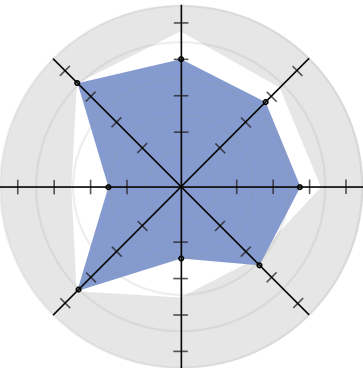


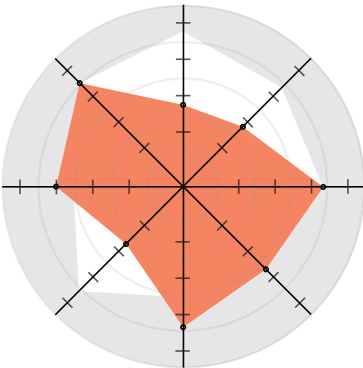
MARKET

The smart car is the biggest competitor and obviously the best commuter car so far on the market. The issue with the smart car and the reason a lot of people don't buy it is the perception of safety. It might be safe but it doesn't look safe.



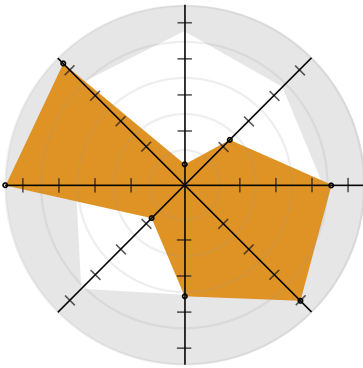
smart

Best commuter car on the market, 70 Hp engine doesn't give good enough performance, fuel efficient, using fossil fuel.



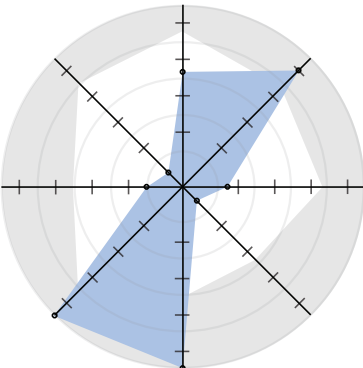
MINI

Better performance and comfort compared to the smart, bigger and more horsepower, worse for the wallet and the environment.



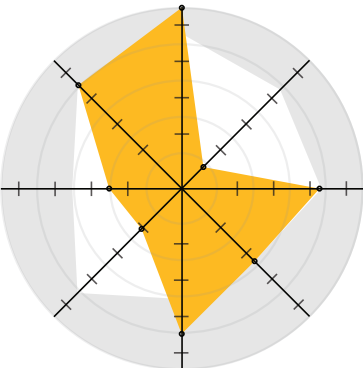
Hummer

The hummer is a really safe car, plenty of seats, comfort and storage. Unfortunately this effect its parking abilities, price and the environment.



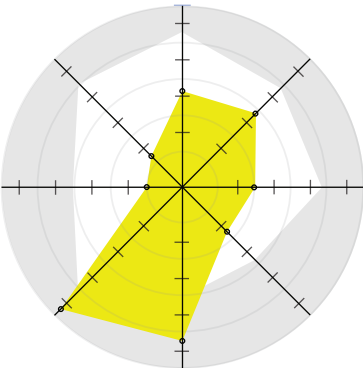
Kawasaki Z1000 (motorcycle)

The motorcycle is the exact opposite of the hummer. Better performance, parking and price but lacks in comfort, storage and especially safety.



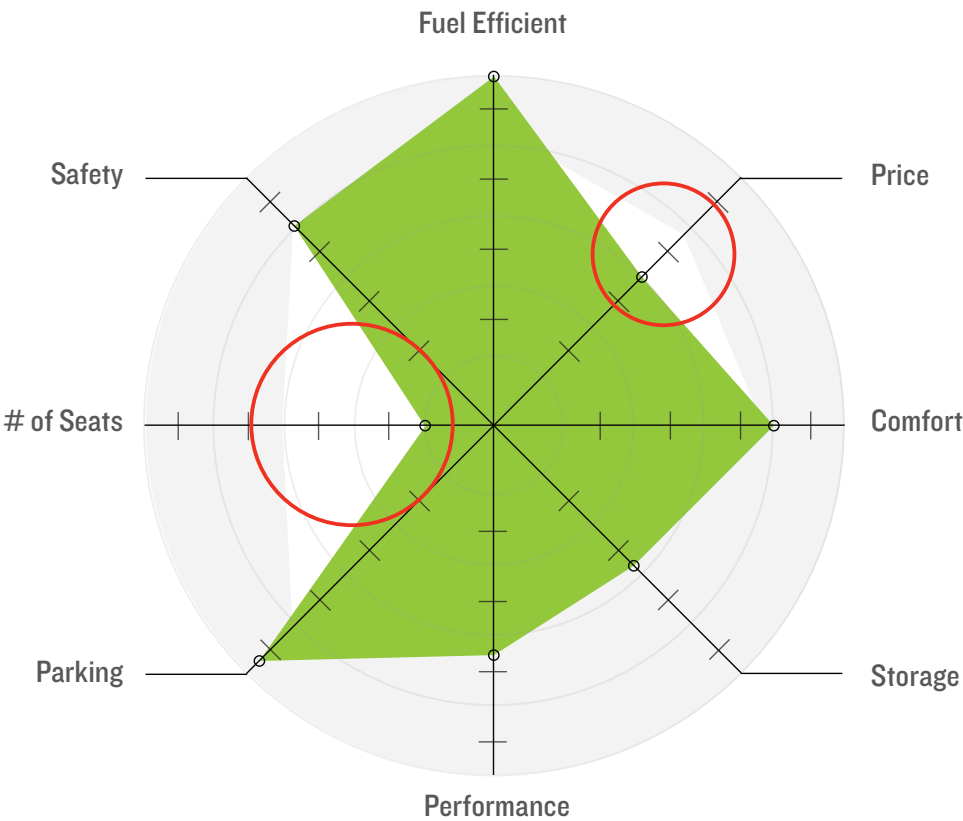
Tesla (electric car)

Runs totally on stored electricity, which save the environment and money on gas. It is still a regular size car and it is very expensive.



Spyder RT (trike)

The spyder performs really well on the road, good size for parking. Lacks in safety, storage, comfort, gas and price.



SOLUTION

These graphs were developed from a study with over 50 people surveyed on their commuter habits and needs. Where the commuter vehicle does not meet the needs of the commuter white will show through.

People said that they preferred 3 seats on average for their commuter car but the majority of them (89%) also said that they usually commute by themselves in a 5 seat car. They do not recognize the problem themselves because it has become a commodity.

Solar panels are expensive and will increase the retail price. This must be seen as an investment since it will save you money in the long run.