KARMA: CREATING LONG-TERM VALUE FROM SOUTHERN CALIFORNIA
We Are Karma.

### Foundation of Capabilities:

- Research
- Design
- Engineering
- Supply Chain Management
- Manufacturing
- Marketing
- Sales
- Communication
- Dealers & Factory-Owned Store
Karma has already made history:

- Delivering quality vehicles to real customers.
- A full and mature value chain and operation.
- A clear vision forward – with regular new models, backed by substantial funding
- Strong partner alliances
INDUSTRY TRENDS & KARMA’S PERSPECTIVE

TRENDS
- Electrification: Consumer Trend Toward Full BEV
- Movement Toward Full Autonomous Driving
- OEMs Remain Strong Backed by Deep Resources

PERSPECTIVE
- BEV is Future but EREV Still Important
- Assisted Autonomous Levels 2 & 3 Better for Luxury Niche
- Start Ups Must Leverage Agility & Grow Through Partnerships
LOOKING TOWARD THE FUTURE
HOW KARMA SEIZES OPPORTUNITY

4Es – the elements of the Karma brand that guide us

LUXURY
EXCLUSIVE DESIGN
AND CRAFTSMANSHIP

HIGH-TECH
INTUITIVE, INTEGRATED
ADVANCED TECH

CUSTOMIZATION
EVERY KARMA TO BE UNIQUE

TREATMENT
OWNER EXPERIENCE,
PERSONAL AND SPECIAL
PARTNERS & COLLABORATION

Capture Rapid Changes with Cooperation:

- Connectivity
- Shared Mobility
- Electrification
- Autonomous Travel
- AI
- Advanced Driver-Assistance Systems
- Personalized Customization
- Cloud Computing & Big Data
KARMA PARTNERSHIPS

ACCELERATES PRODUCT DEVELOPMENT
Well-Funded Future
Solid Product Plan
State-of-the-Art Innovation & Customization
Partners to Accelerate Technology & Product
New Pininfarina Partnership
THANK YOU!

CONNECT WITH KARMA

WWW.KARMAAUTOMOTIVE.COM | WWW.KARMANNEWSROOM.COM

THANK YOU!