

FMC launches BYTON brand, creating a “next generation smart device” with innovative UI

- FMC’s core team makes its public debut, combining premium car building expertise and cutting-edge IT knowledge
- BYTON comes from “Bytes On Wheels,” symbolizing the company’s fusion of the automobile and digital technology
- BYTON is positioned as the next generation smart device after the smartphone
- BYTON comes equipped with an innovative UI, including Shared Experience Display (SED), Touch Wheel, hand tracking, biometric recognition, and other functions
- First concept car to be unveiled at CES Las Vegas in January 2018, and the first SUV is scheduled to start volume production in 2019
- “Approachability” as Business philosophy: simplicity, practicality, openness and customer-centricity

[Shanghai, September 7, 2017] Future Mobility Corporation Ltd. (FMC) today officially unveiled its English brand name BYTON and the Chinese name 拜腾 at a brand launch ceremony in Shanghai, where the company also presented its product positioning, innovative user interface and other innovation highlights.

FMC CEO Dr. Carsten Breitfeld, President Dr. Daniel Kirchert, and core team members responsible for design, UI, powertrain, supply chain, manufacturing, marketing, public relations, corporate strategy, investor relations and other areas also made their first collective appearance. The team boasts some of the world’s top talent from leading automakers such as BMW and Tesla and leading Internet companies such as Google, combining premium car building expertise with cutting-edge IT knowledge.

BYTON – Connecting two worlds

FMC today announced the English brand name BYTON, with 拜腾 as the Chinese name. BYTON is an abbreviation of “bytes on wheels” , wherein “byte” refers to the Internet and digital technology and “wheels” refers to the traditional automobile. BYTON refers to the fusion of these two worlds, reflecting FMC’s vision and dedication to connecting the automobile industry with the digital world.

The BYTON logo is based on the letter B. It is composed of two identical shapes, one representing the automobile and one representing digital technology, meaning the two elements are equally important for BYTON.

Driven by technological advances such as electrification, connectivity and autonomous driving, the automotive industry is undergoing a profound revolution, and the age of the connected car

is fast approaching. “We founded this startup at just the right time. BYTON wants to be the pioneer of the connected car,” said Dr. Carsten Breitfeld.

For more than 100 years, the most successful car companies have designed the car around the driver. The focus of car engineering has always been to provide a better driving experience. In the future, seamless connectivity and autonomous driving will fundamentally change the role of the person inside a car. For drivers, the ability to interact with passengers and the outside world will be more important. Dr. Daniel Kirchert said, “A tipping point is coming in the automotive industry. We believe performance will become connectivity, and better driving will become better living. BYTON will provide enjoyable time for people on the move.”

Creating the next-generation smart device

BYTON is posited as the “next generation smart device”. At the launch event, Dr. Carsten Breitfeld borrowed a Steve Jobs analogy about the iPhone to explain the essence of the new product: “This is a masterpiece of three products: a smart Internet communicator, a luxurious, spacious living room, and a fully electric car.”

“A revolutionary UI is at the core of BYTON. Just like the move from the feature phone to the smartphone in the mobile phone industry, the new UI kicks off a new era in mobility,” said Dr. Carsten Breitfeld.

BYTON’s UI includes a 125cm long, 25cm high Shared Experience Display (SED). Content shown on the display can be shared with other passengers in the car, just like a shared living room. A touch wheel allows the driver to control the SED in real time while ensuring safety. It has a range of functions, including hand tracking, face recognition, and emotion recognition, among others, offering an intuitive and unprecedented human-machine interface experience.

BYTON vehicles will feature a new digital platform called BYTON Life. This open software platform offers enhanced versions of basic functions such as navigation, listening to music, making phone calls and parking, and is able to sync between smart devices and the car. It can further tailor apps for the driver and the passengers.

In addition, BYTON Life supports the storing and real time synchronization of customer’s personalized data at the cloud. Through functions such as biometric recognition, BYTON can automatically recognize the user’s ID and download the customized settings from the cloud. In the case of a shared vehicle, the customer will feel like being seated in his own car, creating a seamlessly connected life. Byton Life will have also AI and advanced machine learning skills, enabling it to get smarter with each interaction.

BYTON’s first model will be a premium midsize electric SUV with a brand-new design language. For example, the design of the Smart Surface perfectly integrates smart sensors and cameras, strengthening its positioning as a smart connected vehicle.

By leveraging the unique structural advantages of an electric vehicle, BYTON is able to maximize interior space for the driver and passengers. A flat floor and rotating chairs allow passengers to enjoy much better interaction. The BYTON interior design boasts a high-tech, futuristic style comparable to a luxury living room.

BYTON to show concept car at upcoming CES, launch production model in 2019

In January 2018, BYTON will debut its first drivable concept car at the CES Las Vegas in the United States.

BYTON plans to offer two range versions of the coming mass-production model: 350 km range and 500 km range. BYTON's first model will also have upgradable hardware and software that enable it to achieve up to the highest-level autonomous driving.

BYTON is already planning three models on the same platform, including an SUV, a sedan and an MPV. The SUV is expected to be available in the fourth quarter of 2019, while the sedan and the MPV will hit the market in 2021 and 2022 successively.

On September 8, FMC will hold a groundbreaking ceremony for its Smart Electric Vehicle Industrial Park project located in Jiangsu's Nanjing Economic and Technological Development Zone. The project has been listed as a major project in Jiangsu Province, receiving tremendous support from the Jiangsu provincial government. Total investment in the project is 11.07 billion yuan with designed annual capacity of 300,000 units. Planned capacity of the first phase is 100,000 units. Production is scheduled to begin in 2019.

BYTON's business philosophy: Approachability

Being an innovation-driven start-up, BYTON summarizes its business philosophy with one word: approachability. Simplicity, practicality, openness and customer-centricity are at the heart of how the company runs its business.

"The traditional auto industry has become too complicated in terms of business organization and product design. This has created considerable barriers for customers, such as redundant buying and servicing processes, technical jargon, cumbersome product interfaces, and more. BYTON wants to eliminate these barriers and simplify each process, giving customers a superior experience," said Dr. Daniel Kirchert.

In the future, BYTON will employ a mixed sales network. On the one hand, it will have a direct, state-of-the-art online sales channel leveraging the latest technologies such as AR, VR and AI. On the other hand, it will still need to leverage the best local retailers with strong local knowledge and experience to meet the demands of various types of customers. On the service side, BYTON will build a strong team and digital system to allow "one-click" service for customers by having real-time synchronization of customer profile, usage behavior and car conditions from the cloud.

— End —

Future Mobility Corporation Ltd

Founded in March 2016, FMC aspires to provide a premium electric car with intelligent connectivity for the future and customers' need, and create a premium brand with Chinese roots and global reach that combines the vehicle development with digital technology to offer customers a smart, pleasant and eco-



friendly driving and mobility experience. FMC's global operations headquarters, intelligent manufacturing base and R&D center are all located in Nanjing, China; its vehicle concept and design center is in Munich, Germany; and its R&D center, which is devoted to the development of revolutionary UI/UX and autonomous driving technologies, is in Silicon Valley.

FMC's core management team also has many world-class experts in UI/UX, automotive design, electric powertrain, connectivity, autonomous driving, automotive engineering and manufacturing. All of them have held senior management positions in innovative companies such as BMW, Tesla and Google.

As an innovation-driven startup, BYTON has completed its series A financing. Current shareholders include BYTON's founding team, Harmony Auto, Aulton Investments, League Automotive Technologies, Legend Capital, an industrial investment fund in Jiangsu, China, and Chengtun Group among other investors.

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