 1963-Present, starting with the A110
- All DeTomaso models, 1971-Present, starting with the Pantera
- Audi R8, RS6, and Quattro models
- Lancia Stratos, Beta, Delta, and 037 models
- Fiat 131 Abarth and 500 Abarth models
- Mercedes-Benz AMG GT, AMG GTR, CLK, CLK GTR, SLS, and SLR models
- BMW i8, 8 series including M8, and E46 M3 models
- All Lotus models, 1975-Present, starting with the Esprit (Excluding all Formula and 340R models)

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- Dodge Viper and Viper ACR models

While this is the current working list, some modifications can be done on request for models not included in the above list. This does not include models explicitly excluded. Modifications to cars not previously specified will cost a degree more than their on-list counterparts, due to increased labor and fabrication needs. We are strongly against modifying the engines

Our modifications include: Turbocharger systems and upgrades, Supercharger systems and upgrades, engine internal forging, billet crankshafts, air ride suspension systems, shock and coil upgrades, larger intercooler and radiator systems, high-performance headers, high-flow sound-adjusted exhaust systems, high-performance camshaft solutions, fuel system overhauls, increased flow fuel injectors and carburetors, transmission retrofitting, independent throttle body conversions, upgraded clutch systems, increased diameter static-piston brake conversions, high-flow intake systems, high power coil packs, limited slip differentials, adjustable suspension components, interior refresh packages, and engine bay cosmetics.



Featured is an example of our Deorum garage's world-class tuning capabilities. In this example, a customer provided us with their 2007 Lamborghini Gallardo SL and requested a full drag-pack upgrade. When asked, the customer simply stated that they wanted their car to "go as fast as it could go and survive". Utilizing our expertise in the Lamborghini engine architecture, we were able to install an upgraded cooling system, a twin parallel turbo

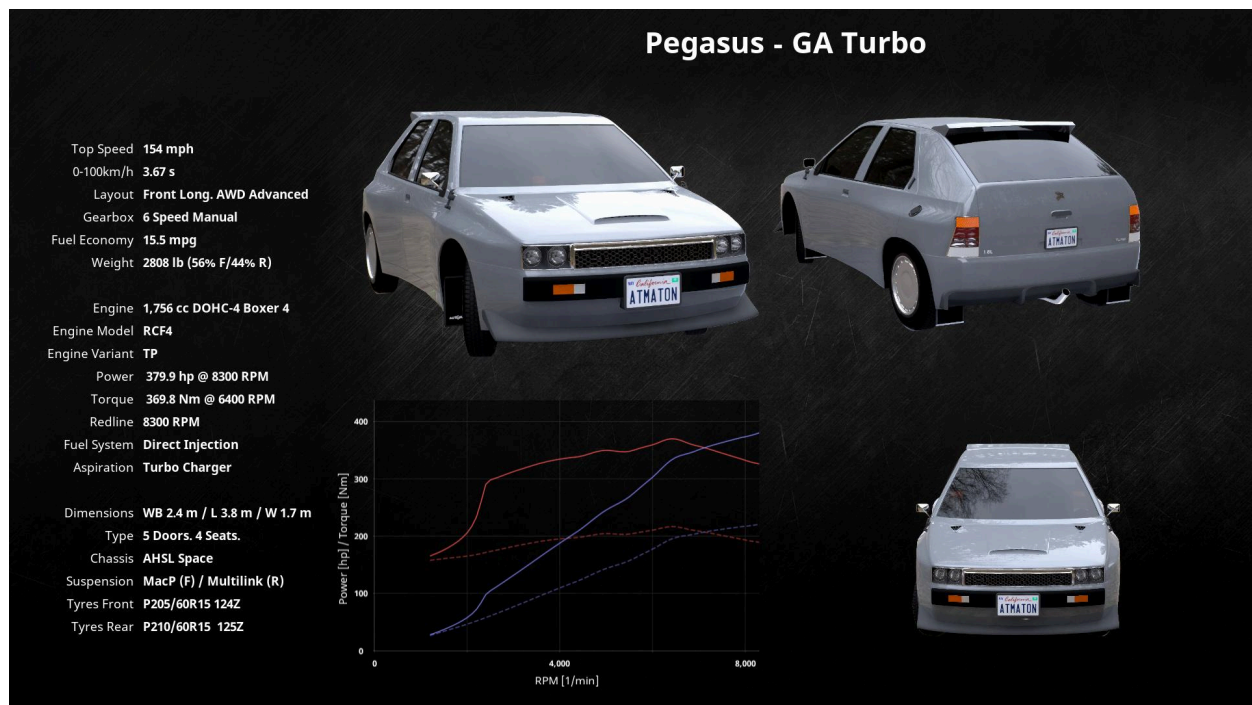
system, drag-performance digital and fuel tuning, and stiffened springs and dampers, achieving an eye-watering 1200 brake horsepower. This more than doubles the stock vehicle's 570 brake horsepower. Coupled with the all-wheel drive system featured in the Gallardo, the Deorum-tuned car sprints from a standstill to 60 miles per hour in 2.5 seconds, a 0.9-second increase from stock. This all works together to shave more than 2.5 seconds off of the car's quarter-mile time, reaching a 9.2-second quarter-mile at 152 miles per hour.

Currently, no brand offers high-class modifications and service for such a wide range of vehicles. With such a broad range of support, we hope to bolster the growing world of sportscar fans across America, offering maintenance and aftermarket support to all existing and aspiring motorsports enthusiasts. And with the growing popularity of tuner culture, and squeezing as much performance possible out of legacy sportscars, there is no shortage of interest in our services, as interest will only grow as we establish our quality and performance in the automotive scene.

6. Our final and most ambitious endeavor is in the pursuit of creating and marketing our original Deorum-designed vehicles. With these vehicles, we intend to fill the hole created by the diminishing entry-level "supercar" class. As automotive manufacturers mature, they have begun to phase out some of the most beloved and accessible sportscars on market. The Dodge Viper was discontinued in 2017, the Audi R8 and Aventador in 2023, and with the Aston Martin V12 platform on its way out, some believe the heart of motorsport is dying as well. What all of these cars share in common, is with their screaming, high-revving, high-cylinder engines, they embody the spirit of historical racing, and the spirit of the car community. However, the dedicated engineers and Deorum are dedicated to doing all they can to prolong the life of our cherished community and bring back the golden age of 80s and 90s racing, with two lines of in-house

engineered sportscars. Our offerings are split into two distinct categories: an 80s-inspired entry-level lineup of four-door four-seater rally cars, and a 90s-2000s inspired high-performance lineup of GT-class sportscars. These are named according to our brand's naming conventions inspired by the brand name Deorum. The model lines are named Pegasus and Gladiator RS respectively.

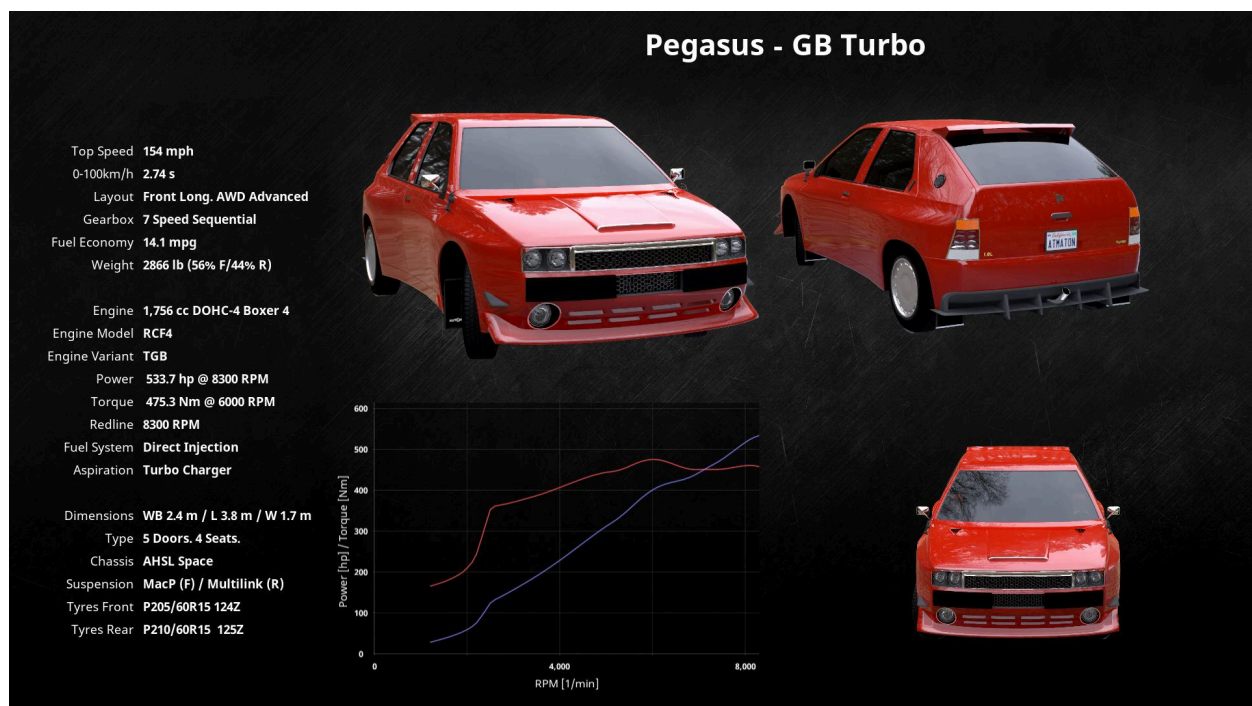
Beginning with our entry-level models, we have the Pegasus line. The Pegasus line consists of two cars constructed in the spirit of historical WRC racing. The first car of the series is the Pegasus Turbo, our entry-level vehicle modeled after the Group A rally class of the 80s. This car, known in-house as the GA, is built to follow the current WRC regulations and is therefore a fully regulated FIA WRC group racing car. While it is built as an enthusiast racing vehicle, it is constructed with the driver in mind, with a premium interior, allowing drivers to experience all of their rally-driving dreams from the comfort and safety of a modern road car. Featured below is the vehicle's prototype specification sheet. Note that the MPG value and name do not reflect the vehicle's final form, and the official working name for the vehicle is the Pegasus Turbo.



The Pegasus Turbo is built on the classic hatchback architecture seen in the 80s and reflected in the style of modern WRC Rally cars. The front fascia is inspired by the Fiat 131 Abarth and Lancia Delta HF Integrale, while the body and rear were designed in-house. The front bumper of the vehicle features an LED quad-headlight arrangement, bringing classic style into the modern day, with turning and parking signals integrated into the frontmost bumper. Moving below is the integrated front lip, which serves to generate downforce in the front, complimenting the rear wing to generate equal downforce for the Active AWD system. The hood features a low-profile hood scoop, generating further downforce, and providing cooling for the top-mounted charge cooler. The rear features a classic liftback design, adding practicality to the vehicle, and allowing for a spacious rear seat, providing comfort for the rear passengers. Moving into the internals of the vehicle, the Pegasus Turbo features a Turbocharged Flat-4 engine, developing 379 brake horsepower at 8,300 RPM, in line with current FIA regulations. The 1.7 Liter direct-injected twin-cam “RCF4” engine is mated to a 6-speed manual transmission, which drives an Active AWD drive system, electronically dispersing power between all 4 wheels for

maximum grip in gravel, dirt, and snow rallying. The car sports a Macpherson Strut in the front, and multi link suspension in the rear, maximizing performance and ride height while giving improved comfort off of the track. All of this sits on top of an Aluminum Tube Chassis, weighing in at 2,808 lbs (1,273.69 kg). While being our entry-level model this car has no shortage of enthusiast spirit, as it contains all of the makings of a real WRC Rally car. Further, this vehicle is eligible for all WRC Rally racing, and will likely be seen in world events in the coming years.

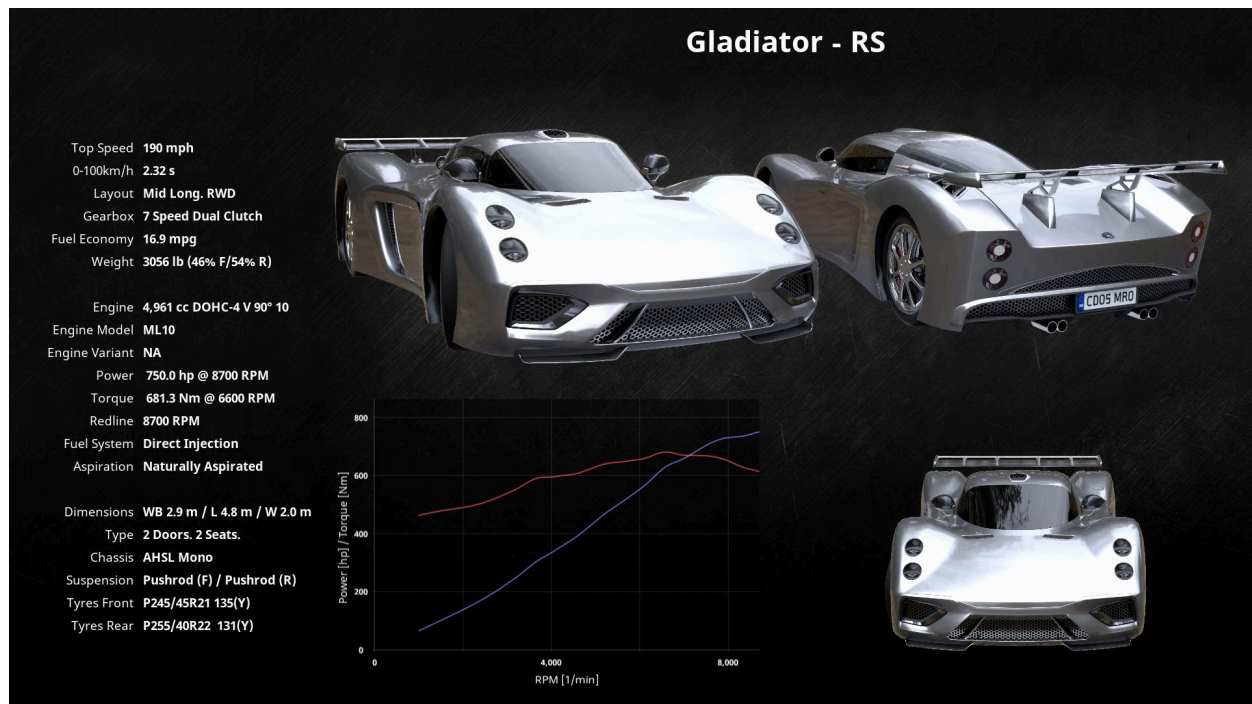
While the base-model Pegasus might be a world-class racing car, some enthusiasts may hunger for more power from their car, which is why the team at Deorum has created the Pegasus GB Turbo. Inspired by historical Group B racing, the GB turbo is an unregulated, tuned-up version of the base model, which reflects the ruling on the FIA's Group B class, which birthed one of the most renowned eras in motorsport history.



The GB Turbo is a track-focused car, and while maintaining street legality, is much better suited on a closed course. The GB Turbo features a completely unrestricted version of the base

model. The newly released “RCF4-TGB” engine develops 533 brake horsepower with the same 8,300 RPM redline. The transmission has been upgraded from the roadgoing manual transmission to a straight-cut 7-speed sequential transmission, based on the Lancia Stratos rally car. The front fascia has been upgraded, with a larger hood vent to offset the greater boost limit of the GB, more frontal vents to encourage cooling for the higher temperatures resulting from a higher engine psi, frontal canards to account for more lift in the front end, and two large foglights installed in the lower bumper, to better suit the aesthetics of the Group B Class. This all works together to cut down the car’s 0-60 time to a mere 2.74 seconds.

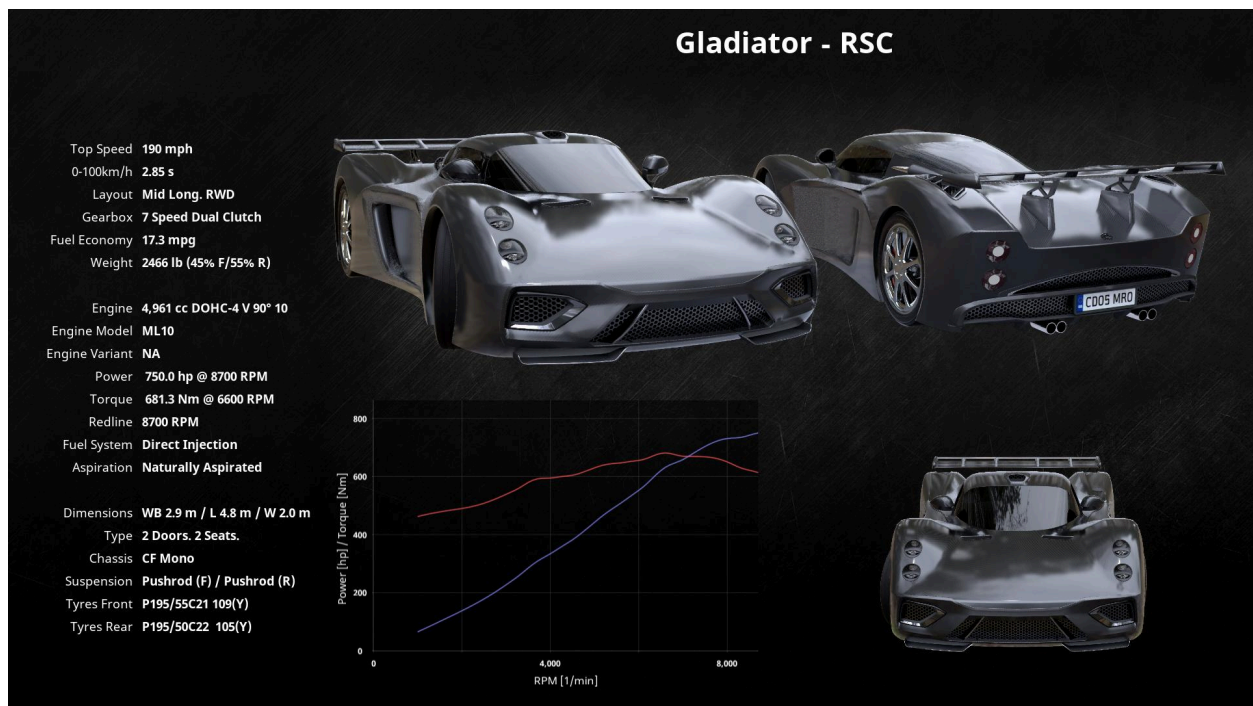
Moving forward from the Pegasus line, is our Grand Touring class sportscar line, the Gladiator RS. The Gladiator RS line is split into three distinct models: The base model RS, the RSC, and the RS EVO. The Gladiator RS has been designed to suit the aesthetics of the classic GT1 racing class of the 90s and 2000s and features a low profile, high downforce, lightweight design. All models of the Gladiator RS contain a mid-longitudinal V10 engine. The base model Gladiator RS has been designed to fit into the spot previously held by the Audi R8 V10 and sits in the same class as the Aston Martin Vantage, McLaren GTS, and Lamborghini Huracan. The Gladiator RS, also known in-house as the GRS, is a road-legal sportscar, with competitive performance on the track, and regulatory padding making it eligible for racing in SCCA track day events. This car is made for consumer-level amateur racing. Please note that much like the Pegasus Turbo, the Gladiator RS specification sheets featured below do not reflect the final vehicle’s MPG values.



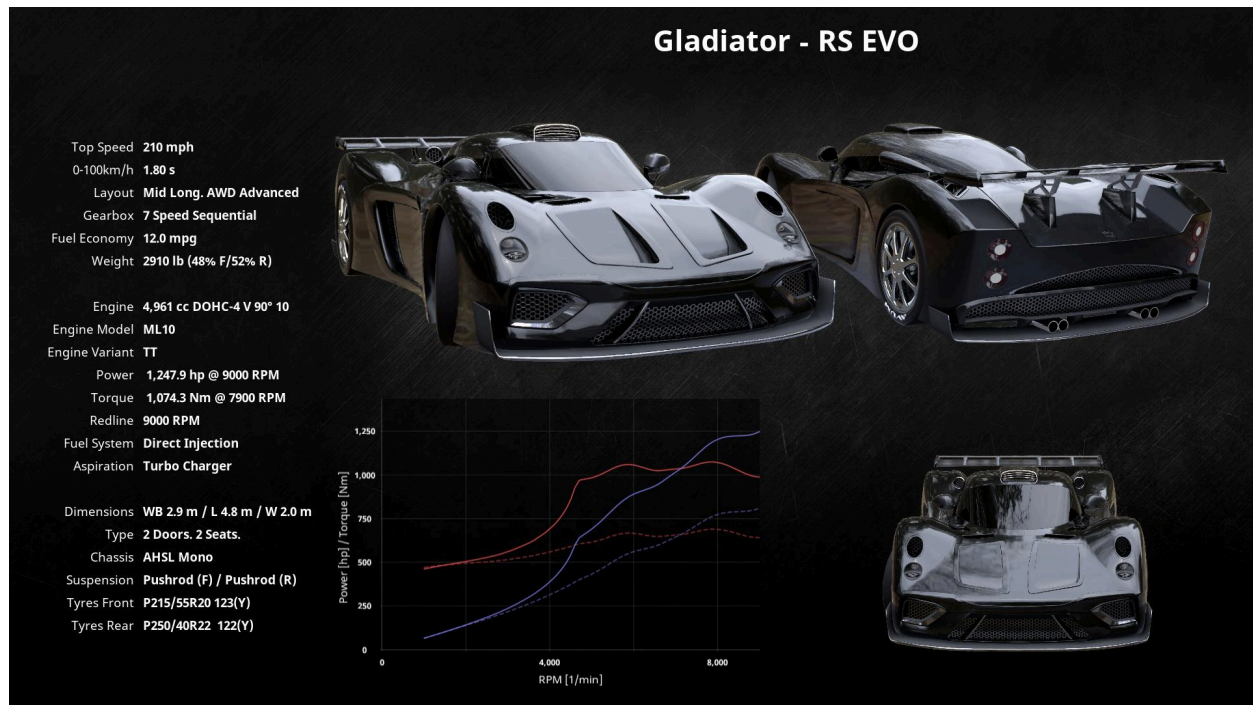
The Gladiator RS features a lengthened, 2-door two-seater aluminum/carbon composite monocoque chassis, with an interior focused on comfort. The GRS features up-to-date safety and emissions standards and a luxury HUD/infotainment system. The exterior of the car has been fine-tuned for a mix of speed and downforce and features cockpit cooling vents on the hood for improved climate control. On the inside, the GRS represents the premier of modern sportscar technology. The GRS features our 5.0l “ML10-NA” naturally aspirated DOHC fuel-injected V10 engine, which develops 750 brake horsepower at 8,700 RPM. The engine is mated to a 7-speed dual-clutch transmission, allowing for a smooth transition between automatic shifting for city driving, and paddle-shifted manual shifting on the track. This transmission supplied power to a limited-slip RWD system, sitting on a front/rear pushrod active suspension system, allowing for first-class on-track responsiveness and ground feel. The large front grille and lip allow for a large amount of front downforce, diminishing lift on acceleration, while the large rear wing helps keep the back end under control. The intake is a low-profile roof-mounted inlet, with large side vents

on the vehicle's doors feeding into the large radiators required by the car's advanced cooling system. Two cockpit-mounted side vents aid in cooling the radiators, while pushing the body of the car down, allowing for uniform downforce along the car's 3,056-pound chassis.

Moving from the GRS, we offer a limited-run special edition, the Gladiator RS Carbon. The GRSC is nearly identical to the GRS, except for the entire chassis being recreated in exposed carbon fiber. The vehicle will be limited to just 66 examples and features an upgraded carbon fiber monocoque chassis.



Finally, representing the culmination of our engineering efforts at Deorum Automotive is the Gladiator RS EVO. The EVO is a track-only racing car, intended for use in the FIA GT2 and LMH classes of racing (although it is better suited in the historical GT1 class). The GRS EVO is not road-legal and does not have plans of ever being offered in a road-legal form. While the GRS EVO is intended for use by professional racing teams, it is available on request to select Deorum customers who are willing to pay the increased cost and have a history with our company.



The RS EVO is a top-to-bottom overhaul of the original GRS. The size of the roof-mounted intake has been greatly increased to account for the aspiration needs of the car. The original engine has been fully rebuilt into the “ML10-TT” form. Retaining its original displacement, the ML10-TT engine features an increased redline of 9,000 RPM and an 84mm parallel twin-turbo system, allowing the vehicle to develop 1,247 brake horsepower. This near double in horsepower allows the RS EVO to accelerate from a standstill to 60 miles per hour in a near-impossible 1.8 seconds. The upgraded engine is mated to a straight-cut 7-speed sequential transmission, designed with track use in mind. This drives an active AWD system reminiscent of the systems seen on the Pegasus Turbo and GB Turbo. The upper front headlight has been replaced with a cooling duct for the front brakes, which is paralleled in the rear, with vents on the rear arches to cool the front/rear 6-piston static carbon-ceramic brakes. The front splitter has been sized up to provide greater downforce, complimenting the scooped hood, which allows air to pass through the front vents and through the hood, pushing the entire front of the car

downwards. The roof-mounted intake has increased in size to account for the addition of forced induction, and the cockpit-mounted side vents have been sized up as well, to provide greater airflow to the dual charge coolers for the twin-turbo system. All of this is packed into a hollowed-out chassis, conforming to FIA and SCCA safety standards, while saving an additional 146 pounds over the original GRS. The Gladiator RS EVO has currently the most impressive spec sheet in GT2 and LMH racing and will be expected to enter the FIA leagues upon release.

7. Our position in the sportscar market is not a competitor, but an ally of the existing scene. We intend to follow the path that many before us have taken, with our main inspirations being Hennessey Performance, Saleen, Alpina, and Brabus. However, unlike these brands, we offer performance parts and packages for high-class “super” cars. Deorum Automotive is unique in that it provides a living network of performance parts and packages for grand touring and racing cars, rather than entry-level consumer vehicles. While brands like Shelby, Hennessey, Saleen, Brabus, and Alpina dominate the consumer vehicle market, servicing cars that are on average below \$100,000, Deorum Automotive goes a step further and tackles the untapped market of service and tuning packages for premium sports and racing cars. At the same time, our original vehicles target a small but high-demand market for fine-tuned driver's cars. We are unique in that we prioritize the enthusiast over all else, and do all that we can to serve the community of drivers, rather than our agendas. And for this reason, we expect to generate a majority of our income from public approval, rather than an oppressive marketing campaign.

8. Our pricing strategy has been built to bring the consumer a low-cost hierarchy of services, ranging from service, to modification, and finally to standalone vehicles. To cut down on costs, we first buy all service products wholesale from the manufacturer, done by part number. This is to avoid unnecessary upcharges when an identical part is used in a different

vehicle, but sold for a higher price. Many automakers will sell replacement parts for their highest-end vehicles at a large markup, while an identical part is being sold by their parent company for a lower price. Circumventing this is the first way that we are able to lower costs. Further, our labor costs are much lower than the average dealership or independent service shop, as we can make up for this by using our increased profits from our aftermarket parts and installation services. Due to this, we can charge, on average, around \$45 per hour for labor in our maintenance shop, with the total cost to consumers on average being 85% lower than equivalent dealership costs for an entire job (excluding Lamborghini).

Our modification shop is the second pillar of our company and helps us generate the majority of our profits by offering new and returning customers in-house aftermarket support and tuning/installation services. We can generate a much higher margin on our aftermarket products, as they are all produced and designed at our headquarters in Northern California, and we do not have any manufacturers or fabricators to pay outside of our company. We employ cutting-edge robotic assembling and automated CNC milling to drive down production costs by reducing the amount of personnel required to produce our aftermarket parts. This allows us to charge similar prices to those seen from other brands, however for a wider range of vehicles, with a greater profit margin, and improved performance. Further, our in-house installation and tuning services generate nearly pure profits, as our employees are trained to be able to install all parts on the most common vehicles at a much faster rate, allowing the consumer to pay less for our services as a whole, and allowing us to charge a slightly higher markup while still appearing to be a “better deal” to consumers. Moreover, our tuning services are based on a database of tuning maps pre-made for each modification applied to all of our supported vehicles. This means that all tuning computers at Deorum facilities possess a database of pre-made tuning maps, requiring

little editing to be installed and delivered to customers. This allows us to charge a seemingly “low” \$200-\$1000 for tuning (depending on modifications), while our employees are only required to do around an hour of work.

The final pillar of our brand is in our original vehicles. In this pursuit, we generally aim to make minimal profits, and on some occasions break even. This is done to bring the consumer the utmost quality, without charging the premiums that are usually put forward by automakers of our caliber. For all of our vehicles (excluding the RSC and RS EVO), we offer a wide range of paint colors free of charge, and interior packages, which can be purchased during the ordering process. Further colors, combinations, and liveries are available upon request for an increased cost. Our entry-level model, the Pegasus Turbo, is offered from the factory at \$85,999, without additional accessories and custom paint. Each Pegasus Turbo takes around one month to hand-build from the ground up, and because of this, we expect this car to exclusively break even, with little profit expected from such a low cost. However, the Pegasus GB Turbo, priced at \$105,000, requires nearly the same amount of time to produce, with around a 30-hour difference, allowing us to make a 6% margin from each vehicle sold. The Gladiator RS, our entry-level Grand Tourer, is offered from the factory at \$164,000 with no additional features or custom paint. This is due to the great complexity of the engine and the bodywork of the car. Each GRS is produced over a one-and-a-half-month period, with the raw materials costing around \$66,375 for each vehicle. Because of this, we expect to make a 4% profit margin on each vehicle sold, after accounting for R&D. The Gladiator RS Carbon, being a special edition limited-run vehicle, is a different story. While raw material costs have greatly increased on the carbon model, the price has been adjusted to suit it, and each of the 66 examples is priced at \$400,000. Finally, our flagship racecar, the Gladiator RS EVO, is priced at a fair \$675,000. The RS EVO’s lower

production time and therefore production cost is offset by the increased material costs, and greatly increased R&D costs behind its production. However, the EVO's \$675,000 price tag is not uncommon for cars of its class and is a great decrease from the price of comparable cars, which are often priced in the \$500,000-\$1,000,000 price range. The profit margin on these cars is very high, with around an 8.4% margin per vehicle. We expect the EVO to be the most popular car sold in our company's first 5 years, as motorsport teams are much quicker to get an edge on competition than the general public.

This Pricing Strategy places us in the sweet spot of all of our classes, offering premier GT performance at an acceptable price, world-class racing technology at a competitive price, and WRC-tested Rally experiences under \$100,000. The Gladiator RS is priced slightly higher than the slower 12-cylinder Aston Martin Vantage, while the Gladiator RS EVO sits right around the LMH and GT2 price range (\$600,000-\$1,000,000) while offering nearly double the performance.

IV. Market Analysis

A. Customer Profile

Our company targets a specific but growing niche within the sports car market. To put it directly, we target male and female upper-class sports car and racing enthusiasts in the world's high-class areas who currently own one or more sports or supercars. Currently, the realm of motorsports enthusiasts has moved into a more unisex market sector, with many current racing drivers and figureheads of the sport being female. The primary audience for our vehicles is those aged between 25 and 50, as they represent the current purchasing demographic of supercars and racing cars. For our location, we aim to infiltrate the current epicenters of high-performance car culture, as these locations contain the largest concentration of possible customers. For this

reason, we have elected to construct our initial round of dealerships in the Los Angeles, Miami, and Austin areas. As our customers will likely currently own high-performance vehicles made by other manufacturers, these customers will seek maintenance, and likely upgrades, for their cars. This is where our first stage of marketing comes into play, as we demonstrate our racing ethos by providing initial customers with high-quality service and powerful upgrades and tuning for their vehicles. Most consumers of performance racing cars base their decisions on three key factors: Prestige, Specifications, and Demonstrations. However, as a startup company, we do not currently have the prestige to sell customers our cars at face value. This is where our first marketing stage shines, as it allows customers of our tuning packages to get a hands-on feel for our craftsmanship and expertise in motorsport design. This works in tandem with our cars' impressive price-to-performance ratio, to attach customers to the idea of purchasing their own original Deorum vehicle. Most commonly, those interested in purchasing cars in the upper price range, prefer to view their cars in person, in a more luxurious setting.

B. Market Segment

For our market segment, we intend to fulfill the currently vacant role of high-end tuning house and manufacturer. Previously, this role was held by the likes of the Saleen company, which offered tuning packages for Ford sports cars, as well as their high-performance Saleen S7 supercar. However, since their involvement in a string of Chinese embezzlement scandals, they have lost their place in the public eye. Further, similar approaches have been attempted by brands like Hennessey Performance, however long delays and exorbitant prices for their standalone vehicles have led to their mediocre performance in the market.

Currently, with our service and modifications branch of business, we intend to serve the market of existing sportscar owners. This takes advantage of the marketing strategies of other

brands, requiring much less advertising input from ourselves, as our target market has been predetermined. Currently, our target market is at its largest size in history, with brands such as Porsche selling over 320,000 cars in 2023, a 3% increase from the previous year, and Lamborghini with a record-breaking 10,000 cars by the end of 2023, a first in history for the company, and even Aston Martin selling over 6,000 vehicles per year, putting an end to the brand's near-century of financial problems. Further, with every single one of these sales ranging from \$100,000 to \$600,000 depending on the vehicle, it is safe to say that interest and spending are at an all-time high. This is a benefit not only for our modifications and service shop, as it allows us to profit off of the sales mentioned above, but for our original vehicles, as it demonstrates that market interest in high-class sportscars continues to be at its peak.

C. Customer Needs

It is markedly true that part of human nature is the hunger for more. This is reflected to a great extent in the world of motorsports, and the car enthusiast community. With every coming year, there is a greater and greater number of sportscar owners worldwide who wish to improve their vehicles, whether for drivability or purely greater power. Until now, however, there has not been a unified provider for all high-range sportscar performance parts. Owners of the Nissan Z platform can enjoy the Z1 Motorsports provider, much like Honda owners enjoy the luxuries of the Hondata manufacturer. However, no brand accomplishes this for all high-class sportscar brands, let alone many single brands, like Aston Martin and Ferrari. We intend to remedy this by offering a high-quality and unified network of aftermarket performance parts for all high-end sportscars of any manufacturer. As a product of this, we maintain a large register of world-class

mechanics and engineers, able to provide our customers with regular maintenance and service for their vehicles, further adding to our potential profits from current sportscar owners.

Moreover, our original cars are intended to meet the needs of customers who wish to purchase a new, yet competitively priced rally or grand touring vehicle. These cars were born out of our engineering expertise, and are produced mass-market to replace vehicles of similar specifications that have been slowly phased out by larger automakers in recent years. Our most comparable competition is the Audi R8 V10, an AWD ten-cylinder grand tourer that was phased out of production in 2023. The R8 was offered at just \$10,000 below our Gladiator RS, and even with lesser performance, showed its market success with over 38,000 sales between 2005 and 2018. And with the R8's removal from the market, comes a space for our Gladiator RS, fulfilling a recently opened customer need. Note that while there is not currently a competitive scene in the classic rally car market, increased interest in 80s WRC has created a customer need for vehicles like our Pegasus Turbo and Pegasus GB Turbo.

D. Market Size and Trends

Currently, the market for both aftermarket sportscar performance parts, and high-end sportscars, is the largest it has ever been. In a report from Stuttgart in January 2024, Porsche AG had sold and delivered a total of 320,221 by the close of 2023. The most popular of their models, selling 50,146 worldwide, is their flagship two-door high-performance sports car, the 911, a sales increase of 24% from the previous year¹. This is widely due to the rapid growth of the car enthusiast community, which we hope to serve. Not only has Porsche experienced growth from this trend, as both Lamborghini and Ferrari have hit five-figure sales marks in 2023, with Ferrari

¹ <https://newsroom.porsche.com/en/2024/company/porsche-deliveries-2023-34942.html>

experiencing growth of around 3.3%², and Lamborghini with sales jumping a whole 12.1%³ compared to 2022. Because of this trend towards high-performance driver's vehicles, we are sure there will be no shortage of sportscars to work on, and no shortage of customers to serve the needs of with our vehicles.

The growth of the car enthusiast market in recent years is mostly due to the interest of younger, male drivers and social media users, who communicate and post about sportscars and share their appreciation for motorsport and the car community. These are the individuals who are most likely to purchase our products and services, and we have adjusted our marketing plans accordingly.

E. Competition

As a multifaceted company, we face competition from multiple fronts. In our maintenance and service pursuits, we face somewhat stringent competition from local maintenance shops and dealerships, however, our low-cost part sourcing and quality care for our customer's vehicles ensure that we occupy the most advantageous position in the service market.

In the realm of modifications, however, we begin to see our first realistic and comparable competition. While there are no brands that offer both the quality and variety that we currently offer, there are many brands that have been creating specialized parts for specific brands for quite some time. We face our greatest competition against the brands Scuderia Car Parts and Fabspeed. Both offer a wide range of performance and cosmetic parts for similar vehicles and have a long-standing background in the production of performance parts. We hope to compete with these brands by offering a greater variety of high-quality parts, at competitive prices, and

² <https://www.caranddriver.com/news/a46408941/lamborghini-sales-record-2023/>

³ <https://fiatgroupworld.com/2024/04/07/ferrari-makes-even-more-money-in-2023>

leveraging this with our inexpensive installation service, to allow less mechanically-inclined drivers to enjoy the highest level of performance they desire.

Finally, in the realm of original vehicles, we see our most aggressive competition. While the Pegasus Turbo series is our most accessible line, it is unique in that no brand offers similar vehicles at the volume and price point that we offer. Our closest competitor, a classic rally car restoration brand, Automobili Amos, prices their vehicles between \$350,00 and \$600,000. This is due to their low volume (less than 50 cars produced in total), and collector's status. On the other end of the spectrum, is Toyota's GR Corolla. This vehicle is similar to our Pegasus line as it offers customers a WRC-ready AWD hatchback four-door, although at a price between \$35,000 and \$50,000. However, unlike our Pegasus line, the GR Corolla is 400 pounds heavier, 79.9 horsepower less powerful, 1.3 seconds slower in the 0-60, and is machine-built over a much shorter period, as opposed to our 1-month hand-building process. All of this results in the Pegasus Turbo being a far better choice for both collectors and drivers, as we offer optimum performance and drivability, with speed tuned right up to the limit⁴. With our Gladiator RS base model, we fit neatly in the entry-level grand touring sportscar class, among the likes of the Aston Martin Vantage and Porsche 911 GT3. We are priced slightly above the Vantage, offering higher power and an AWD system in exchange, and slightly below the Porsche 911 GT3, which offers 250 less horsepower from the factory, in exchange for a much greater legacy and popularity than any other car in the class. With this, we can see our GRS fitting neatly into this category, replacing the Viper ACR and R8 V10 of the past. The Gladiator RS Carbon is a special edition offering and is not intended to compete with any other vehicles, as it is primarily a collector's car. The Gladiator RS EVO is our most competitive vehicle and fits into the GT2 and LMH racecar class. Our competition in this class consists of the Brabham BT63 GT2, the Aston Martin

⁴ WRC regulations mandate all cars have a maximum of 380 brake horsepower.

Valkyrie, the Mercedes AMG GT2, the Lotus Evija X, the Lamborghini Huracan Super Trofeo GT2, the Porsche GT2 RS Clubsport, the KTM X-Bow GT2, and the Audi R8 LMS GT2.

However, the power of the EVO far outclasses cars in the GT2 class, and the price of the vehicle is greatly below the LMH class, as the vehicle is intended for team use only, and is not publicly available. Although the base price of the EVO is a competitive \$675,000, this price rapidly increases when configuring the vehicle, as all modifications require re-engineering to employ. This places the average cost of a Gladiator RS EVO closer to \$900,000, after warranties and configuration fees. This places it in the sweet spot between the LMH and GT2 classes, being “too good” for both classes. This is how we intend to dominate the “track toy” and Le Mans Hypercar market.

F. Labor

For our workers, we estimate a working register of around 2,500 employees will be ideal to run the company in the distant future. Of these employees, we would delegate approximately 1,500 employees to labor roles in R&D and production, 900 in managerial, executive, marketing, and diplomatic roles, and 100 highly-trained mechanics and installation personnel for our consumer services. All mechanic roles must possess a minimum of one (1) existing sportscar brand dealership servicing license. These can be acquired from training offered at automaker dealerships and headquarters, for brands such as Ferrari, Lamborghini, Aston Martin, McLaren, Lotus, and all other supported brands. This is necessary to ensure the quality of maintenance and service to customer vehicles. Our research team will be comprised of high-ranking BA or higher graduates and will require no training to begin research. Our production staff will require simple training on the basics of our process and how to use and manage all required machinery to

construct the parts required for our shop and vehicles. Currently, we will be able to manage our service and production endeavors with a small staff of 200 people, which would cost an estimated 12 million annually. This allows us to pay our employees a fair working rate while diverting our profits to expansion and growth. We plan to have all licensed mechanics re-trained by their licensing company on the release of every new vehicle. Further, as we release more complex modifications and packages, we plan to train our employees on the installation processes for their specialized brands.

G. Estimated Sales

For our estimated sales, we will first assess our original vehicle sales, as these numbers are much simpler to estimate. Beginning with the Pegasus Turbo, we estimate that based on current demand for a performance-oriented hot hatch, with the advantages that we offer, we will sell around 1,600 total examples from the entire line, with approximately 1000 of the base model Pegasus turbo, and 600 of the GB Turbo, due to its higher cost. This is based on a conservative estimate, comparing our vehicle to the lower-priced GR Corolla, which topped 3,600 sales in the past year. For our base model Gladiator RS, we expect to sell around 930 units in our first year, basing our estimates on a conservative comparison with the sales of our closest competitor, the Aston Martin Vantage. The Gladiator RS Carbon, being a limited-run special edition, does not currently have an estimate, as sales estimates for this vehicle will be based on real-world sales of the base model. Sales of the Gladiator RS EVO will likely hit around 30 examples in its first year, as we base our estimates on sales numbers of similar vehicles, such as the Aston Martin Valkyrie, accounting for the decreased prestige that we hold being a new company. In total, this would leave us with an estimated \$328,519,000 in sales, bringing in around \$26,000,000 in

profit, with the rest covering the costs of R&D, production, labor, and facilities. Our profit margin is only set to increase as we cover the costs of R&D for our vehicles, where our margin is set to increase to around 20% out of our total revenue. Our profits as a company will be reinvested into the expansion and development of new parts and manufacturing techniques.

V. Sales and Marketing

A. Strategy

Our sales strategy is based on a tiered approach, in which customers will make their way through different services, each more expensive than the last, enticed by their experiences in a lower tier. This begins with our service and maintenance shop, part of our dealership, which offers low-cost repairs and routine maintenance to high-performance sportscars. From there, we intend to entice our service customers with the promise of greater performance from our modification shop, which offers quality performance modifications for their vehicles. Customers who have owned their sportscars for some time may be enchanted by this notion, and purchase aftermarket parts and installation for their sportscars. After customers are wowed by the top-grade performance and craftsmanship of our aftermarket parts service, they will be much more inclined to add one of our original vehicles to their collection, as they have already experienced a taste of what the Deorum engineers are capable of. While this is our intended strategy, it should not be uncommon for new customers to simply enjoy our designs and specifications, and purchase parts or vehicles without prior experience. We will initially focus our efforts nationally, serving the US, although shipments of performance parts will be available internationally, and purchases of vehicles internationally are our end goal.

B. Method of Sales

With our method of sales, we strive to cultivate a strong brand identity surrounding our dedication to the consumer. To achieve this, we have decided to design our dealerships to be inviting to those nearby and offer a sense of importance to our customers. Our dealerships are comprised of a two-story two-section complex. The forefront of our dealership will be our showroom, where large glass windows will showcase our most impressive vehicles, whether it be our highest trim, a special edition vehicle, or a race-worn chassis. These dealerships feature smooth and classy interiors, which shift all focus to the vehicles housed within, and the information panels that give customers specifications of the cars, as well as small yet impressive bits of information surrounding their design and manufacture. This is then complemented by the second-story lounge, which is dedicated to new and returning customers. Here, there is a small cafe with various quaint and simple seating arrangements. The lounge will be decorated with various works of motorsports art, full-size components from existing cars, and a wall of colors that represent all available colors that our cars can be manufactured in. Here, new customers are taken to discuss the details of their purchase of one of our originally produced cars. Further, current and previous owners of our original vehicles will have access to this lounge to enjoy complimentary beverages and desserts and to receive communications about their cars and the brand as a whole. Accompanying this will be the Deorum Garage, where owners of both Deorum cars and sportscars from any other brand can bring their cars for service or tuning packages. The positioning of an eye-catching showroom directly next to our garage is intended to pique the interest of new and returning customers who strictly purchase services from the Deorum Garage. After vehicles are dropped off for service, many owners will not immediately leave the location, as they are without their vehicle, and may be more inclined to wander into our showroom while

they are in the area. To further push the marketing of our original cars, we will send communications to those who have purchased modifications for their vehicles, offering lower costs to previous customers. Further, to help customers climb their way up to our original vehicles, we will send communications to our maintenance and service customers promoting our tuning and modification packages. This is then complimented by a simple and refined website, which offers a shop to purchase aftermarket parts and have them shipped, and a store locator, to locate nearby dealerships if a customer prefers installation services. The website will also feature an online configurator, which allows patrons to customize their own Deorum original vehicles, and if they wish, send their decisions to a nearby dealership, and arrange for an appointment to purchase the vehicle.

C. Advertising and Promotion

Our advertising and promotion plan is a simple process, which includes a few key differences to differentiate ourselves from our competition. As usual of an automotive manufacturer, we will advertise short demonstrational clips of our vehicle's capabilities on various social media platforms and streaming sites. Further, we will market to the enthusiast community, by offering a large variety of media surrounding our modifications and vehicles, on social media sites like TikTok, Instagram, and YouTube. We have found this approach to be the most effective, as it brings us eye to eye with our community, and allows us to be seen as an ally, winning public approval. Media on these sites will include installation tutorials for our simpler aftermarket parts, demonstrations of before/after our installation and tuning services, and in-depth reviews and tours of our vehicles, allowing possible customers to see every inch of detail offered in our vehicles. Further, we intend to break into the world of motorsport with the

Gladiator RS EVO and will require that all examples used for motorsport bear a “Deorum” sponsorship sticker, a practice regular in the motorsport world. This will spread not only the word of our racing cars but of our brand as a whole, allowing us to leave positive impressions on spectators of the sport.

VI. Management

A. Management Team Description

Our management team will be comprised of a small staff of specialized motorsports and automotive professionals, with real-world experience in motorsport and the automotive business. Our sole owner will be Ian Frost, a long-time motorsports enthusiast, and amateur racing driver, who will handle the direction of the company. This is then followed by our Chief of Marketing, who will cover the advertising and sponsorships side of the company, spreading our exposure, and optimizing our brand activities for the highest possible public approval. This role will be directly complimented by our Head of Automotive Diplomacy, a position dedicated to forging relations with other brands, allowing us to source quality wholesale parts, routinely train our employees, and source valuable schematics to base our modifications off of. This role allows us to keep our R&D costs and therefore costs to consumers low. Further, we will employ a Chief Financial Officer, who will manage the company’s finances, help us best allocate our revenue into new ventures, and manage our complex service/product structure. We will employ a Head of Research, Head of Creative Design, and Chief Technology Officer, to allow us to properly manage the research and production side of our company, with the Head of Creative Design further aiding in cultivating our brand identity and maintaining a standard design language. To manage the high-risk nature of the automotive field, we will also employ a Chief of Risk

Management, to help educate our decisions as a company. Each dealership will be assigned a branch manager, who is in charge of maintaining staff and quality in all of our dealerships. Finally, we will employ a Head of Customer Relations, to allow Deorum to maintain strong relations with our customer base, and establish Deorum as a brand that cares for its customers.

B. Ownership

Being a Limited Liability Corporation, Deorum Automotive will be privately traded and will maintain a single company chairman. The chairman of the company will be responsible for the approval and denial of all major movements in the brand's direction. We are currently pursuing non-dilutive funding, and will not be offering stock or a stake in our brand in exchange for funding. We will, however, offer loan and royalty agreements, offering investors returns on their investments over a certain period, and limited-term royalties on all vehicles sold. We currently have no plans to pursue a future IPO.

VII. Financials

A. Risks

Currently, we maintain a large board of risk management specialists, who help us manage all risks taken in our pursuit of growth and serving our customer base. Some of the largest risks that we have attempted to manage and assess are exorbitant employee wages, a shift in competitor costs to undercut offerings, a drop in industry growth rate, and operating costs exceeding projections. To begin, we have calculated our employee wages to be within the average range of the position in which we are hiring. Further, to ensure optimal employee intake,

we have located ourselves in an ideal area for living, while in a state currently facing high unemployment rates of graduated professionals. This ensures that there is a high amount of qualified engineers and laborers in the area, who would be willing to relocate for their position and accept average pay, as there are few offerings available at the moment. Moving on, there is the possibility of competitors moving to undercut our prices. While this is somewhat possible, it is very uncharacteristic of brands in our sector, as manufacturers of modifications have hit their limit in price cuts before assuming the scale that we possess. Further, while some brands may offer similar vehicles to ours at a lower price point, this is very improbable for automakers in our sector, as high costs are often pushed by these brands to limit product availability. While a drop in industry growth rate could be possible due to the encroaching of electrification and limited availability of high-performance sportscars, it is extremely unlikely. This is due to the current resurgence of 80s, 90s, and 2000s racing culture, which has bolstered the younger generation's interest in performance sportscars and racing. Currently, the automotive industry is facing its largest surge of sales yet, which is but a premonition of what is to come. The resurgence of racing culture is most popular in the 14-21 age range, who are on average not of age or financial status to purchase a performance sportscar. However, as these individuals mature, many of them will come upon the financial opportunity to fully indulge in their interests, causing even greater sales in the industry as time goes on. Further, due to the lobbying efforts of current automakers, electrification has and will continue to be pushed back. Lastly, our most relevant concern, is that our operating costs exceed our projections. This is a large issue for our company, as automotive companies require a large overhead cost to maintain working order. This is why, much like our marketing strategy, we have opted to take a tiered or "rollout" like approach to our services and products. This means that we will only construct a higher branch of business after establishing

the prior branch. This ensures that all branches of our company have something to fall back on in case of high operating costs, allowing us to simply risk production delays, instead of bankruptcy. While this may mean that it may be a few years before we produce our first original vehicle, this time helps us build our brand ethos, and gain steady supporting income from all branches of our company, to ensure our financial success and stability.

B. Expenses and Capital Requirements

In our operating costs, likely our largest charges will be attributed to factory overhead. While it is not possible to estimate costs for the current form of our company, we can provide estimates for our brand in its first year of vehicle production. In this case, our three preliminary dealership complexes will be constructed, and we will be entering our sales and marketing for our original vehicles line. In this case, it is estimated that around \$102,000,000 will be dedicated to R&D for the components and production of our vehicles, and all modifications produced that year. Following this, it is estimated that the cost of all employee wages, in addition to factory overhead and costs of materials, as well as costs to run our dealerships, will land in the range of \$200,000,000. This is a conservative estimate based on raw material costs, costs of utilities, maintenance costs, and average wages for the state of California. Our initial marketing campaigns will cost us a minimal amount, and the cost to advertise on social media and streaming platforms, and generate promotional video content, should land in the \$1,000,000-\$2,000,000 range. This is a conservative estimate based on per-impression costs for social media advertising, higher viewer quality, and demographic selection, and the cost to create effective promotional videos. The costs of raw materials used in manufacturing are somewhat low, as automotive manufacturing costs are primarily generated from machining requirements,

rather than raw materials. We estimate that the portion of our operation costs (\$200,000,000 total) dedicated to materials sourcing, will only be around \$35,000,000, with the rest of the cost dedicated to tooling, company management, and general costs of running an automotive business.

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B. Index

- R&D: Research and Development
- LMH/Le Mans Hypercar: An FIA regulation class of high-powered vehicles made for the Le Mans endurance race
- Horsepower/Brake Horsepower: A function of Torque x RPM, which is used in the motorsports industry to show the power of an engine.
- Monocoque: A shell around the car made by using both chassis as the frame in a single construction. This means that the car is constructed of a cockpit, which sits as part of the chassis, instead of a traditional body-on-frame vehicle.

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- GT2/GT3: An FIA regulation class of grand tourer racing cars, with numbers denoting the power limits of the vehicles, with smaller numbers equivalent to higher power limits.
 - Charge Cooler: A cooling system present in Turbocharged vehicles that cools pressurized air to achieve better performance and lower temperatures.
 - WRC: The FIA World Rally Championship, a series of races that take place on public roads, dirt tracks, and snow tracks, as opposed to private track-based racing.
 - Group A/Group B: FIA regulated classifications for WRC racing vehicles, present from the early 1980s to the early 1990s.
 - Supercar: A slang term for a high-performance sports car, usually priced above \$100,000