

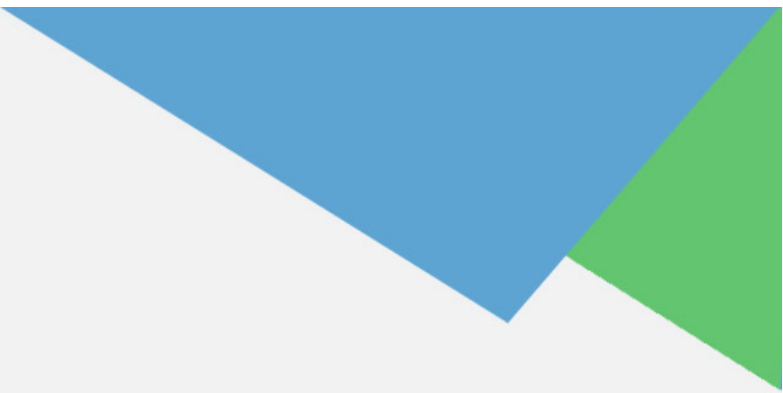


CITYforward

Share. Swap. Go.

by





Our mission:
**To help Nissan create a lifestyle
sub-brand that encompasses Nissan's
attitude about the future of transportation.**

**To engage the millennial generation in a
meaningful way, encouraging them to take part.**

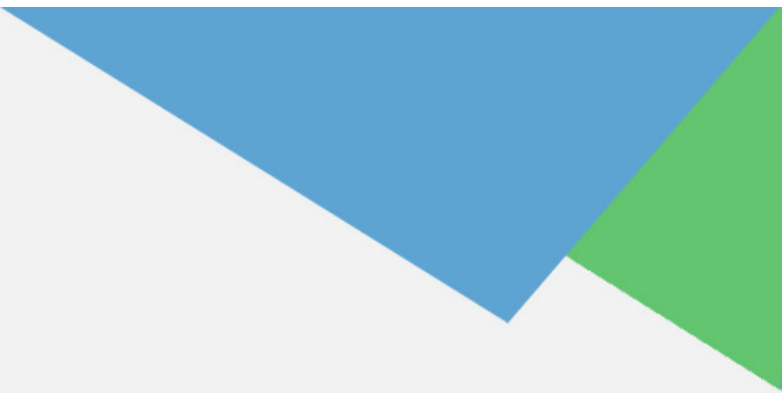


The Problem

Car companies are having a hard time selling vehicles to Millennials. The move from suburban to urban and manual to digital has accompanied a seeming decrease in interest. **Why?**

With their urban, dynamic lifestyle, they find a car to be inconvenient, unnecessary, and expensive. There is no car brand they feel understands their needs.

While interested in sustainable options, what is available is expensive, ugly, and impractical. While millennials want to be sustainable, electric cars are not a favored option.



Millennials value collaborative consumption. At the same time, they want “what they want and nothing they don’t.”

The Insight

If driving or using a sustainable vehicle were the most practical, cost effective, and easy way to get around the city, millennials would be more willing to drive, carpool, etc.

We must satisfy a basic desire: better mobility.



How do we do this?

**We create a new approach
toward transportation, sharing, and
the city-environment.**

Introducing

CITYforward

Share. Swap. Go.



An app-driven, sharing-focused public transportation network of electric cars, bicycles, and taxis all powered by the same, swappable battery.

Share rather than own.

Swap batteries quickly when you need.

Go where you want, when you want.

Our Approach

Rethink the battery.

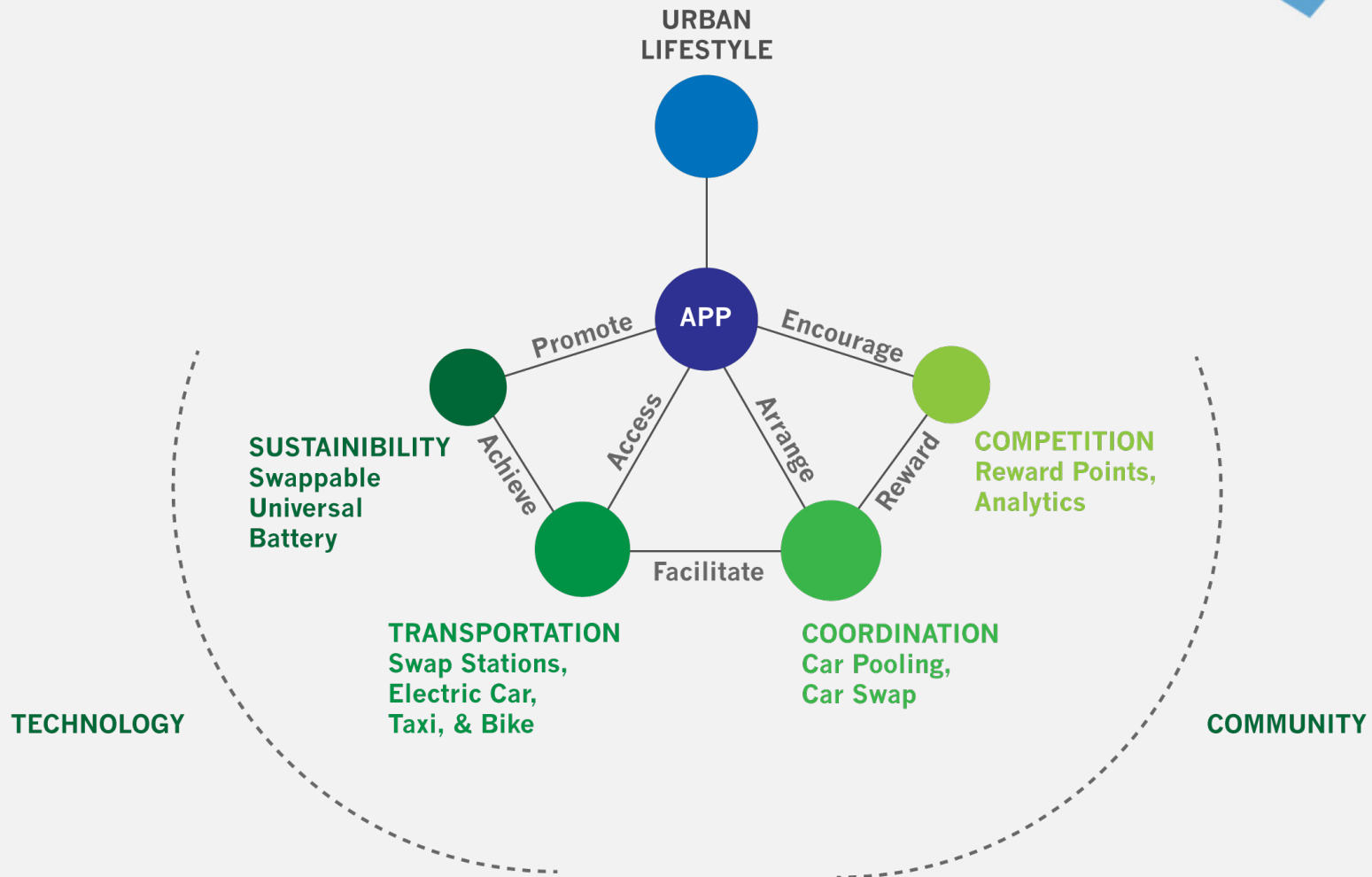
Current Electric vehicle options are impractical due to limited range, cost, a lack of charging stations, and the inconvenience of needing to charge in the first place.

So we developed a swappable, multi-vehicle battery you can switch in less than a minute either on your own or at a swap station.

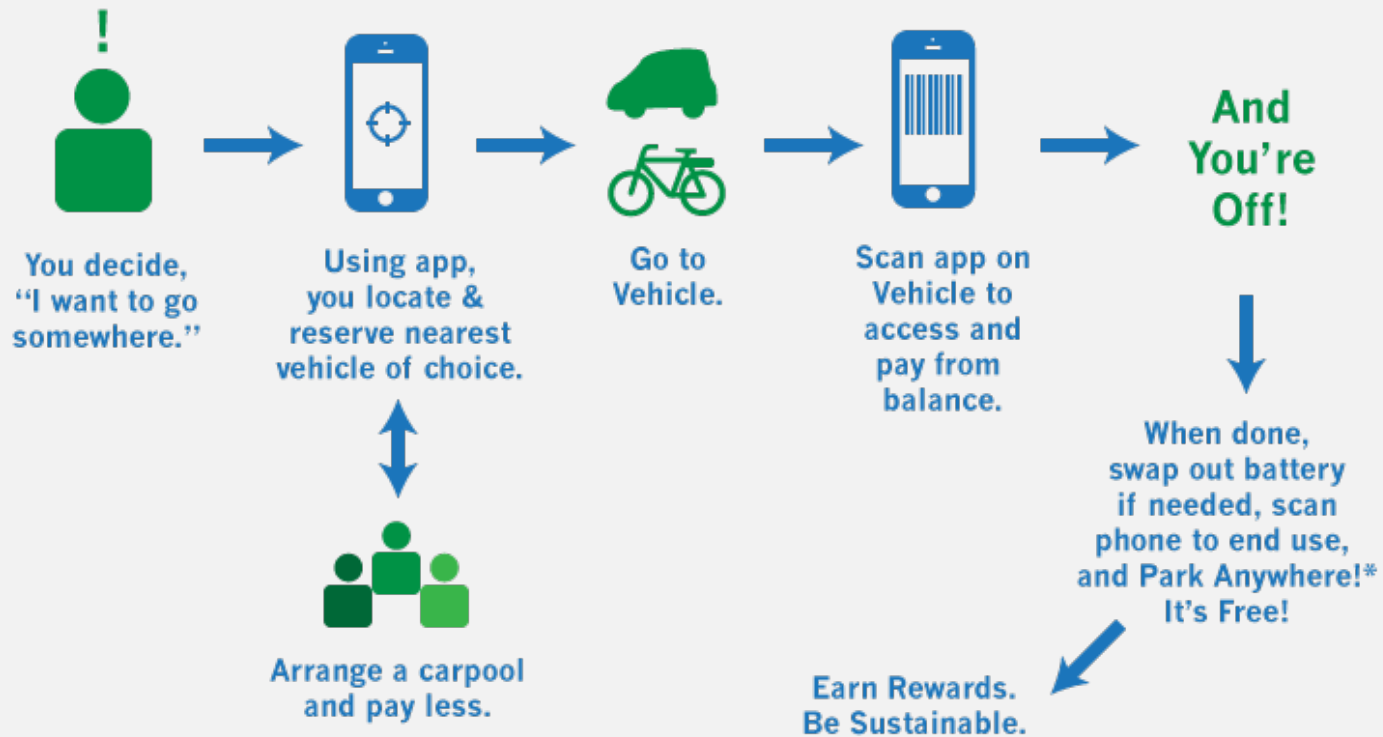
Build a community based on sharing.

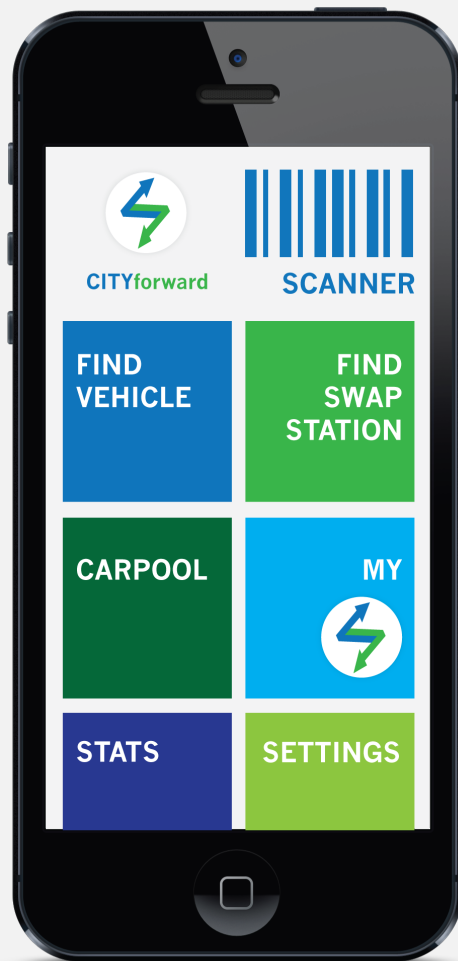
CITYforward provides a communal fleet of electric vehicles that members can use whenever, wherever. They are distributed randomly or at certain strategic parking garages, share the same batteries, and can be found and accessed using the CITYforward app. From driving last minute to arranging a carpool, the process is streamlined and paperless.

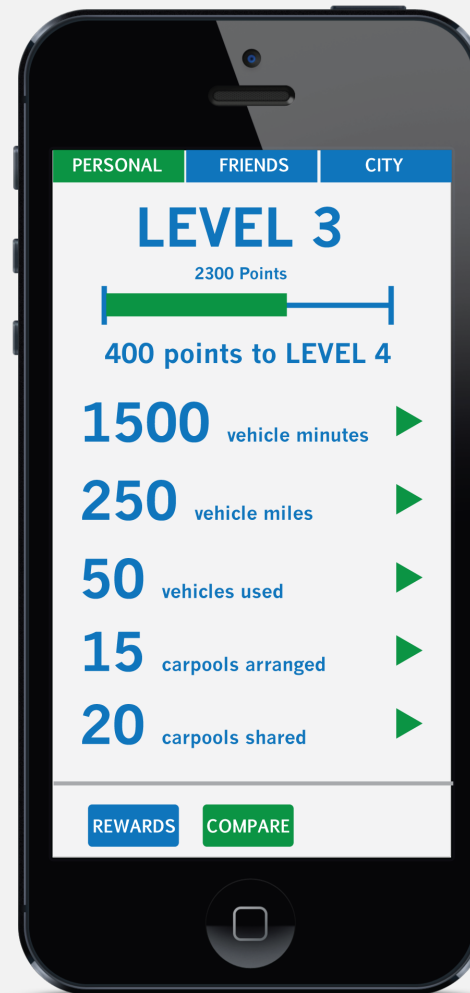
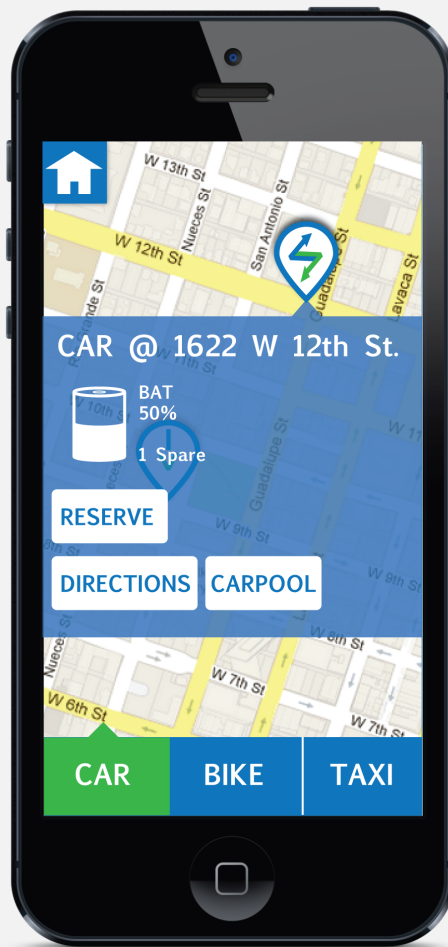
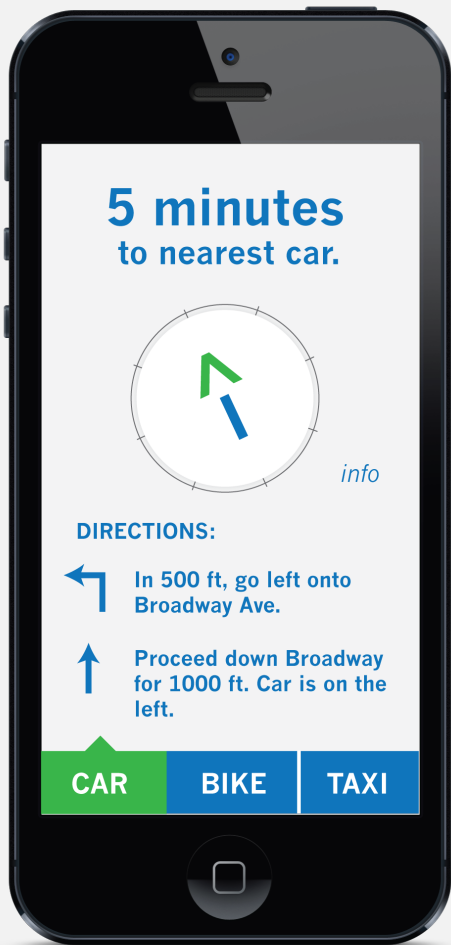
CITYforward brand objective



How the CITYforward service works







CITYforward car decal concept



CITYforward
Participating
car garage

NORTH
P
A
R
K



CITYforward
Share. Swap. Go.



SPEED
LIMIT
25



CITYforward website landing page (post launch)

CITYforward
Share. Swap. Go.

How it Works The Technology Participate Who We Are

Together, let's **transform** urban transportation.

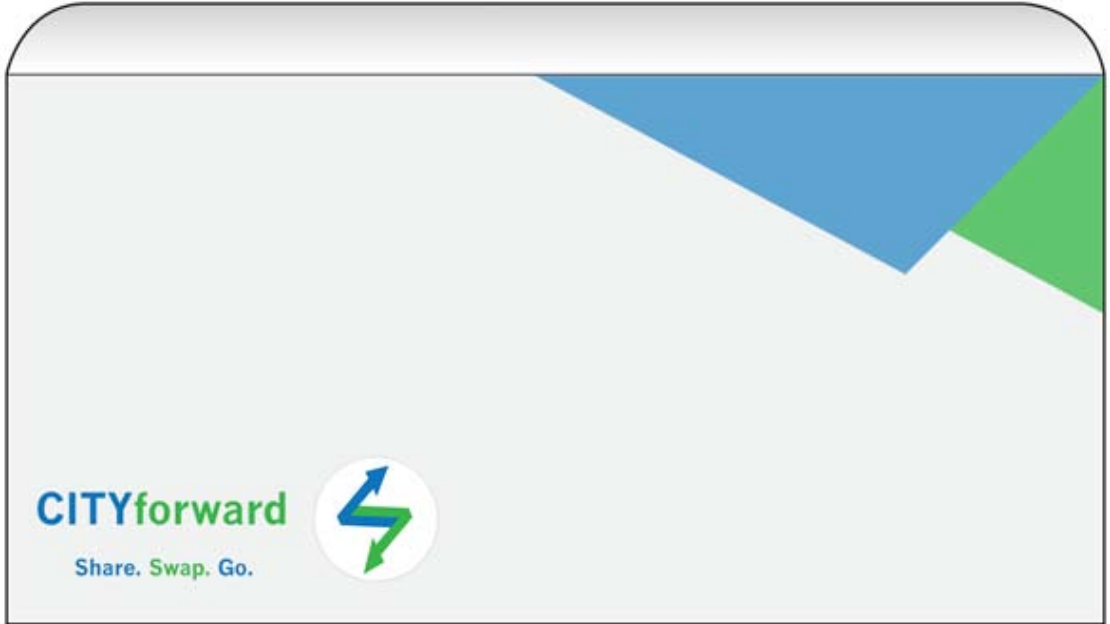
DOWNLOAD THE APP

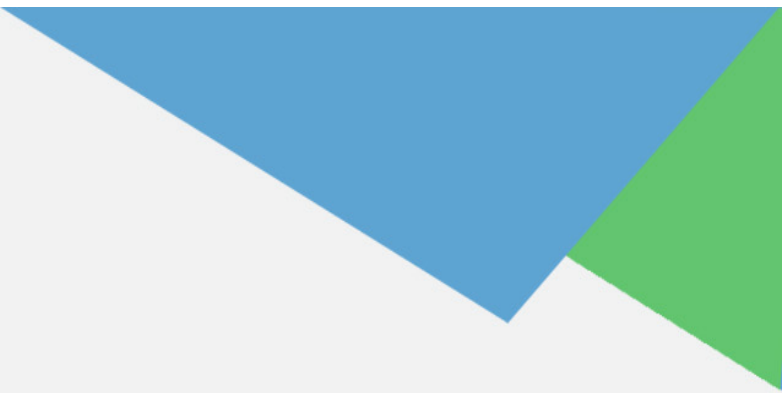
ACCESS ELECTRIC VEHICLES EASILY

JOIN THE COMMUNITY

MEET THE CITYforward Car

CITYforward identity materials





Now the question is,
how do we launch
CITYforward?



CITY*forward***AUSTIN**

A Collaboration Between
AUSTIN, Texas
and **CITY***forward*



The launch of the **CITYforward** brand is centered around a release in Austin, Texas, which is an ideal pilot market both for the brand and service.

Marketing initiatives and touchpoints take place both prelaunch and postlaunch and serve to gradually transform the city and encourage engagement.

Marketing *and* touch points

CITYforward is all about sharing technology to make a better, more efficient urban environment. Our marketing and brand interaction should represent this. To be successful, **CITYforward** must connect on a multitude of levels. In this presentation, we can only touch upon a few examples:

Pre Launch

See Through Car – Build Hype

CITYforwardAustin Group Think Project – Beginnings of a community

Mayor of Austin Press Release – Establish city support

Launch

Co-Promotion with University of Texas, Austin – Create Following

First Two Weeks Free – Community Building

Austin City Limits Taxi Service – Community Engagement

General Ads – Spread Awareness

The SEE THROUGH CAR

CITYforward vehicles stand to introduce new battery technology and approach to electric vehicles. This concept is easier to illustrate than describe, and can be done through engaging advertising.

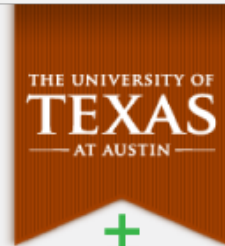
The See Through Car would be a real size, clear plexiglass car (with only moderate detail) placed in a random parking spot in downtown Austin. All you can see in the car is the swappable battery inserted into the side of the car. If you take a closer look, there is a QR code. Scan it, and an animation plays on your phone screen describing in clear language how the technology works.

It prompts you to walk around the corner of the street to find out more, where you discover a full size mock battery swap station. The animation continues and invites you to visit the website and participate in the **CITYforwardAUSTIN Group Think Project**, which is community collaboration what works with **CITYforward** both online and in person to get feedback on how to best introduce and integrate **CITYforward** with Austin.

Campus Ad at U of T Austin

CITYforward would work coordinate with the university to base a small fleet of CITYforward cars in campus parking garages, making them easily available for students.

THE UNIVERSITY OF TEXAS, AUSTIN.
NOW HELPING HOST THE FUTURE
OF ELECTRIC URBAN TRANSIT.



www.CITYforward.com/UTA

Street Ad, Austin

CITYforward would also promote the service and community using more conventional ads that illustrate key brand beliefs.





To conclude...

1. Encourage participation from the very beginning. This is about group think and community engagement.
2. Find thought leaders to carry the torch.
3. Team up with city officials, businesses, and universities to co-promote this new direction in mobility.