

## **AUTOMOTIVE VENTURES**

**AUTO INTEL REPORT \\ JANUARY 2022** 

#### WELCOME TO THE

JANUARY 2022

As we kick off 2022, we take some time to reflect on 2021 and the big trends that impacted us throughout the year. It was an incredibly busy year for fundraising and investment across the AutoTech and broader Mobility landscape.

We look at how our predictions for 2021 performed and make another batch of predictions for 2022.

We also start to break out subindices of the *Automotive* Ventures Mobility Index, to better help the industry track the performance of the publicly-traded mobility companies.

As always, please send me a note if there's anything I've missed, or that comes to mind while reviewing this month's content.

Many thanks for your support throughout 2021, and here's to a great 2022 for all of us!

Steve Greenfield steve@automotiveventures.com



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## >>> WHITEPAPERS AVAILABLE

## **AUCTION DISRUPTORS**









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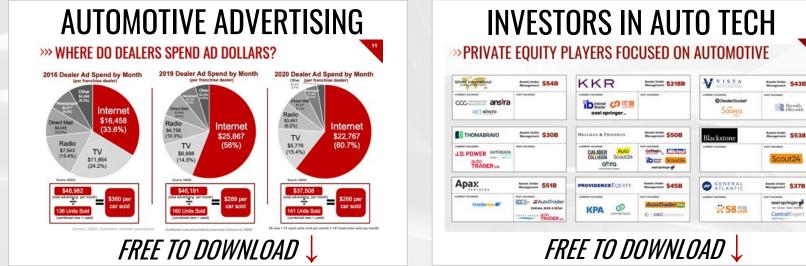
**DIGITAL RETAILING** 

DIGITAL RETAILING: MULTIPLE BUILDING BLOCKS















## > IN THE NEWS,

It Was a Pretty Good Year in the Car Business - Except for Suppliers Dec 5, 2021 THE WALL STREET JOURNAL.

S&P 500 ends 2021 with a nearly 27% gain, but dips in final trading day Dec 30, 2021



Global Deal Making Hits Record High at \$5.8

Three Monster Years for the S&P 500 Set a Towering

Dec 31, 2021

Bar for January

Dec 31, 2021

BARRON'S

**Bloomberg** 

The chip shortage is still complicated going into 2022

**Automotive News** 

**Expert Warns China Calling Shots on EV Battery Materials** 

Dec 8, 2021

**WARDS**AUTO,

Amazon offers new data tool it says could help carmakers prevent recalls, improve safety **Automotive News** 

Nov 30, 2021

Demand pushes wholesale used-vehicle prices to new highs, yet again **Automotive News** 

Dec 8, 2021

Tech Revenue Multipliers Are Soaring. Should We Be Worried?

Dec 3, 2021

crunchbase news

The Fed's Moves Pumped Up Stocks. In 2022, It May Pull the Plug The New York Times

Dec 31, 2021

How Stellantis plans to make \$22.5B a year from software in its cars, trucks and SUVs

Dec 7, 2021



Lithium Prices Soar, Turbocharged By Electric-Vehicle Demand and Scant Supply

Dec 13, 2021

## >>> THEY SAID IT



"We're a \$2 trillion industry that is quite large and quite unconsolidated. We really believe that at Lithia and Driveway, we have the ability to continue to grow that network out to the 500 approximate stores to really get to that 100-mile density that allows us to really service consumers wherever they choose, whenever they choose and however they choose."

- Lithia Motors CEO Bryan DeBoer



### >>> POINT OF VIEW

It's a brand-new year, which always provides a good reason to reflect and reset.

The past two years amid a global pandemic have accelerated digital transformation and consumer behavior in ways few could have anticipated. As we move into 2022, the major forces and technology that drive the way people spend, invest, shop, interact, and stay healthy are more evident than ever.

For investors' bottom lines, 2021 was a good year. The S&P 500 gained nearly 27% for the year, while the Nasdaq rose nearly 22%.

Globally, M&A transactions hit a record \$5.8 trillion last year, up 64% from the previous year. Record amounts of VC and PE funding were raised, with firms currently sitting on more than \$2 trillion of undeployed "dry powder".

Inflation, and the Fed's reaction to it, is the biggest question mark for 2022. If demand softens and/or supply chains recover, inflation may abate on its own and 2022 could be a great year. If not, inflation worsens, and the Fed is forced to raise interest rates, it could be a

choppy macro-economic environment.

Wages will likely stay elevated through 2022. There is nothing that points to a significant softening in the labor market, particularly not for skilled workers.

The way work gets done has undergone a massive change. Remote or hybrid work is likely here to stay. The last two years have proven that employees can be just as productive at home and quality of life can be vastly improved.

The broader market will continue to re-open and loosen – supply chains should normalize by summer 2022, barring any additional global supply or demand shocks.

2022 will again be a great year for building AutoTech and mobility companies , as the economy continues its secular shift toward on-demand software as the "operating system" of our complex modern life.

Clean tech investments will surge as government and consumer calls for climate action grow louder. The pandemic sparked greater global awareness of environmental issues and a renewed commitment to

finding solutions.

Funding in this area exploded in recent years and will get a fresh boost in 2022 from government programs promoting clean energy and electrification of the transportation network. The boost in funding will have a direct effect on the automotive and broader mobility landscape in 2022 and beyond.

One can only hope that 2022 sees better news on both the economy and the pandemic. If the past two years have taught us anything, however, it is that the future is always uncertain. But that is a takeaway in itself: be prepared for anything and be ready to shift if the market softens or accelerates.

We appreciate you being on this journey with us.

Until next month,

Steve Greenfield

CEO and Founder
Automotive Ventures



## >>> 2021 YEAR IN REVIEW: TEN BIG THEMES



**The bad news:** COVID-19 seems likely to become an endemic disease; humans will have to continue to adapt to it.

COVID-19

The good news: Vaccinations, immunity gained from prior infection and new treatments all reduce the risks associated with spread of the disease. 42% of the developed world population has completed the original COVID-19 vaccination program, and booster shots are now being distributed. Estimates suggest that over 65% of the world has some form of protection against the virus, either from inoculation or prior exposure. However, more COVID-19 outbreaks are likely, possibly due to new variants.

The automotive industry benefitted, as consumer demand stayed strong and supply shortages of both new and used vehicles meant much higher gross profits per vehicle, less need for discounts and incentives and record profitability for automakers and dealerships.

2

Supply Chain & Semiconductor

After cancelling orders for semiconductor chips in April 2020, automakers discovered they could no longer get their hands on them. As a result, 2021 started with major disruptions to new vehicle production that would grow through the course of the year, driving up both new and used vehicle prices.

It doesn't appear that the microchip situation will be resolved anytime soon. Overall end-user microchip demand continues to exceed total global chip production. The shortage is expected to persist through 2022, but the intensity of inventory constraints throughout the year will diminish.

## >>> 2021 YEAR IN REVIEW: TEN BIG THEMES

3

By the end of 2021, nearly one third of Ford's U.S. retail sales were being built to order – where customers submit orders for the vehicle they specifically want – including exact model, trim line and color.

**Build to Order** 

Build to Order (BTO) is great for the OEM (more profit per unit) and for the dealer (more profit per unit, fewer days in inventory).

Many of the automakers will try to continue this BTO discipline even after production returns to a more normalized level.

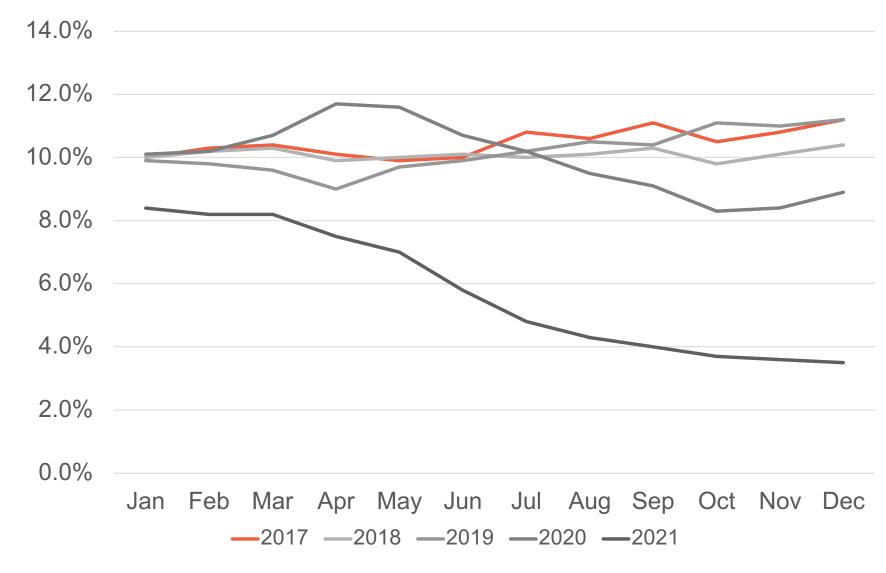


Vehicle Incentives Favorable supply/demand dynamics due to inventory shortages mean that neither dealers nor automakers were discounting cars. In November, nearly 87% of all new vehicles bought by individual customers sold at or above MSRP, according J.D. Power. That number is well above the pre-pandemic average of about 36% of sales.

As long as end-user demand exceeds production volume, there is less need for OEMs to incentivize buyers.

Lower incentives proved to be good for OEM profits and good for dealers.

## >>> NEW CAR INCENTIVES AS % OF MSRP



## >>> 2021 YEAR IN REVIEW: TEN BIG THEMES

5

In 2021, many of the automakers proclaimed they would be going 100% electric (GM: 2035; Honda: 2040; Volvo: 2030; Mercedes: 2030; Lexus: 2030).

#### **EV Momentum**

President Biden set a goal for half of all new vehicles sold in the U.S. in 2030 to be zero-emission, including battery-electric, plug-in hybrid and fuel cell. The president signed an executive order to transition the federal vehicle fleet to zero-emission vehicles by 2035.

The shift of fleet sales to battery-electric vehicles will accelerate in 2022-2023 as more EV products become available. 50 major corporations have announced that they will be carbon neutral by 2040, including Wal-Mart, Amazon, FedEx, Unilever, Coca-Cola, and Johnson Controls.

6
Auto Industry
Profitability

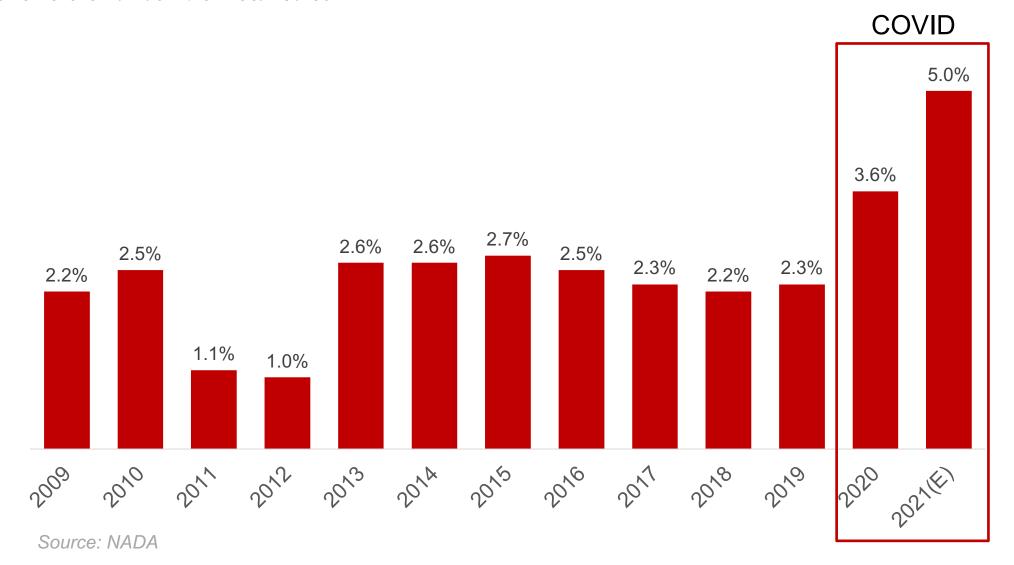
Supply and demand imbalances created an environment that allowed franchised dealers to enjoy their most profitable year ever.

According to NADA, the average U.S. dealership recorded net pretax profit of \$3 million through the first nine months of 2021, more than double the \$1.3 million reported through September 2020 and well above the record \$2.1 million for all of 2020.

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## >>> AUTO DEALERSHIP RECORD PROFITS

**Net Profit Before Tax as % of Total Sales** 



## >>> 2021 YEAR IN REVIEW: TEN BIG THEMES



Physical
Dealership
Buy/Sell
activity

The environment was near perfect to support a record buy-sell market in 2021:

- Dealership profitability hit historic highs.
- Valuations continue to be very strong.
- Dealers are looking to roll their cash into investments they understand.
- Access to outside capital remains robust.
- Interest rates are at all-time lows.
- Manufacturers are becoming more supportive of larger players/owners.
- Sellers face uncertainty around the future of capital gains tax rates.



Inflationary Pressures

The annual inflation rate in the U.S. accelerated to 6.8% in November of 2021, the highest since June of 1982. Excluding food and energy, inflation went up to 4.9% from 4.6%, the highest since June of 1991.

The consensus seems to be building that inflationary pressures will persist through the first half of calendar year 2022 and probably beyond.

Inflation may force the Fed to act more aggressively than expected, which may dampen enthusiasm in the stock market and have an impact on both public and private company valuations.

## >>> 2021 YEAR IN REVIEW: TEN BIG THEMES



U.S.
Legislation on
Infrastructure

In November 2021, a \$1.2 trillion infrastructure bill was signed into law, delivering \$550 billion of new federal investments in bridges, roads, broadband, water and energy systems. The need to invest in U.S. infrastructure has been long overdue: "The American Society of Civil Engineers released its 'Infrastructure Report Card' for the U.S., giving it an overall grade of C-."

The infrastructure bill includes \$7.5 billion to help build 500,000 EV charging stations across the U.S. and \$65 billion for upgrades to the nation's electric grid. Of the \$7.5 billion, the law provides \$5 billion for states to build out a charging network and \$2.5 billion for local grants to support access to EV charging in rural areas and disadvantaged communities.

10

Sustainability/
DeCarbonization

Estimates suggest that \$4–\$6 trillion per year is needed this decade to decarbonize the global economy. To reach President Biden's goal of decarbonizing the energy grid by 2035, the United States will need to invest up to \$90 billion per year in new wind and solar generation capacity.

As a result, investor funding will continue to pour into clean technologies such as carbon capture, battery storage, renewable energy sources and energy efficiency. The circular economy and agricultural technology will also be areas of investor focus. Carbon offset markets could also present opportunities for investors.

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## >>> TOP AUTOMOTIVE TECHNOLOGY DEALS OF 2021

2021 was an interesting year. We experienced record highs in the stock market, record levels of investment and M&A, a record number of IPOs fueled by the special purpose acquisition company, or SPAC phenomenon, and the highest company valuations on record, including both software companies as well as the valuations of physical dealer locations, which also experienced the largest numbers of deals done in any calendar year.

With that, I want to take the opportunity to highlight the top 10 largest and/or most important AutoTech deals of the year.

#### 1. Rivian IPO

EV automaker **Rivian** delivered the largest IPO of the year, with a total market value of \$78 billion at launch, quickly running up to more than \$100 billion its first day -- outstripping any other OEM's value, other than Toyota and Tesla.

Also, this year, we saw a number of other EV automakers take the opportunity to go public, including **Lucid** and **REE**.

#### 2. Action in the B2B Auction Space

2021 witnessed **ACV Auctions'** successful IPO, as it climbed 25% in its trading debut. Its investors raised \$414 million in an IPO priced above a marketed range, providing an initial total market value to the company of \$4.8 billion.

ACV then acquired **MAX Digital**, a pioneer in automotive data and merchandising products and best known for its flagship inventory management system platform **FirstLook**. That transaction was valued at \$60 million.

In August, KAR Global announced they were acquiring CARWAVE for \$450 million.

With the back-to-back acquisitions of first **BackLotCars** for \$425 million and then **CARWAVE**, KAR Global signaled to the market that they're "all-in" on online sales, and willing to take on ACV (and all others) in the digital realm.

Finally, in the physical auction space we saw two significant transactions involving **XLerate Group**.

First up, we saw XLerate sell to Private Equity group **Brightstar Capital Partners** for an undisclosed amount. Then, in December, XLerate announced the acquisition of **America's Auto Auction**. Terms of that transaction were not disclosed.

After the combination, XLerate and America's will have a total of 39 auction sites across 19 states, as well as growing digital and mobile auction businesses and related financing.

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## >>> TOP AUTOMOTIVE TECHNOLOGY DEALS OF 2021

## 3. Global Interest in Online Used Car Retailers

This year saw multi-billion-dollar IPOs of Europe's **Auto1 Group** (\$2.2 billion) and the UK's **Cazoo** (\$8 billion).

Closer to home, we saw Canada's **Clutch** raise multiple rounds of funding, including a \$100 million CAD Series B from **D1 Capital Partners**.

Last, but not least, we saw Latin America's **Kavak** raise \$485 million at a \$4 billion valuation.

#### 4. Monster Funding for Tekion

Tekion is a cloud-based automotive software provider, taking on big industry players **Reynolds & Reynolds** and **CDK Global** in the Dealer Management System (DMS) category, which generates about \$2.0 billion per year.

The company more than tripled its valuation to \$3.5 billion after raising \$250 million from investors including **Durable Capital Partners** and **Alkeon Capital Management**.

**Hyundai** and existing investors **Advent International** and **Index Ventures** also participated in the round.

Tekion plans to add larger vehicles such as RVs and boats to its platform. It is set to expand both domestically and internationally, beginning with France by the second quarter of 2022, followed by the U.K. and Germany.

Tekion's approach is to modernize the approach to enterprise software for both OEMs and dealerships, which has caught the attention of big-name investors and propelled them to a very high valuation.

#### **5. Damage Detection Is Hot**

At the very beginning of the year, **Cox Automotive** announced they were acquiring **Fyusion** for an undisclosed price.

Just a couple of months later, **KAR Global** led a \$15 million investment into damage detection company **Ravin.ai.** 

Later in the year we saw **UVEYE** raise a \$60 million Series C round led by **CarMax**.

And then, **Tractable** raised a \$60 million Series D from **Insight Partners** and **Georgian Partners** at an over \$1 billion valuation.

Accurately representing a vehicle's cosmetic and mechanical condition is key to enabling online B2B vehicle transactions.

In addition, companies like Tractable have made progress integrating their solution into the insurance industry to diagnose the severity of damage after the vehicle is in an accident.

## >>> TOP AUTOMOTIVE TECHNOLOGY DEALS OF 2021

#### **6. CCC Intelligent Solutions IPO**

**CCC Intelligent Solutions**, a SaaS platform for the property and casualty (P&C) insurance segment, went public in July by merging with SPAC **Dragoneer Growth Opportunities Corp.** 

The IPO received net proceeds of \$605 million, and the total market value of the company was \$7 billion.

CCC has announced plans for important new solutions that will support the P&C economy's ongoing digital transformation and vision to achieve straight through processing.

CCC plans to fully digitize the estimating process for a portion of repairable claims. Their new solution is designed to employ advanced AI, insurer-driven rules and CCC's vast network connections and is expected to help customers realize automated estimating in mere minutes and elevate the customer experience.

They have plans to incorporate advanced AI into their collision repair platform to apply machine learning to pre-populate estimates based on photos of vehicle damage and configurations by repair facilities to accelerate the repair process.

#### 7. AEye IPO

**AEye** is a lidar startup that developed its technology for use in autonomous vehicles as well as to support advanced driver assistance systems in passenger cars.

The company IPO'd earlier this year through a merger with **CF Finance Acquisition Corp. III** valuing the company at about \$2 billion.

AEye is one of several lidar companies that have expanded its focus beyond autonomous vehicles.

AEye's pitch is that the company's lidar technology, along with its partnerships with Tier 1 and Tier 2 suppliers like Continental, makes it well-positioned to scale and to be adopted by major automakers.

AEye's lidar sensor scans the surroundings and then, with help from its perception software, identifies and focuses on relevant objects.

#### 8. Consumer Vehicle Insurance

First up, **DealerPolicy**, the automotive insurance marketplace, announced its \$110 million Series C investment led by **Goldman Sachs** after raising \$30 million in February of this year. The company's premoney valuation was \$450 million.

Second, **CDK Global** announced that they would acquire **Salty**. Deal terms were not disclosed.

Historically, many dealerships set up their own inhouse insurance agency, with mixed results.

Salty and DealerPolicy have figured out a different way to enable dealers to introduce vehicle insurance into the car buying process.

Finally, **Lemonade** bolstered its nascent autoinsurance business by acquiring pay-per-mile insurer **Metromile** in its first acquisition.

The deal values Metromile, which went public via a merger with a blank-check company earlier this year, at roughly \$500 million, a fraction of its \$1.3 billion equity value when they went public.

## >>> TOP AUTOMOTIVE TECHNOLOGY DEALS OF 2021

#### 9. Otonomo IPO

**Otonomo** is the cloud-based software startup that helps companies capture and monetize connected car data.

The Israeli-based startup agreed to merge with SPAC **Software Acquisition Group II** with a valuation of \$1.4 billion.

Otonomo launched in 2015 with a cloud-based software platform that can capture and anonymize vehicle data, which can then be used to create apps to provide services such as electric vehicle management, mapping, subscription-based services, parking, usagebased insurance, traffic management, media and emergency services.

The company's platform is used by 16 vehicle manufacturers, fleets and more than 100 service providers.

Their platform ingests more than 4 billion data points per day from over 40 million global connected vehicles.

## 10. CarMax Acquires Edmunds

The acquisition of **Edmunds** increased **CarMax**'s position from the \$50 million minority investment they made early in 2020.

The total enterprise value of the transaction was reported to be \$404 million; Edmunds had revenue of \$140 million in 2020.

CarMax, the largest used-vehicle retailer in the U.S., worked with Edmunds to develop an online instant-offer tool for sellers of used autos.

CarMax will leverage Edmunds' strong traffic (with 16m visits per month) to reduce cost of acquisition; CarMax spends \$191 million per year on marketing vs. Carvana at \$286 million (both are 2020 full-year numbers).

Let the blurring of lines in the automotive space continue, as historically-defined silos are knocked down.

## Bonus: 2021 Was The Year of Big Exits in Digital Retail

2021 was the year that the largest strategic players made their Digital Retailing bets.

Examples included **Prodigy** selling to **Upstart** for \$100 million, **Gubagoo** selling to **Reynolds & Reynolds** for an undisclosed amount, **Roadster** selling to **CDK Global** for \$360 million, and **Darwin Automotive** selling to **J.D. Power** for an undisclosed amount.

The Digital Retailing landscape has become very competitive, with many stand-alone solutions; large players like **Cox Automotive** and **Cars.com** made their bets long ago.

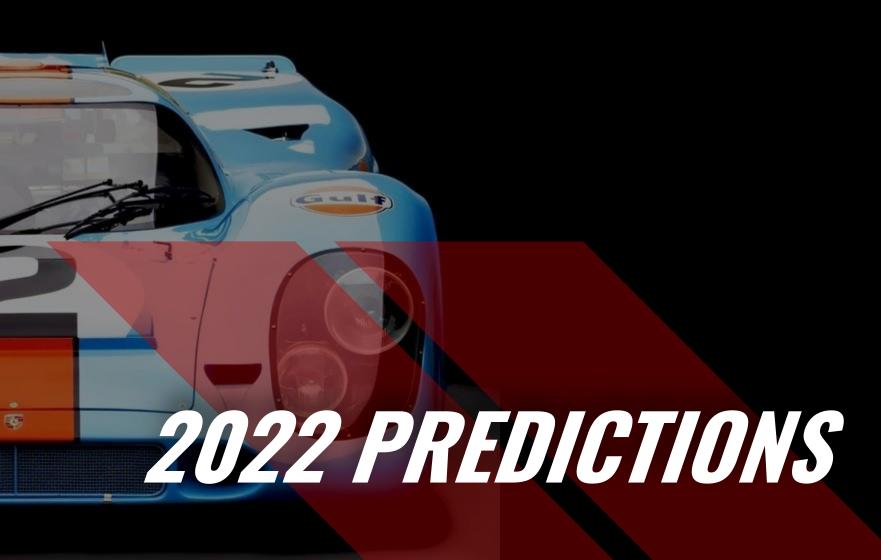
The whole segment was buoyed through COVID: every dealer needed a solution to sell vehicles online; and the "Carvana Effect" has also provided dealers a sense of urgency to get in the game.

## 2021 PREDICTIONS

## >>> 2021 PREDICTIONS: HOW DID WE DO?

1	America gets back to work	A	America had a rough year in 2021, but, as predicted, we might look back on 2021 as the start of a new, even more resilient, more inclusive and more sustainable boom.
2	M&A and IPOs continue at torrid pace	<b>A</b> +	2021 experienced a record number of IPOs and M&A activity. Why? We had a perfect investing environment including government stimulus, low interest rates, and VC/PE "dry powder".
3	Reynolds & Reynolds goes public via SPAC	F	It was a bit of a stretch, but a Reynolds transaction may not be in the cards until the Bob Brockman tax evasion case works its way through the courts. Which could take years.
4	Tekion acquired by Salesforce.com	F	This transaction didn't take place, either. But, as Tekion gains traction, there may be more interest in the space by the large tech players like Salesforce.com and others.
5	Amazon acquires Carvana	F	This transaction didn't happen, but Carvana's buoyant share price didn't help. Amazon can't sit on the sidelines forever to launch a play in automotive commerce.
6	Polishing brass won't cut it any longer	C	Record industry profits meant that the clearing out of weaker AutoTech software companies didn't happen in 2021. We might be a year or two early on this call.
7	Storm clouds on the horizon	D	Dealerships didn't feel anything by tailwinds this year. But Autonomy, Electrification, Connected Cars, Vehicle ownership, and margin compression brought on by consumer demand for transparency and better buying experiences are all looming on the horizon.
8	Blurring of lines between wholesale and retail	В	CarGurus continues to aggressively embrace and innovate their CarOffer investment; CarMax acquired Edmunds; we had expected ACV and/or KAR Global to partner up with one or more third-party marketplaces, which didn't happen.
9	Consumer focus	В	While we didn't see new entrants to the market providing true ecommerce automotive shopping experiences with a specific focus on a superior consumer convenience, we did see Roadster, Gubagoo, Prodigy and Darwin all get picked off by strategic buyers.
10	Next wave of AutoTech will automate processes	C	In an environment of record profits for both OEMs and dealerships, the industry hasn't felt the need to automate processes and reduce costs. In many cases this will be by reducing vendor cost and complexity, reducing headcount, or making existing headcount far more efficient. I think this prediction was one year too early.





Lithia Becomes Largest

Dealership in the U.S.;

Changes Name to Driveway.com

Lithia Motors has become the most valued new car retailer as it executes an aggressive growth plan that will propel it past AutoNation to become the country's largest franchised dealership group.

The plan includes hitting adjusted earnings per share of \$50 by 2025 as well as at least \$50 billion in annual revenue.

We also expect Lithia to change its name to Driveway.com, to offer an experience similar to Carvana, but including both new and used cars.

## 2022: Year of the Connected Car

2022 will be the year when we see evidence of true value being delivered by the connected car.

The car will become a potent information platform that not only provides better experiences for drivers but also opens new avenues for OEMs, dealers and third-parties to create value.

This year, we will begin to witness friction between OEM-held data and dealerships, especially among large dealer groups with shareholders who understand the potential power (and monetization) of the data.

OEMs (like GM and Stellantis) have started to articulate how they intend on delivering subscription services directly to customers. Time will tell the role of dealerships in these discussions (and revenues).

## Widespread Commercial Autonomy on the Street

Commercial vehicles and off-road equipment – not passenger vehicles – are the logical starting point for implementing higher levels of autonomy.

Established routes along highways and geofenced areas such as ports and construction sites lend themselves to testing and deploying autonomous technology in a safe, controlled environment.

Currently, 18 states allow testing of automated vehicles without a driver in control. More than a dozen start-ups are taking the opportunity to run autonomous vehicles on America's roads.

A trucking industry driver shortage has raised the level of interest in trucks with autonomous capabilities. Commercial vehicle autonomy will be accelerated by the potential to improve operating efficiencies, safety and productivity.

## 4

## More Scrutiny of China

Concerns will continue to grow about America's dependency on China as its main source for lithium-ion-battery materials.

While China is not the primary producer of cobalt, nickel and lithium, it is the primary processor of them. China currently controls the processing of nearly 60% of the world's lithium, 35% of nickel, 65% of cobalt and more than 85% of rare-earth elements.

The U.S. processes less than 4% of all mineral commodities. Additionally, China produces more than 60% of all battery cathodes and 80% of all anodes.

China owns eight of the 14 largest cobalt mines in the Democratic Republic of the Congo, the world's principal source of cobalt, and is buying up mining capacity in South America.

## **5** 2022: The Year of EV Charging Infrastructure

2022 will be the year that dealerships embrace EV charging infrastructure at their facilities (both lots and service bays) and explore the best way to help their customers install EV chargers at home and at work.

Automakers will provide initiatives to help. As an example, GM will install up to 40,000 electric vehicle chargers as part of an ambitious plan to pour nearly \$750 million into charging infrastructure that will help attract drivers to its electrified models.

Dealers will look for turnkey solutions and programs that help attract EV buyers, deliver superior customer experience, raise CSI scores, and engender lifetime value with customers.

Enterprising dealers will find opportunities to turn this into a recurring revenue stream.

### Compliance Coming

2022 will be a year of increased compliance and oversight across the automotive industry.

Industry high profits experienced in both 2020 and 2021 will drive increased scrutiny from regulators.

Auto dealerships and lenders should anticipate greater scrutiny of consumer auto lending due to both leadership changes at the federal level, and a focus on regulatory oversight of the automotive industry.

Greater consumer access to transparent online pricing of trade-in and F&I products means that these profit centers may begin to feel pressure.

### 7 Dealers Awarded Points for Vertical Take Off and Landing (VTOL)

2021 saw tremendous interest and momentum for EV VTOL vehicles. SPACs fueled IPOs of Archer Aviation, Joby Aviation, Lilium and Vertical Aerospace.

Honda, Toyota, Hyundai have all announced their own VTOL initiatives, we saw a \$394 million investment by Toyota into Joby and a strategic partnership between **Stellantis** and Archer. United Airlines announced a \$1 billion order for Archer's aircraft.

On-the-ground infrastructure, like vertiports and chargers, are exploring ways to integrate air mobility into cities' existing transport networks.

Who will sell these vehicles to consumers? My bet is that automakers lean on their existing automotive dealer networks as their distribution channel.

## 2022: The Year of Corporate Divestitures

2022 will be a year of corporate divestitures. The market is ripe for monetizing underperforming assets, selling into an environment of record valuations for both public and private companies.

Watch for more legacy companies to follow Harley-Davidson's LiveWire spin out strategy.

Early this year we will see a huge IPO of South Korean battery giant LG Energy. We may see GM finally pull the trigger on a Cruise IPO. Analysts have speculated that GM could carve out its battery platform, Ultium.

VW Group is exploring a potential Porsche IPO to help fund the parent's EV and AV aspirations. If Porsche's profits were given the same multiple as Ferrari, the unit may be worth \$100 billion, nearly as much as its parent.

Usage-Based Insurance (UBI) Gains Traction

More people are working from home and commuting less but then taking longer trips on the weekend, which presents a change in risks to insurers.

Subscription or short-term insurance may become more popular for the same reasons.

**Lemonade** accelerated its nascent auto-insurance business by acquiring pay-per-mile insurer **Metromile**.

Recently, both **GM** and **Stellantis** forecasted multibillion-dollar revenue streams from new UBI business units. Ideally, dealerships will be able to participate in these new revenue streams. Test for Build-

To-Order (BTO)

2022 will be a test for automakers' Build-to-Order initiatives. Behavioral changes due to the pandemic and chip-shortage will need to be reconciled with a consumer increasingly conditioned by convenience, immediate gratification and speedy home delivery.

American consumers have historically enjoyed the satisfaction of driving their new vehicle off the lot versus waiting 60 days or more.

Do, however, expect significant reduction in model complexity. J.D. Power reports that 80% of the configurations available for sale represent less than 25% of retail sales.

Automakers have recognized that simplified build combinations drive efficiency gains in their supply chain and production facilities.



## >>> AUTOMOTIVE VENTURES MOBILITY INDEX

#### WHAT IS THE INDEX?

The Automotive Ventures Mobility Index is a group of publicly traded mobility stocks that tracks the health of the mobility market.

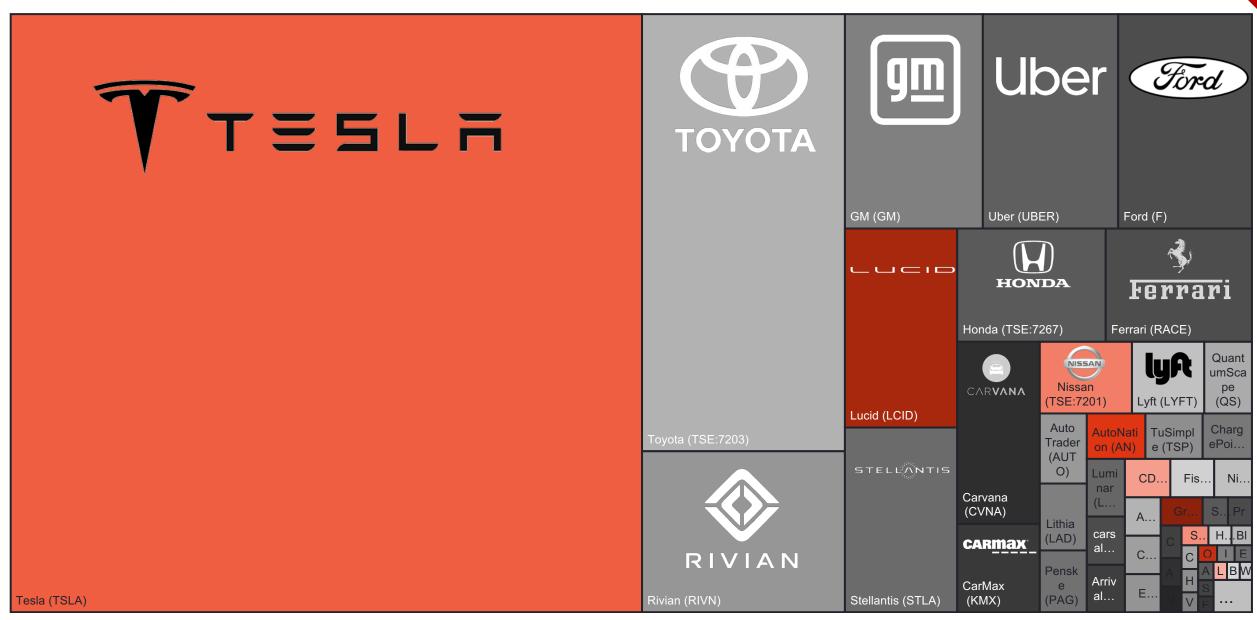
#### **METHODOLOGY**

The Automotive Ventures Mobility Index is composed of the global publicly traded mobility companies, weighted by market capitalization of each company and indexed back to 100 as of January 1, 2015

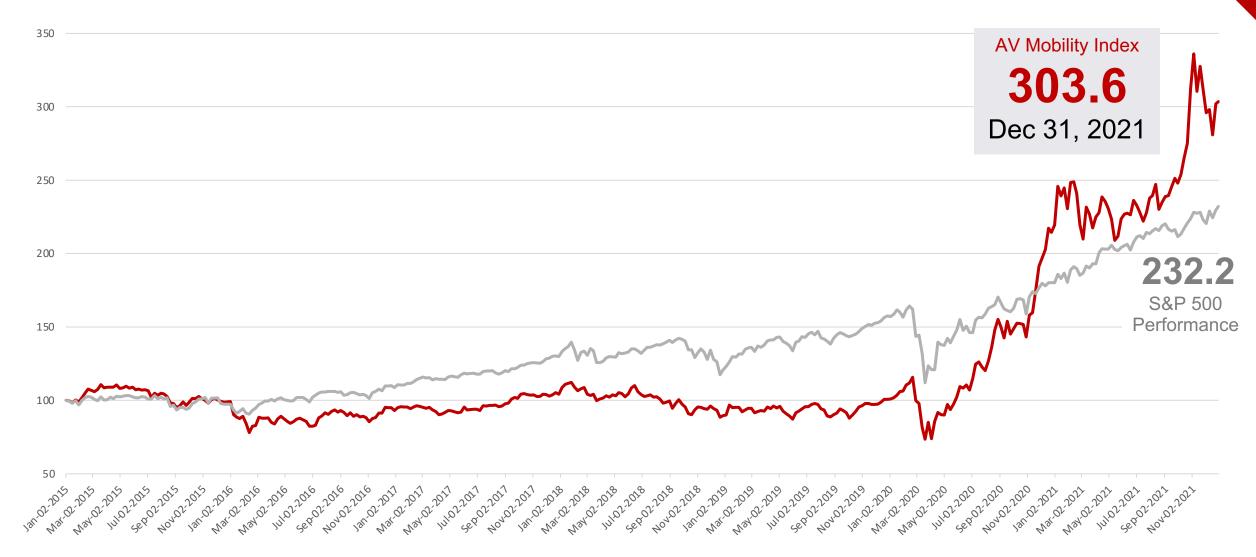
#### WHICH PUBLIC STOCKS ARE INCLUDED?



## >>> AV MOBILITY INDEX: RELATIVE MARKET CAPS



## >>> AUTOMOTIVE VENTURES MOBILITY INDEX



Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2015





## >>> AV MOBILITY INDEX: LARGEST MONTHLY MOVERS

Changes during month of December 2021

LARGEST \$ CHANGE				
INCREASE				
Tesla (T)	\$55.7b <b>1</b>			
Uber (UBER)	\$13.2b			
Ford (F)	\$5.3b <b>1</b>			
DECREASE				
Lucid (LCID)	\$14.0b <b>↓</b>			
Carvana (CVNA)	\$3.7b <b>↓</b>			
CarMax (KMX)	\$2.4b <b>↓</b>			

LARGEST % CHANGE					
INCREASE					
Uber (UBER)	19.0% 🛊				
Luminar (LAZR)	18.9% 🕇				
Embark (EMBK)	17.5% 🕇				
DECREASE					
Sono Group (SEV)	31.0% ↓				
Canoo (GOEV)	20.5% ↓				
Shift Technologies (SFT)	18.9% ↓				





## >>> SUB-INDEX: AUTO MANUFACTURER



Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2015

#### **RELATIVE MARKET VALUATIONS**



Relative market cap; As of December 31, 2021





#### >>> SUB-INDEX: DEALER GROUP/ONLINE DEALER



#### Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2015

#### **RELATIVE MARKET VALUATIONS**

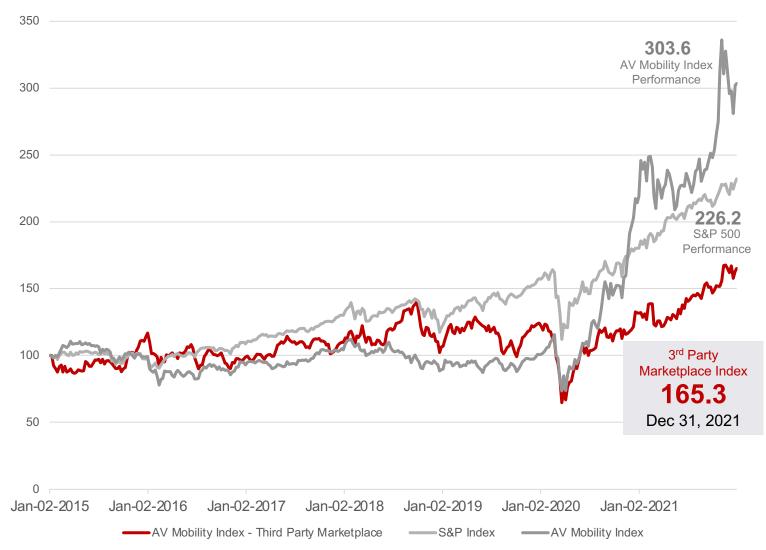


Relative market cap; As of December 31, 2021





### >>> SUB-INDEX: THIRD PARTY MARKETPLACES



Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2015

#### **RELATIVE MARKET VALUATIONS**

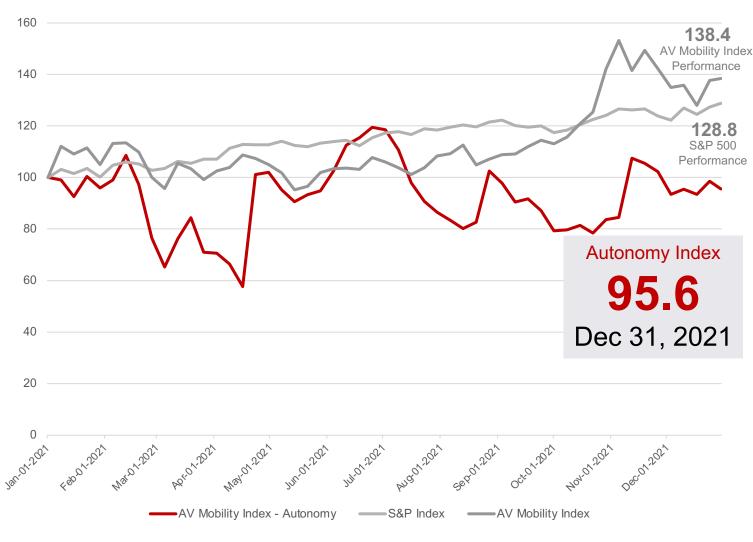


Relative market cap; As of December 31, 2021





### >>> SUB-INDEX: AUTONOMY



Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2021



Relative market cap; As of December 31, 2021





#### >>> SUB-INDEX: ELECTRIFICATION



Source: Automotive Ventures; Market Cap weighted; Indexed back to Jan 2021

#### **RELATIVE MARKET VALUATIONS**



Relative market cap; As of December 31, 2021







#### >>> MOBILITY TECHNOLOGY LANDSCAPE







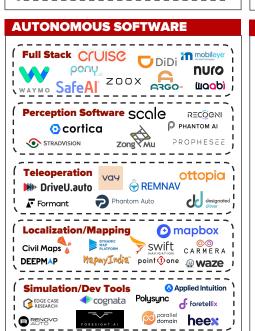
Equipment (Maintenance, Charging, Acyclofix

RIDY EVBOX Webasto -chargepoint- EVgo FAST CHARGENG FAST C

EcoG I

Sensors) blink popoint all energy

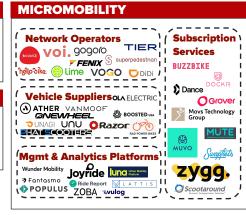


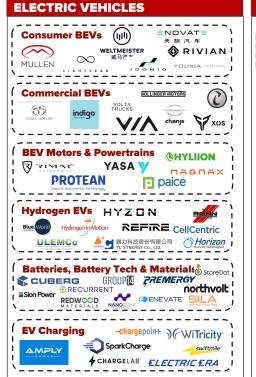
















# COMPANY VALUATIONS



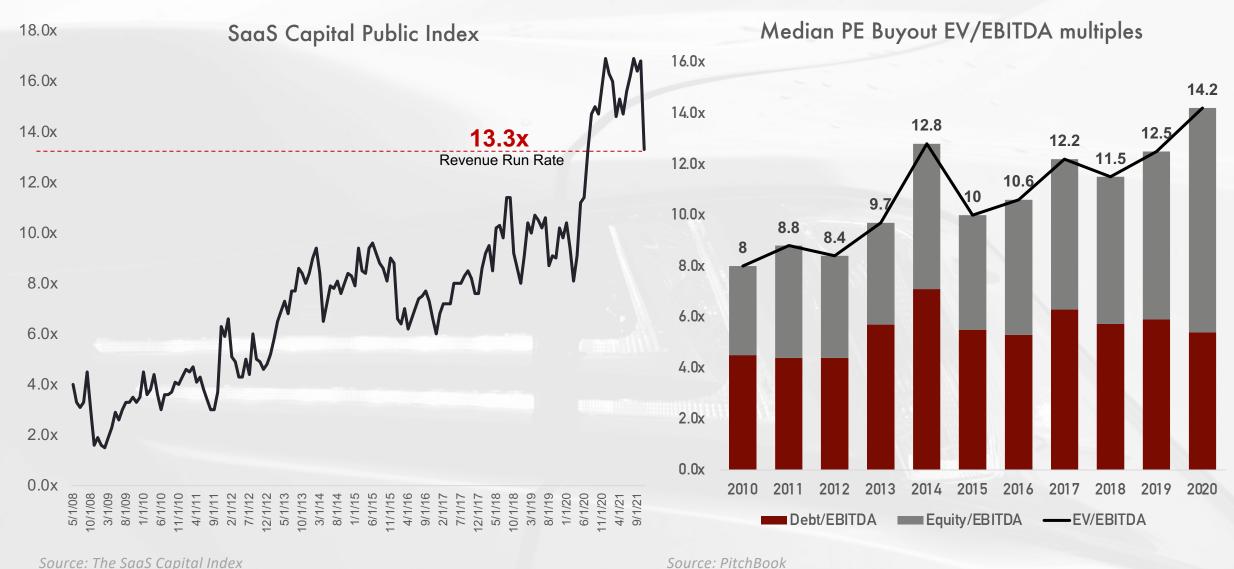
### FUNDING LEVELS (Categories are rough estimates only)



Source: Christoph Janz at Point Nine Capital

	PRE-SEED	SEED	SERIES A	SERIES B	SERIES C
ARR	\$0	\$0 - \$200k	\$1m - \$1.5m	\$3m - \$5m	\$10m+
ARR GROWTH (Y/Y)	NA	300%	300%	250%	200%
VALUATION	\$1m - \$3m	\$4m - \$11m	\$15m - \$40m	\$50m - \$140m	\$100m+
ROUND SIZE	\$200k - \$500k	\$1m - \$4m	\$5m - \$14m	\$15m - \$40m	\$20m+
INVESTORS	Friends, Family, Angels	Angels, Micro VCs	VCs	VCs	VCs, PE
TEAM	Smart, committed team with relevant experience	Strong fit between founders' skills and market need	Proven ability to attract and manage great hires	Experienced leaders in most functions; Proven ability to recruit senior people	Complete senior management team
PRODUCT/MARKET FIT	Market research indicates strong need for the project	Product is loved by early users; strong engagement & stickiness	High usage, low churn; passionate customers; large TAM	Increasing evidence of strong product/market fit in huge market	Clear and increasing evidence of product/market fit
SALES/MARKETING & UNIT ECONOMICS	Understanding best practices; good ideas	Signs of organic traction	Early evidence of a repeatable, scalable, profitable sales model; CAC payback <12 months	Short sales cycle relative to ACV; Net dollar retention>100%; LTV:CAC >3:1	Predictable, profitable, scalable sales/marketing machine
TRACTION	Growing waiting list of first pilot customers	Engaged first users; adding a few \$k in MRR per month	Get from 0 to \$100k MRR within 12 – 18 months; Growing 300%/year	Growing 250% per year	Growing 200% per year; negative net MRR churn
DEFENSIBILITY	None	Speed to market	Brand is emerging; evidence of unique data asset	First signs of a successful brand, platform or data play	Strong signs of a successful brand, platform or data play
MARKET POTENTIAL	Belief in \$10M+ ARR potential	Conviction there's \$100m - \$300m+ ARR potential	Increasing evidence of \$500m+ ARR potential	Increasing confidence in exit potential	Increasing confidence in strategic buyer or IPO potential

### >>> PUBLIC MARKET SAAS AND PE BUYOUT MULTIPLES



Source: The SaaS Capital Index





### >>> AUTOMOTIVE TECHNOLOGY TRANSACTION MULTIPLES

Business Model	Definition	Revenue Multiple
Pure SaaS	Uses software to provide customers with a service. Creates, develops, hosts, and updates the product. Has access to a global market and can scale without increasing product delivery costs.	10.0x+
Tech- Enabled Services	Brings new or innovative user-experiences using existing technologies to the market. Consumes and/or creates technology (physical infrastructure, hardware or software) designed and configured into a solution delivered to an end user customer.	3.0x-5.0x
Pure Services	A business that generates income by providing services instead of selling physical products.	1.0x-2.0x

## Multiples higher for companies that have:

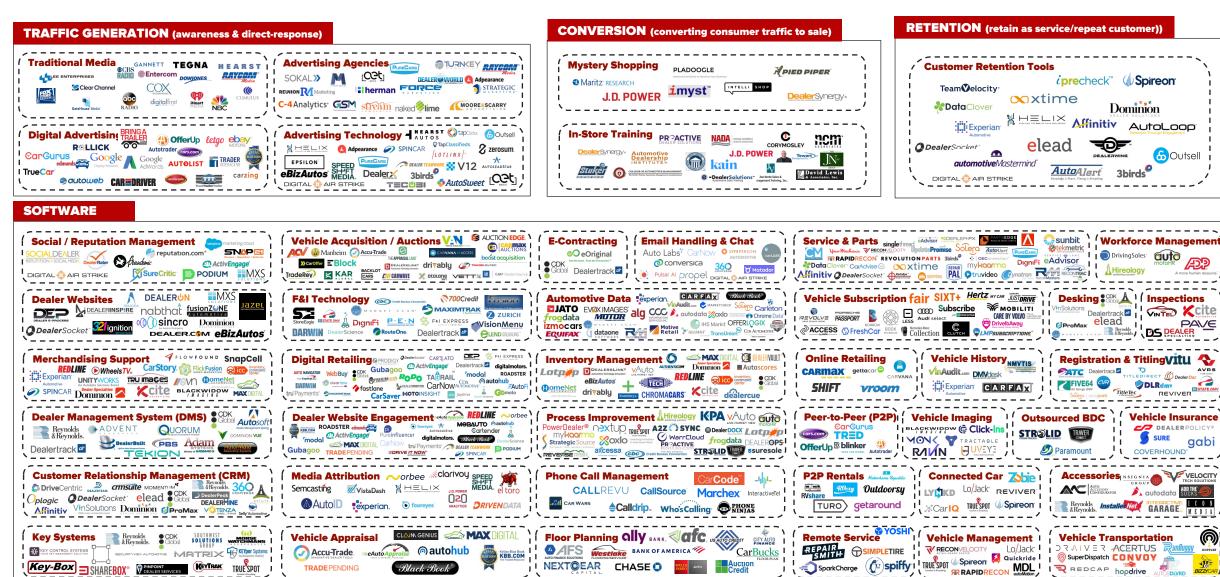
- 1. Predictable, recurring revenue
- 2. Low churn
- 3. High gross margins
- 4. High growth rates
- 5. High annual revenue growth
- 6. Strong upsell opportunities







#### >>> DEALERSHIP AUTO TECH LANDSCAPE







# 2021 TRANSACTIONS

#### >>> DECEMBER 2021 TRANSACTIONS









**EVe Mobility Acquisition Corp** \$250m SPAC IPO



Lachy Groom Sam Altman



OBVIOUS VENTURES









































































































### >>> 2021 TRANSACTIONS: JAN - MAR

Jan 2021









Feb 2021











Mar 2021





**CRESTA** 

Investment by

PORSCHE



S3.4b SPAC

11





















































(KEEPS

Investment by

SSM































MIDWEST

acquired by



**Car**Capital

\$8.8m Series A

FM CAPITAL





Diagnostics

Acquired by

asTech)



**VERUSEN** 

Series A





\$1.5m Seed

Overline



SBD

**DELIVERS** 

Investment by

CIT GAP FUNDS















DEALER-FX

\$200m acquisition

Snap-on.





\$9.0m Investment

DN C







\$2.0b SPAC

NextGer









### >>> 2021 TRANSACTIONS: APR - JUN

**Apr 2021** 







Level 5

S550m Acquisition by

woven planet

luft







MILE

\$66m Series B

SEARCH LIGHT



**IDELIC** 

\$20m Funding









**May 2021** 



Pulsar Al

Acquired By

SPINCAR

E/NRIDE

\$110m Series B

\$15m Series A

ROCSYS

\$6.3m Fundraising

FORWARD.one

Series C Funding

OD AUTOPAY

Merger

% rategenius

Passport \$90m Funding

Car Trade...

Filed for IPO

SIXTH

STREET

WeRide







Auction Frontier

**KAR** 

:) Affectiva

Acquired by

smart eye

**MotoRefi** 

\$45m financing

Goldman

@DealerSocket

**Acquisition by** 

Solera

monoDrive

**Acquisition By** 

carsales

Acquiring 49% of

TRADER

Sachs

**Acquisition by** 



'iLb

systems











**mile**auto

\$10.3m Seed Round













**DRIVENDATA** 

\$4.5M Series Seed B

Aa

Aramisauto

IP0

满邦 Full Truck Alliance

S20B IPO





Mister

Filed To Go Public

northvolt

**\$2.75B Fundraising** 

PIÓRSTA OMERS



**'c/** 

buser

\$138M Fundraise

**Auto Exchange** 

Acquisition by

ÆΑ

₹ELECTRA

\$3.6M Seed Round









DCRC

(<del>S)</del> HESAI

\$300M Series D



**P** WeRide 文远知行

\$310M Fundraising

locoNav

QUIET CAPITAL

Zong

\$190M Series D

S3M Seed Round

REMUS

m xiaomi

S37M Series B



**Exeter** 

Acquisition by

ΓRΞD

\$3M Fundraising





OO CDKGlobal.





**Jun 2021** 

TRACTABLE

\$60M Series D

INSIGHT GeorgianPartners

CABANA

S10M Series A

CRAFT

**QUANERGY** SPAC Merger

CITIC CAPITAL 中信資本

L**®**CUS

\$50M Series C

Qualcom

WhereIsMyTransport

\$14.5 Series A Ext.

NASPERS Cathay Africany



























### >>> 2021 TRANSACTIONS: JUL - AUG

#### Jul 2021



















**Aug 2021** 





















































































































canadadrives.





















Griiio

Minority Investment

PORSCHE



kovi kovi

\$104m Series B

VALOR





CarlQ

\$25m Series B

FORTÉ



CEPTON

SPAC IPO

GROWTH CAPITAL





Gatik

\$85m Series B

K KOCH





















\$50m Series C

CELOT

OCTANE











### >>> 2021 TRANSACTIONS: SEP - OCT

#### Sep 2021



















Oct 2021



















































Cover Whale \$15.5m Financing **Ambac** 























VOOM \$15m Financing J<u>A</u>L

AUTOMOTIVE



Just

\$8m Funding











TACTILE

Acauired by

Allied Solutions



Infinitum





Oxbolica

5% Investment



Flock Freight

\$215m Financing

SoftBank Vision Fund









EDGE CASE RESEARCH



\$40m AUS

Cigna Cigna



*TECHLANTIC* 

Acquired by

TRADE



kevala

\$21m Series A





UNITED AUTO CREDIT®

\$300m Acquisition

vroom



Majority Investment

PROVIDENCEEOUITY

ayhaund







coatue



Seed Financing

M







\$26.5m Financing

20VC









CarDekho

\$200m Series E



(O ) tembici

\$80m Financing

rescera CAPITAL



...Otto

\$4.5m Seed

M Uncommon Capital



seez



River

S2m Financing

MANIV



MoLo

Acquired by

ArcBest



















\$5m Financing





Confidential materials provided by **Automotive** Ventures LLC @2022

### >>> 2021 TRANSACTIONS: NOV - DEC

#### Nov 2021



**NOUNTIL** 

S3.0m Seed Round

ponooc



greyp 🧚

**Majority Acquired** 



samsara





Gett.

\$1.1b SPAC IPO

ROSECLIFF







treepz

\$2.8m Seed

UNCOVERED FUND



SPREE

\$200m IPO



TIRE RACK

Acquisition by

DISCOUNT



Valuinsight





AUTOMOTIVE





Seatron TECHNOLOGIES

\$11m Series A



**SWIPCAR** 

€30m Acquisition

FIRST

\$105m Series D

AIR WATER INC.

42dot

\$88.5m Series A

S-1 Filed for IPO



\$700k Seed

Quest

optibus

\$7.5m Pre-A

AT **O**NE

TEVV

\$57m Financing

CT

\$101m Series C

TEMASEK



( ) METOAK元權

\$15m Series A

CTC Capital 和利资本



TRED

\$25m Series B

W Westake Financia

\$50m Financing

Blackstone



IONITY

€700m Investment

BlackRock

compace

\$25m Series A

Aurora

ClearFlame

\$17m Series A

Breakthrough Energy

ĕ SPΛRTΛN

\$15m Series A

Prime Movers



xeal

\$11m Series A

ARCTERN























point@one

\$10m Series A

DP.PARTNERS

\$74m Series B

■ M&G



Zoomcar
Never Stop Living

\$92m Series E

**STERNARGIS** 

CreditIQ

CARS

\$30 Acquisition







actnano

\$21.75m Series B

MW | VENTURES

carzamaകി

£112m Financing



beetrack

Acquired by

DispatchTrack

**AUTOLAB** 

\$11m Series A

10.

ПТАПІБҮБ

Minority

PORSCHE



serve

\$13m Seed

**Uber** 

HAGERTY

\$3.0b IPO

1KOM MA5°

Minority

PORSCHE



CANDELA

\$24m Financing

MENTURES

carwow

\$55m Venture Debt

**Xercules** 

Solid Power

\$10m Series B Ext

VINFAST



OLA

\$52.7m Financing

**TEMASEK** 

BUMPER

\$12m Series A







Deliverr

\$250 Financing

TIGERGLOBAL

















**MITRACHEM** 

S20m Series A

SOCIALCAPITAL



\$125m Series B

**■** SIP Global Partners



DATA DRIVEN

Acquired by

Verisk









otoklix

\$10m Series A

ALPHA JWC

VENTURES





**Acquisition by** 

bp



\$56.5m Series B

**♠** ORILLION



stratio

\$20m Series C

▲ Forestay







\$40m Series C

BRM







O IMOTIONS

\$46.6m Acquisition

smart eve











Γ!

**Factorial** 

Undisclosed

B KV











Meron

\$25m Financing

LITEON



**Dec 2021** 









Investment

This Month









**e**PROPELLED

\$15m Series A









CARS 24

\$300m Series G

ALPHA WAVE

### >>> 2020 TRANSACTIONS



ebay classifieds acquired by Adevinta

alg acquired by J.D. POWER

AUTO GROUP \$300m Financing



DıgnıFi \$14m Financing





BACKLOT CARS acquired by KAR

**AURORA**LABS \$23m Financing





Invests in ırculor



























































































DOUL

\$267m Financing

ONTARIO TEACHERS



\$7m Financing





























finn.auto

€20 million

Series A



























**AFFIVAL** 

\$5.4b+ SPAC

(((



























### >>> MOST IMPORTANT AUTO TECH DEALS BY YEAR: 2012-2016

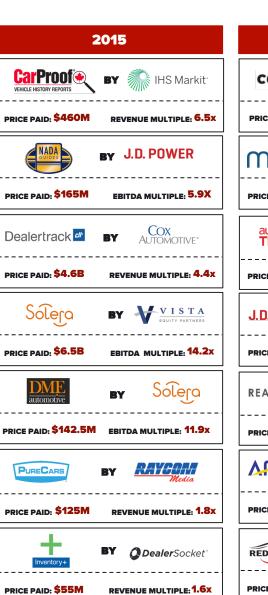


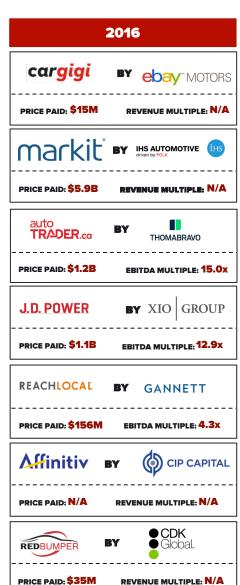


**REVENUE MULTIPLE: 10.0x** 

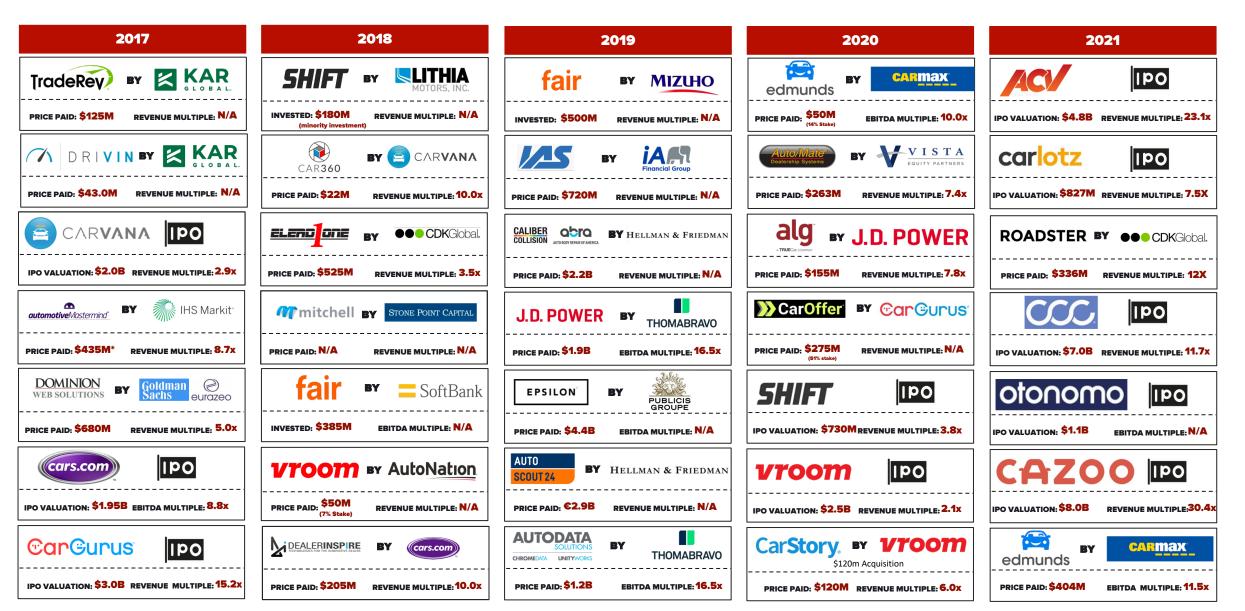
PRICE PAID: \$30M







### >>> MOST IMPORTANT AUTO TECH DEALS BY YEAR: 2017-2021





### >>> DEAL DETAILS: AMERICA'S AUTO AUCTION ACQUIRED

#### **OVERVIEW OF TRANSACTION**

This year we saw two significant transactions involving XLerate Group. First, Xlerate sold to Private Equity group Brightstar Capital Partners for an undisclosed amount. Then, in December, Xlerate announced the acquisition of America's Auto Auction group. Terms of the transaction were not disclosed.

After the combination, XLerate and America's will have a total of 39 auction sites across 19 states, as well as growing digital and mobile auction businesses and related financing.

#### SIGNIFICANCE TO INDUSTRY

Over 2021, we experienced a lot of action in the B2B auction category, including ACV Auctions' \$4.8 billion IPO and their subsequent acquisition of MAX Digital for \$60 million; KAR Global's acquisition of CARWAVE for \$450 million (only a few months after acquiring BackLotCars for \$425 million).

The B2B auction market is evolving quickly, and the scale/footprint of a combined America's and Xlerate makes sense and should allow them to better compete against the big players (Manheim and ADESA).



**XL**erate **GROUP AUCTIONS** 

**Undisclosed Amount** 

### >>> DEAL DETAILS: HAGERTY GOES PUBLIC VIA SPAC

#### **OVERVIEW OF TRANSACTION**

Hagerty, Inc. (NYSE: HGTY), the leading specialty insurance provider focused on the global automotive enthusiast market finalized their IPO offering last month, through the business combination with SPAC Aldel Financial Inc.

The transaction valued Hagerty at a pro forma enterprise value of approximately \$3.1 billion and provided net proceeds of approximately \$265 million to the company.

#### SIGNIFICANCE TO INDUSTRY

Hagerty targets the growing automotive enthusiast market with a scalable, innovative membership ecosystem including collector car insurance, exciting media offerings and a robust lineup of car events, experiences and services.

Hagerty has approximately 2 million cars insured globally, an industry-leading 84 Net Promoter Score (NPS) and partnerships with nine of the top 10 U.S. automotive insurers.

Hagerty's highly differentiated membership model helps to drive loyalty and retention by engaging, entertaining and connecting with members at every stop of their journey --- digitally, on the track, in the garage, at an event or on the road.



**SPAC IPO** 

Net proceeds of \$265m Total enterprise value of \$3.0b



### >>> DEAL DETAILS: SPAC SPREE ACQUISITION CORP I IPO

#### **OVERVIEW OF TRANSACTION**

SPAC Spree Acquisition Corp. 1 Limited closed its initial public offering last month. The aggregate offering size, including exercise of the overallotment option, was \$200 million.

#### SIGNIFICANCE TO INDUSTRY

Spree is a blank check company, with the intention to acquire a company in the mobility-sector with specific focus on EV and Automotive.

Founded by Mobility industry insiders, Spree is backed by a highly experienced team of operators with a broad-based network of industry relationships and a world-class group of independent non-executive directors.

Spree is well positioned to embark on the journey for identifying target companies for merger and catapult them into hyper growth using our network in the industry.

Spree is currently seeking partnership with key stakeholders in the domain - OEMs, Tier 1s and others, for joining forces and cultivating success stories.



\$200m IPO



### >>> JANUARY COMPANIES TO WATCH

#### **AWAKE** Mobility

awakemobility.de

AWAKE Mobility provides vehicle insights for buses and analyzes the health status of your fleet. They eliminate information asymmetry between departments and reveal the current as well as future vehicle status to enable data-driven maintenance decisions. Their dashboard and mobile app are used by the workshop, control center, drivers and management, who all receive tailored insights to optimize their daily operations.



eyegage.com

Revolutionizing access to drug screening technology via intelligent mobile eye scans. Substance abuse costs the US \$600B annually, and 70% of substance abusers are employed full time. EyeGage allows companies to stay ahead of accidents, which saves time, money, and lives, while reducing the negative impacts of substance abuse on families and communities.



#### cerebrum-sensor.com

Cerebrum is the world's first intelligent tire solution utilizing revolutionary, patented sensor technology mounted directly to the tire. Cerebrum sensors provide advanced tire pressure & temperature data to the vehicle as well as tread depth, alignment and performance data to the operator through the convenient mobile application.



#### vinai.io

Focused on transforming AI research into impactful products and services that solve real-world problems. Brings together 200 research scientists and AI engineers to focus on Machine Learning, Computer Vision, and Natural Language Processing. Their research addresses fundamental problems in these areas and enables impactful applications.



CarDana brings a technology-driven solution to charities and causes supported by charitable vehicle donations. CarDana democratizes the charitable vehicle donation industry and brings higher net returns by reducing inefficiencies, saving costs, and bringing needed transparency to the entire donation experience.



chargelab.co

ChargeLab is the operating system for EV chargers. They connect charging infrastructure everywhere you find electric vehicles. They ß give building managers, installers, and EV charger manufacturers all the tools they need to deploy smart EV infrastructure. Whether you're installing 1 charger or 1,000 — ChargeLab is the best platform to connect and control your EV chargers.



#### kindredmotorworks.com

Provider of motor work services intended to modernize vintage cars. The company's services provide new features such as disc brakes and bluetooth sound systems, without impacting the car's classic designs, enabling customers to experience new modern cars made out of vintage vehicles.



bcomp.ch

Unique approach to apply the latest composites knowledge to natural fibers — the proprietary reinforcement solution powerRibs™ and the ampliTex™ technical fabrics have ongoing development projects with global automotive OEMs as well as within commercial aerospace. Their solutions enable exceptional weight- and plastic reduction while improving crash behavior and enabling novel design opportunities.





DEC

TAILHAND.

tailhand.com

autofleet.io

### >>> 2021 COMPANIES TO WATCH



**JAN** 

**NEMODATA** 

nemodata.ai





sparkcharge.io

**FEB** 













#### **MAR**





















dealerx.com

FAPID

TapClassifieds

tapclassifieds.com





MAY

Eriendemic

friendemic.com

DEALERTRADE network.

dealertrades.net













nubrakes.com



widewail

widewail.com

Karus

karus.ai

TRACTABLE

tractable.ai

REINVENT**AUCTIONS** 





JUL

wrapmate

wrapmate.com

**blyncsy** 

blyncsy.com

QUANTUM

quantum5.ai





























recurrentauto.com

SEP

















OCT

STYRATA

tyrata.com

PITSTOP

enerjazz

enerjazz.tech

**AUTORITY** 

autority.io

everrati

everrati.com

(7) Coulomb

coulomb.ai

♦ interplai

interpl.ai





cognomotiv.com

NOV















AUTOCORP

autocorp.ai







WeaveGrid





### >>> 2020 COMPANIES TO WATCH



www.autohub.io





















**=**AutoFi

www.autofi.com

www.darwinautomotive.com

digitalmotors:

www.digitalmotors.com

♠ PRODIGY

https://getprodigy.com

www.edealerdirect.com

www.carwave.com

**@-DFALFR** 



**Quickride** 

www.goguickride.com



















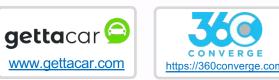












































www.suresale.com

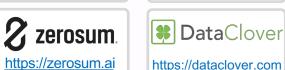




& F L U E N C Y

www.fluency.inc









UNDERSTORY

https://understoryweather.com











## PROVIDING EXPERT ADVICE AND COMPREHENSIVE SERVICES TO PLAYERS IN THE AUTOMOTIVE TECHNOLOGY ECOSYSTEM

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Steve Greenfield CEO/Founder (470) 223-0227

steve@automotiveventures.comx