

# Bobsla Vehicles

*Innovation of modern snow travel*



*Faith Mueller, Bobby Nutter,  
Michael DeFelice, Andrew Berry*

# Agenda

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- Executive Summary
- Market Intelligence
  - Opportunity
- Strategic Investments
- Short Term Strategy – Marketing
  - Driving Revenue
- Long Term Strategy – Global
  - Driving Revenue
- Budget

# Executive Summary

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Proposition

What business model would be most effective in helping Bobsia excel in the growing e-snowmobile market?

Factors

Superior product

Environmentally friendly

Longevity of business in rise of e-commerce

Strategy

Short-term strategy -

- Initial marketing of vehicle
- Establish market strategy
- Emphasize quality

Long-term strategy -

- Enhance market strategy
- Diversify quality of service
- Expand manufacturing potential

Impact

Introduce revolutionary technology  
Become the pioneer in the e-snowmobile industry

Facilitate a multi-faceted sales approach  
Establish dominance in the North America market

# Bobsla

## Electric Vehicle – Winter Sport & Fun

- Manufactured in Austria since 2018
- Fully electric powered
- Sleek design & build
- Top priority placed on safety of operators
- Received a 4.92/5.00 rating in 2019 Gurgl Ski Resort Test with over 50 individual ratings
- Ready for expansion!





# Market Intelligence

## I-Cat Pro

- Retail at \$30,000
- Austria based
- 3x Price of Combustion Engine Vehicle
- ~ 50km functional range
- Excessive weight (350kg+)



## Mattro ROVO DC (Ziesel)

- Retail at \$38,000
- Austria based
- Limited emission and noise
- Cross-country range capability
- No longer on market

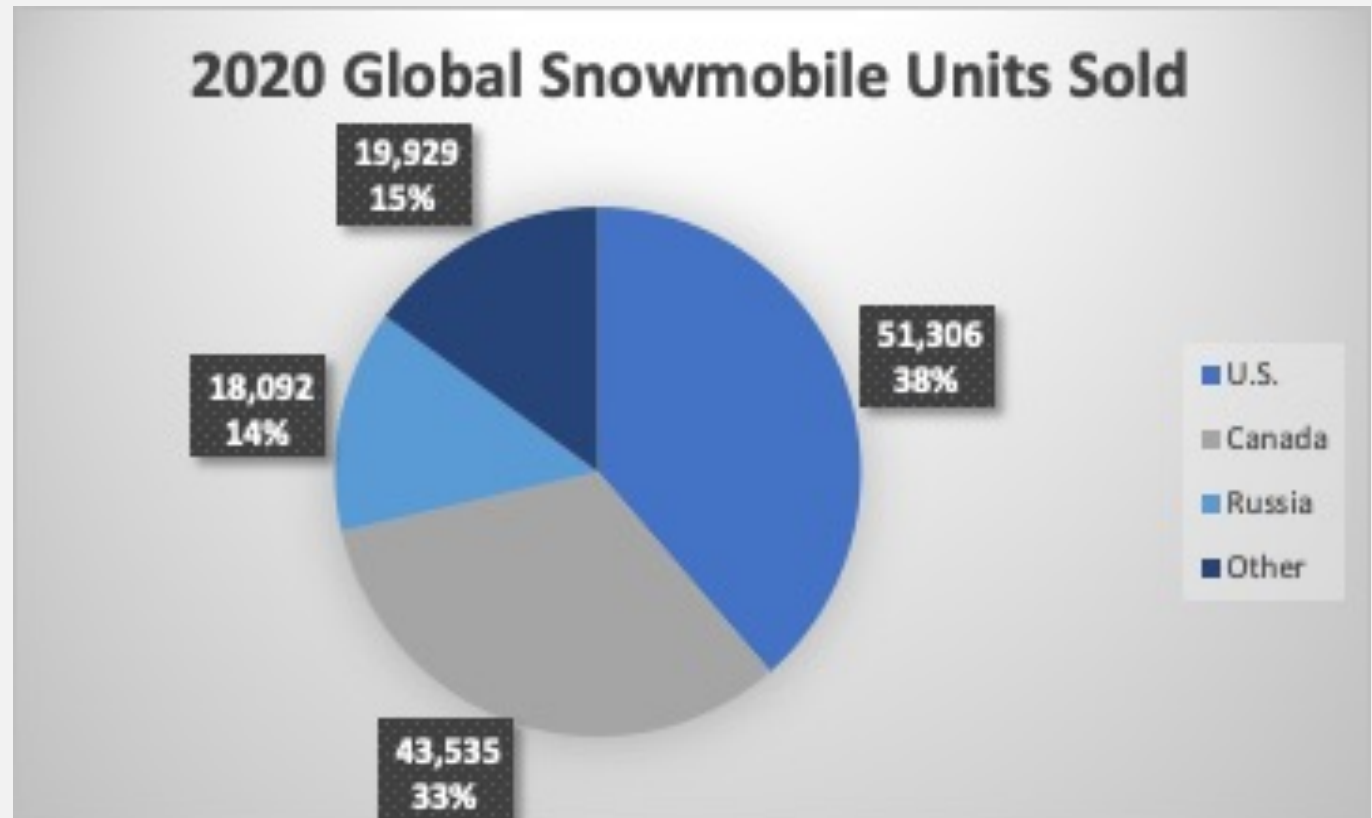
## Aurora E-Sled

- Retail at \$35,000
- Finland based
- Most developed e-snowmobile
- ~ 50km functional range
- Heavy electric consumption and excessive weight



# Opportunity

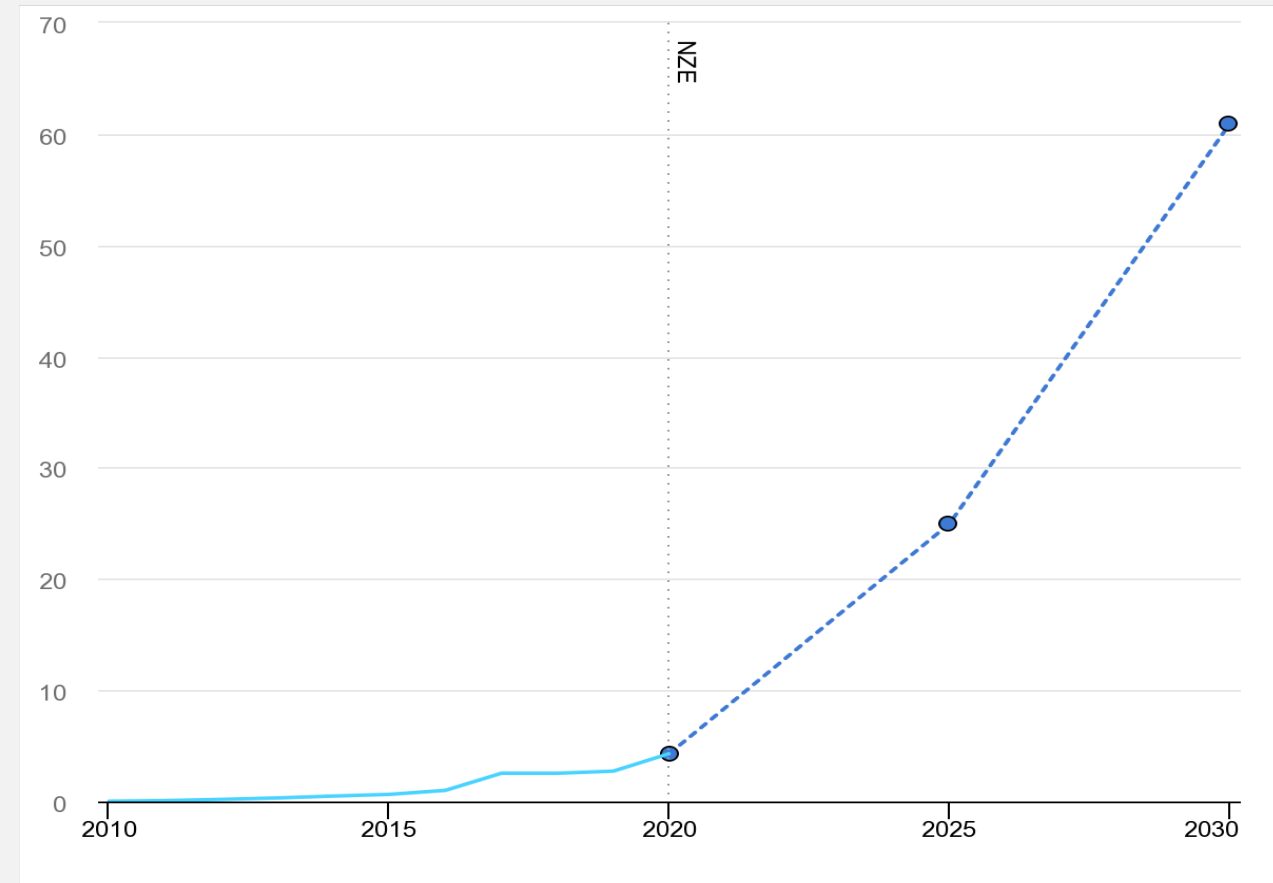
- Global Market:  
estimated between  
\$1.4 billion and \$1.8  
billion from 2020-2027
- 85% of the global  
market is made up of  
the United States,  
Canada, and Russia
- 2020 Global Market:  
132,862 total  
snowmobiles sold



# Opportunity

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- Global expansion on a recognized trend to switching to e-vehicles
- Expected market growth of 3.5% (p.a.) from 2016 – 2021
- Superior product
- Capitalization on trends moving to electric vehicles



**\* IEA NZE 2050**

# Strategic Investments

## Marketing

- Market Strategy
- Increase Profit Margin

## Quality

- Market Research
- After Sales Support

## Manufacturing

- Facility Partnerships
- Global Expansion





# Short Term Strategy - Marketing

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## Market Strategy

- Identify North America as Target Market
  - Business to Consumer Product
  - Emphasis on Luxury Aspect

## Quality

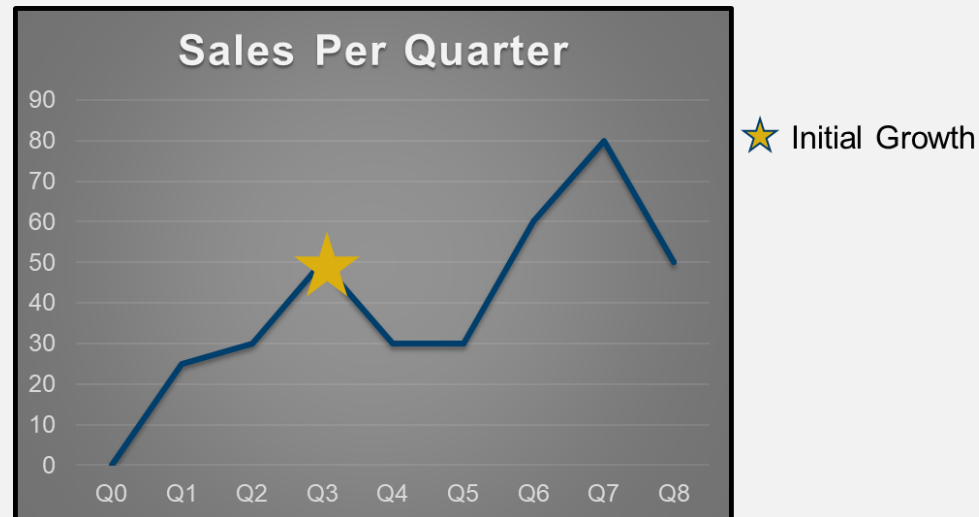
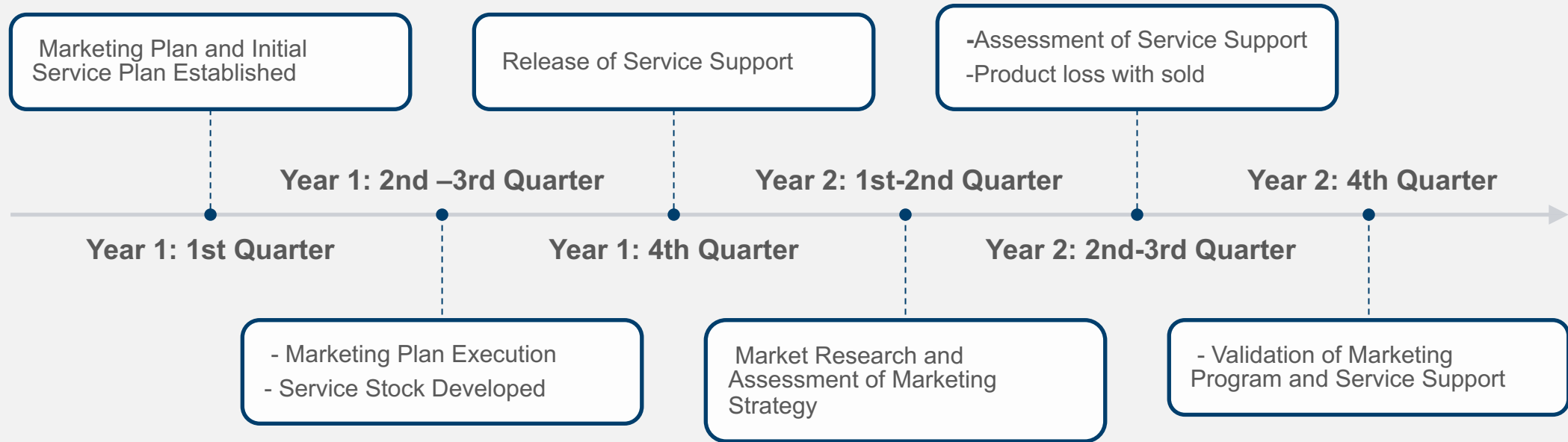
- Market Research
- After Sales Support Foundation



*Laying the essential groundwork for growth in the long-term through effective marketing and premium quality.*



# Driving Revenue



Market Intelligence

Strategic Investments

Short-Term Strategy

Long-Term Strategy

Budget

# Long Term Strategy - Global

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## Enhanced Market Strategy

- Hybrid Business to Consumer and Business to Business
  - Global Scale Marketing
  - Bobsia to head lobbying

## Versatile Quality

- Magnified Customer Service Program

## Manufacturing

- Universal Parts for Industry
  - Facility Partnership
  - Global Expansion

*Established dominance in marketing and quality service leading to Global Domination*

Market Intelligence

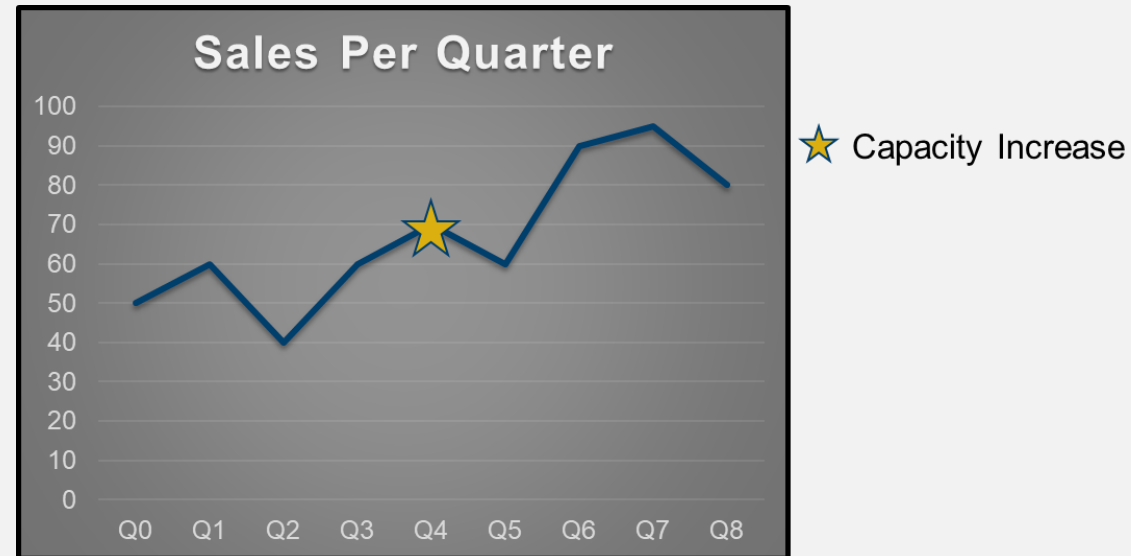
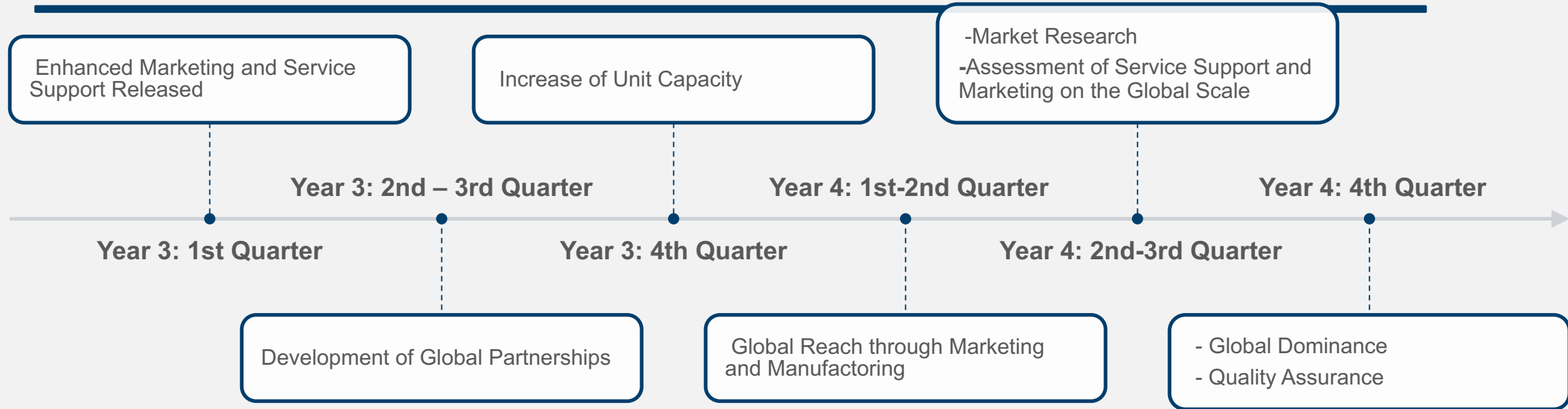
Strategic Investments

Short-Term Strategy

Long-Term Strategy

Budget

# Driving Revenue



Market Intelligence

Strategic Investments

Short-Term Strategy

Long-Term Strategy

Budget



# Budget

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	Short Term	Long Term
Marketing	\$250,000	\$250,000
Quality	\$200,000	\$500,000
Manufacturing	\$1,050,000	\$2,500,000

Market Intelligence	Strategic Investments	Short-Term Strategy	Long-Term Strategy	Budget
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# Bobsla Vehicles

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Grow with  
Bobsla!

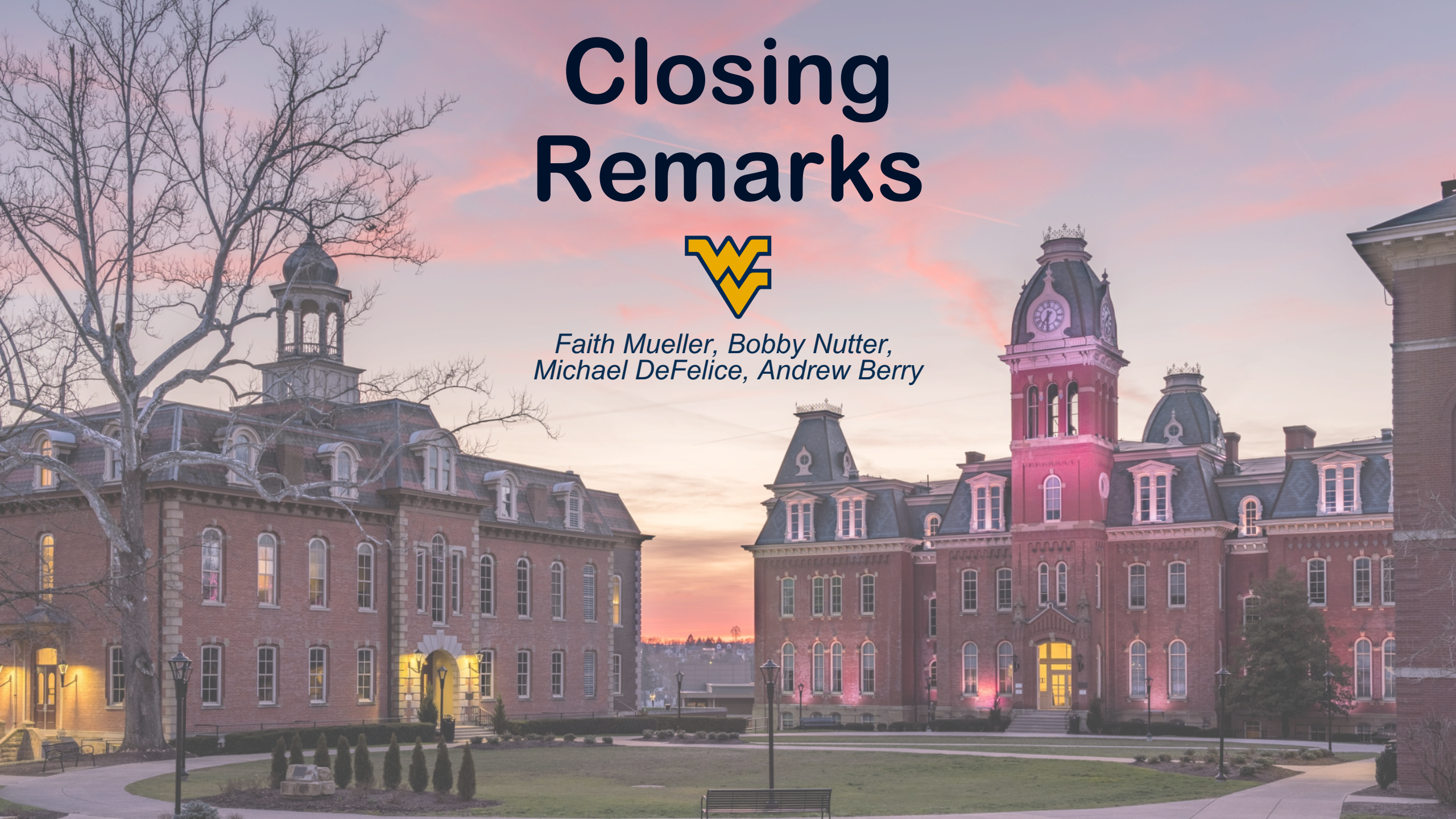




# Closing Remarks



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# References

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