

The Lightweight Motorcycle Segment

What is quickly emerging as the fastest growing segment in motorcycles, and moving from the Northwest through the West, and Southwest, opening in the South and Midwest and slowly heading further East and Northeast, is the Lightweight Motorcycle Segment. The appeal of this sector is multi-faceted but first, a brief history of this segment.

THIS SEGMENT BEGAN ABOUT FIVE YEARS AGO

This segment was pioneered by SurRon five years ago as an electric, off-road toy with a unique look and form factor. Typically, these bikes weigh between 145-165 pounds and offer around 40-foot pounds of torque and around 11 horsepower. Currently, they are all off-road only, despite claims from some of the existing brands in this segment. They offer long-travel adjustable suspension, a low seat height, and are untypically easy to learn to ride on.

e-MOTO, IS EASY TO RIDE AND SO MUCH FUN

As this sector has developed, emerging brands like Rawrr have made it even easier to learn to ride these bikes with adjustable ride modes for everyone (Rawrr only, it also offers reverse), from brand-new riders to seasoned off-road professionals producing miles of smiles for all these riders, and a very affordable retail of around \$5,000 dollars.

PEGS NOT PEDALS

The lightweight-electric e-Moto category features pegs, not pedals; currently, none are homologated for the road, but Rawrr's plans include the introduction of an enduro model by year-end. Some states allow licensing after equipping them with DOT-approved lighting and turn signals, and speeds range up to around 50 MPH currently.

NEW CONSUMERS WHO MAY NOT OTHERWISE CONSIDER TWO-WHEEL RECREATION

This segment was formed almost by accident but is bringing a whole new group of consumers into two-wheel, motorized recreation. The primary buyers are young, adventurous, and somewhat rebellious. If they weren't riding e-Moto, they'd be at the skatepark. Others are outdoor adventurers and want something quieter and less intimidating than a full-size, loud, and hard-to-clutch and shift motorcycle. But we want to be very clear; traditional buyers are also purchasing these, not to replace their full-size off-road bikes, but as supplemental bikes to ride in their backyard, local trails, or for a shared experience with their spouse and children.

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HOW RAWRR DIFFERS – FULL DEALER SUPPORT

Rawrr was built from the ground up as a Powersports brand. It is run by a veteran group of Powersports professionals and designed to operate within much as your dealership would expect. Rawrr is the ONLY e-Moto manufacturer to offer full dealer support:

- Full manufacturer warranty, including parts and labor.
- Full stock of replacement parts
- Flexible dealer terms and payment options
- Synchrony consumer financing (other consumer financings soon)
- Legal products that are properly licensed and certified by government agencies.
- Rawrr abides by dealer franchise laws in all 50 states.
- 30% dealer margins
- National advertising support
- Forthcoming new Rawrr models this year, including DOT homologated enduro model.
- We're building a brand for long-term success and category-defining performance.

SUMMARY

By selling Rawrr, you are bringing a whole new segment of consumers into two-wheel recreation. This segment and the customers that are buying these motorcycles have the power to bring new people, young and old, into your dealerships and, most importantly, into motorcycling that would not have entered through any other existing product. These bikes will help our industry grow and prosper for decades to come.

WE UNLEASH THE POWER FOR ANYONE TO GO ANYWHERE

This is our marketing tagline, and we worked hard to create a tagline we thought would encompass what our bikes offer to your customers and to motorcycling in general. What all of us who work here and have spent our careers in Powersports feel is that the more appropriate tagline for our dealers was offered up in a conversation with Bob Althoff. He stated that this sector has the potential to MAKE WHAT YOU LOVE LAST, and this drives us each and every day.