



## Softcar is revolutionizing sustainable mobility with a complete range of eco-friendly vehicles and a unique business model based on decentralized production.

*Paris, October 14-20, 2024 – Softcar will unveil its first vehicle for the first time ever at the Mondial de l'Auto in Paris, Stand 52A33. Designed with the goal of becoming the world's leading low-impact car manufacturer, Softcar vehicles combine innovation, sustainability, and affordability.*

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*“Innovation is at the heart of our DNA: At Softcar, we believe the automotive industry needs a complete rethinking. Our vehicles are the result of rigorous eco-design, using recyclable materials and decentralized manufacturing. Thanks to our innovative business model based on local micro-factories, we reduce pollution and CO2 emissions while creating local jobs and boosting the circular economy.”*

Jean-Luc Thuliez, CEO and Founder of Softcar.

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### **The Softcar project was born in response to the four main challenges of the automotive industry: weight, recyclability, high safety, and affordability.**

**A revolutionary featherweight:** Softcar is a safe, steel-free, ultra-light electric city car (640 kg, including batteries) with a range of 200 km for the base model, and up to 400 km for the premium model or with the optional gas-powered range extender. It is limited to 90 km/h (L7 category) and priced from €23,000.

**Materials of the future:** The Softcar features an autonomous "skateboard" rolling chassis designed for long-term durability, onto which a recyclable, easily swappable body can be attached. This innovation is made possible by the use of cutting-edge materials, including the latest generation of low-carbon composite polymers for the body.

### **An innovative business model: local production in licensed micro-factories. Producing vehicles has never been easier.**

**The end of polluting giga-factories:** Softcar offers a comprehensive solution for entrepreneurs and investors, allowing them to open local micro-factories to assemble vehicles in an eco-friendly way. This model enables flexible, low-cost production while supporting local reindustrialization. Softcar micro-factories require **50 to 100 times less capital** than traditional giga-factories, while offering highly competitive production costs and minimizing the ecological footprint.

**Simplicity and efficiency:** Where a traditional vehicle requires the laborious assembly of **45,000 components**, Softcar has achieved the feat of drastically simplifying its design.



With only **1,800 components**, each Softcar vehicle embodies the essence of efficiency. This simplification doesn't mean fewer features, but rather a smarter, more rational approach to automotive design.

### **A complete range of modular vehicles to meet all needs.**

Softcar goes beyond the 4-seater car model presented at the **Paris Motor Show**; other versions will be launched, including **utility vehicles, convertibles, and 2-seaters**, offering a complete range tailored to the needs of urban and professional users. All our vehicles share a modular design with interchangeable bodies, a long-lasting chassis, and **seagull doors**, ensuring comfort and ergonomics.

### **A turnkey concept for governments and local investors.**

Softcar provides an ideal solution for governments looking to invest in the **circular economy** and local reindustrialization. Thanks to decentralized production in micro-factories and on-site body recycling, our vehicles help reduce dependence on foreign materials, improving mobility security and creating local jobs.

#### **Softcar's advantages for end-users:**

- **Low cost:** Affordable and accessible vehicles. Additionally, thanks to the decoupling of the body from the chassis and the latter's long lifespan, we mechanically increase the vehicle's residual value, allowing for highly competitive leasing prices.
- **The only 4-seater in the world in the L7 category.**
- **Low energy consumption:** 8kWh/100km.
- **Exceptional durability:** A body resistant to parking impacts and hail damage.
- **Unmatched longevity:** A rust-proof chassis designed to last multiple life cycles (25 to 30 years).
- **Modularity:** Interchangeable bodies for flexible and adaptable use.
- **High level of safety:** All L7 safety tests have been successfully passed. The homologation process is currently underway.

#### **Softcar's advantages for licensees:**

- **Simplified manufacturing:** 1,800 parts compared to 45,000 for a traditional car.
- **Very low investment cost:** The goal is to offer complete turnkey micro-factories.
- **Production capacity:** 5,000 vehicles per year, compatible with an organic growth model.
- **Low break-even point:** Around 2,000 vehicles per year.
- **Production flexibility:** Ability to produce different models in the same factory, remaining competitive even with small production runs.
- **Low environmental footprint:** Recyclable materials and low-impact local production.
- **Integrated recycling:** On-site recycling and valorization of materials.



## **Towards a promising future: Softcar on the path to global growth**

Softcar is expanding rapidly, with the construction of its first micro-factory in Switzerland, where the first vehicles are expected to be produced by the end of 2025. These assembly centers, free from pollution, noise, or vibration, symbolize the sustainable industrial revolution that Softcar is contributing to.

## **Our vehicles in Paris**

Come discover the first two “flavors” of Softcar at our booth:

- The “Blueberry” pure-electric model (200 km range WLTC)
- The “Strawberry” range extender gas version with a 400 km range WLTC

## **About Softcar:**

**30 years of innovation in the service of sustainable mobility:** Softcar is a Swiss company specializing in the design of lightweight, recyclable, and low-cost vehicles, produced locally in circular micro-factories. The company aims to become a global leader in eco-friendly vehicles. Financially backed by a Swiss energy company, as well as government programs and European institutions, Softcar positions itself as a key player in the energy transition.

Meet the Softcar team at the Mondial de l'Auto in Paris, Pavilion 5.2, Stand 52A33, to learn more about our vehicles, business model, and our vision for truly sustainable mobility.

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