

## ABOUT US

### The Next Generation of Personal Vehicles.

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Where It All Started >>

Eli Electric Vehicles founder Marcus Li started paying attention to transportation while he was studying architecture in New York and was very curious about how cities are organized. He understood that existing transportation systems, however complex and deliberate, were created based on simple notions of how we believe we should move. Marcus' insights into how we interact with our city have inspired the Eli team to develop Eli ZERO, a transportation option for our ever-changing relationship to cities.

Marcus experienced a surprising revelation. He considered that one of the biggest disruptions in the history of architecture was the invention of the elevator. By simplifying and empowering vertical movement, the elevator enabled the development of skyscrapers. Popularization of the elevator led to the transformation of major metropolitan areas like Manhattan, Chicago and London -- areas that would have remained relatively flat and expansive if it were not for elevators.

Looking at architectural solutions in cities inspired Marcus and sparked his interest in designing environments that integrate tech and consumer goods to drive innovation. The Eli team is dedicated to improving how people live by developing products with focus on user behavior and experience that can function as standalone objects or as part of larger, collective systems.

He believed then as he does now that, in addition to the inherent impact on how we get from place to place, transportation products shape the look and feel of those places as well as the lifestyles of the people that live there. He concluded, “To reinvent the city, we need to reimagine what the transportation system of the future should look like and how those systems will operate.”

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## VISION

### A Good Life

From Le Corbusier’s Plan Voisin to Oscar Niemeyer’s Brasilia, modernity promised us a future where everything is beautifully far away and where somehow having to drive far is an integrated experience of a privileged, modern metropolis.

Cars over the years have brought us farther apart and encouraged sprawling, which created more need for cars. The automotive industry sold us a future in which traffic and congestion are inevitable side effects of progress. SUVs that are used for just couple of hours a week take up valuable urban space, forcing us to travel farther to reach destinations, using higher amounts of fuel and emitting excessive pollutants.

The very essence of cities and communities is to bring people and culture together. Urbanity is intended to give people increased access to events, activities, goods and a sense of togetherness. Ease of access to shopping and events stimulates the local economy, driving communities forward. The core of this concept has been forgotten over the years, and

communities have experienced division in both a physical and psychological sense.

Convenience of location is a cornerstone of urban communities, which is why we shouldn't have to travel far to access goods and events.

Cars are becoming more powerful and complex, but many manufacturers have failed to adapt to shifting realities by responding to simple, yet fundamental questions about how people live. Today's technology focuses so much on what we *can* do, rather than what we *should* do to live better, more fulfilling and comfortable lives.

Typical car companies approach car design from the perspective of someone constantly traveling at 70 mph on clear and open intercity highways, with the assumption that each time we step into our cars we'll be driving to multiple destinations at great distances. That way of thinking does not accurately represent the experience of many people in modern cities. Many of us don't live very far from the places we visit the most frequently: local restaurants, movie theaters, nearby drug stores, yoga studios, gyms, etc.

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## Auto Dystopia

Peek into the future— The next generation of personal vehicles.

How we move today is still, sadly a result of habits and values we adopted from an industrial age.

The car, as we know it, is not the best Personal Transportation product for modern urban communities. It's time to move away from the lingering ambitions of the industrial age. At Eli, we believe that personal

transportation should be friendlier, more engaging, less intrusive, more agile and something that promotes the human element at the core of communities. That's why we created Eli. Our flagship vehicle, Eli ZERO, will fundamentally shift how people engage with modern communities and urban environments. The antithesis of a traditional car, Eli ZERO is an advanced, yet simple product that will fundamentally shift the way we transport from point a to point b.

We began with what we consider to be the most essential question:

What kind of life are we promoting through our product?

Smaller, lighter and simpler, Eli ZERO was designed with the signature Eli focus on simplicity, energy. At Eli we focus not range or speed, but on the simplification of movements within relatively short distances. We want to recreate a lighter interaction with vehicles, making it simple to hop from point A to point B.

We envision a future in which low speed and high speed exist on two separate layers. Low speed is central, personal and for most daily engagements with cities, via a free-flowing network of small vehicles. High speed systems are for public use to travel longer distances, powered by autonomous car-sharing services.

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## A New Urban Topology

### Trends Towards the Future of Transportation

Traditional cars, regardless of what powers them, are destined for the realm of public transportation. They will eventually be used as service

vehicles by the likes of Uber, Lyft or Didi. Improvements in autonomous driving, combined with Cars-as-a-Service, will make long distance travel more affordable and less labor intensive. These autonomous cars will be running on dedicated ring roads and highways in the peripheries of dense urban areas. They'll be able to run 24/7 to pick up and drop off passengers without ever being parked for an extended period of time — this will free up valuable urban space for vehicles like Eli ZERO.

There's an alternative to vehicles that create pollution, cancerous congestion and encourage the current obsession with power and speed. We can't wait for that Ah-hah!" moment. Eli's goal is to create a different type of transportation experience that empowers rider engagement with their neighborhoods and communities.