

INTRODUCTION

The purpose of Gatsby brand manual is to communicate our guidelines for marketing the Gatsby to your customers. This document will lay out the visual identity of the brand, primary images and descriptions, images/descriptions of the features of the Gatsby, and print marketing materials.

The Gatsby was designed for the baby boomer market, as a recreational scooter for fun. Because boomers are sensitive to aging, we recommend avoiding marketing the Gatsby as a "medical device" or even using the term "mobility" in the descriptions of the product.

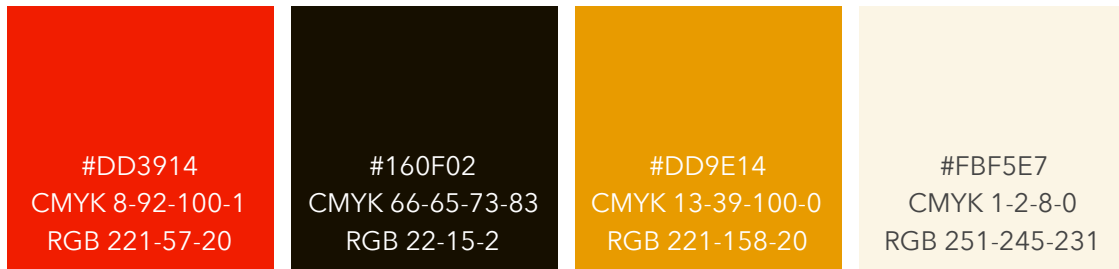
As our photo library grows, we will feature models on the younger side of 50 years old, as the baby boomer generation aspires to youth and self identifies as 10 years younger than they actually are.

There are also "classic" and "dignified" elements in the brand of the Gatsby designed to evoke the antique Model-T automobile which the design of the scooter is reminiscent of.

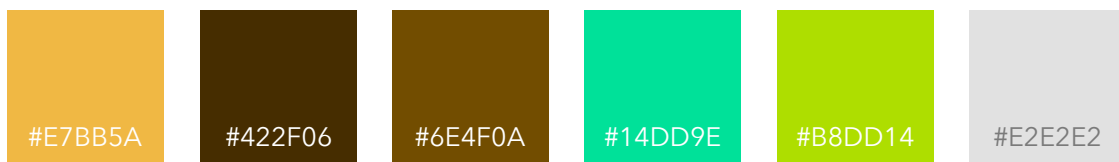
VISUAL IDENTITY

COLORS

PRIMARY



SECONDARY



BRAND MANUAL

# GATSBY

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LOGO



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TAG LINE

*Welcome Back... To The Future!*

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COMPANY LOGO



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INSIGNIA



PRIMARY IMAGES/DESCRIPTION

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MAIN IMAGES



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MAIN DESCRIPTION

SHORT

The Gatsby from Vintage Vehicles USA is a high quality, Swiss designed electric vehicle with a top speed of 10 mph and a classic automobile look. The Gatsby is equipped with 4 wheel independent suspension, fully adjustable seat, folding steering column, built-in cup holder, digital dashboard, 950 watt motor and 55 amp batteries. Sure to turn heads, the Gatsby has an ace up it's sleeve- a lockable front storage compartment under the hood. It features distinguished style, powerful performance, fine luxury and exceptional quality.

LONG

The first production Model T left the factory on September 27, 1908. Now, over 100 years in the future, the Model T's spirit has returned to revitalize the world of electric vehicles. The Gatsby is an eye-catching scooter that lives up to the Model T's thoroughbred reputation. The large custom wheels, bright LED headlights, strong electronics and 4 way independent spring-coil suspension give an unparalleled rider experience. For the gear heads, it tops out at a speed of 10 miles an hour, and the powerful 950 watt motor running on 55 amp batteries prove the Gatsby is muscle through and through. The Gatsby also has an ace up it's sleeve - a front storage compartment with a lockable hood. Equipped with the most up to date electric vehicle technology available, this very stylish scooter brings a smile to everyone's face and leaves a lasting impression on them.

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BULLETS

PRIMARY

- Max Weight Capacity: 350 lbs (Gatsby) 500 lbs (Gatsby X)
- Up to 28 (Gatsby) or 35 (Gatsby X) miles per single charge\*
- 950 Watt Motor with 55ah (Gatsby) 75ah (Gatsby X) batteries.
- Top Speed of 10 miles per hour
- Articulating Headlights, with Turn Signals and Brake Lights
- Swiss engineering that pays homage to the classic Model T
- Independent 4 wheel spring coil suspension
- Unique “under-the-hood” locking storage compartment

SECONDARY

- Captain’s seat with richly appointed red detail stitching
- High/Low Gear Transfer Switch
- Regenerative braking
- Dual brake system with disc brake
- Top speed: 10 mph
- Fully Independent Suspension
- Powerful four pole 950 watt motor
- Full LED head, tail & indicator lights
- Easy-adjust steering column
- Dual-option thumb or finger throttle control
- Precision Steering with 4 Wheel Stability
- Gatsby 28 Mile Range
- Gatsby X 35 Mile Range
- Gatsby Weight Capacity 350 lbs
- Gatsby X Weight Capacity 500 lbs
- Dimensions (L x W) 61 x 26”
- 13 inch smooth ride custom wheels
- 120 amp S Drive controller
- Charger (off-board) 8 amp
- Gatsby Batteries 12v 55 a/h
- Gatsby X Batteries 12v 75 a/h
- 2 year limited warranty
- Available in Black or Red colors
- Unique “under-the-hood” storage compartment with lock and key gives you peace of mind that your valuables are secure and in your line of sight at all times while you ride.
- Trustworthy Swiss Design and Precision Engineering

BRAND MANUAL

# GATSBY

## FEATURES & BENEFITS

### FOUR CATEGORIES



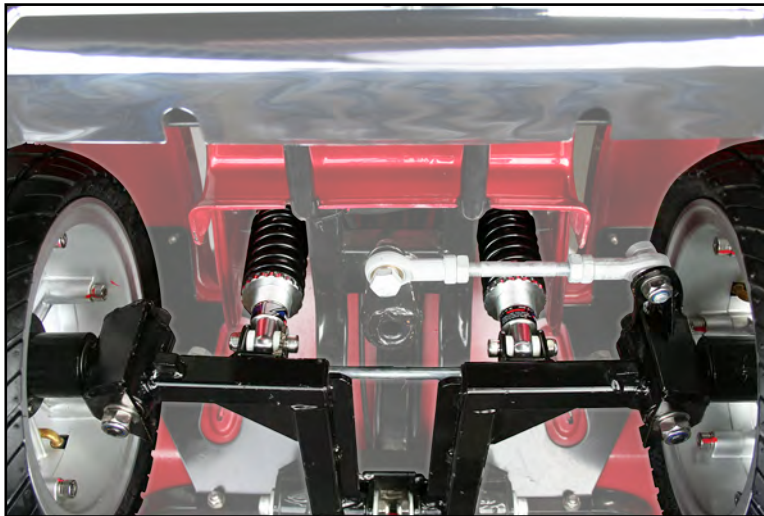
### RIDE

TAGLINE: THE NEXT BIG MUST SEE

#### MAIN COPY:

Fine tuned with precision Swiss engineering and the very best manufacturing technology for remarkable handling and control. The custom-made soft ride wheels and spring coil suspension ensure top of its class smoothness, even at it's impressive 10 mile an hour top speed. The gold standard 120 amp S-Drive controller performs flawlessly alongside the four pole 950 watt motor running on heavy-duty batteries. Powerful and responsive, the Gatsby is muscle through and through.

## SUSPENSION



### 4 Way Independent Spring Coil Suspension

4 Way Independent Spring Coil Suspension for a Smooth Ride at any Speed

WHEELS



**12 Spoke Custom Made 13 Inch Wheels**

Air Filled Tires with 4 inch Wide Smooth Grip Traction

LIGHTS



**Ride Safe With A Full Light Kit**

Bright LED Turn Indicators and Brake/Hazard Lights let you be seen wherever you ride

BRAKES



**Dual System Brakes**

Regenerative Braking Ensures Power is Harnessed Efficiently

SPEED



**Top Speed of 10 mph and a 28 mile Range**

Flip between High and Low Gears on the Fly

# GATSBY



## STYLE

TAGLINE: THE ORIGINAL ICON REVIVAL

MAIN COPY:

Throwback good looks on a state-of-the-art machine: the Gatsby is a definite head turner. The distinctive lines, chrome accents, and iconic grille reveal a design with personality. Paying homage to the classic Model T, it is available in traditional black and a striking candy apple red. The savvy design taps into nostalgia for the great vintage american automobiles, with a modern sophistication that takes a stance. What makes the Gatsby great? It's called Style.

## EMBLEM



### Custom Hood Ornament

The Prestigious Hood Ornament Helps Turns Every Arrival into a Grand Entrance

Elegant styling including a Specially Crafted Vintage Vehicles Hood Ornament



BUGLER'S HORN



**Vintage Bugle Horn**

Vintage "Bugler's Horn" adds a Dash of Whimsy to your Gatsby

GRILLE



**Iconic Grille**

Bright LED Headlamps Frame the Signature Grille

Stunning Craftsmanship and Striking Chrome Accents Enhance the Iconic Grille Design

HEADLAMPS



**Articulating Head Lights**

Articulating Headlamps for Custom Light Projection

3 LED Crystals Triangulate for illumination



**LUXURY**

**TAGLINE: REFINEMENT DEFINED**

**MAIN COPY:**

Carefully applied details like the hand-crafted red accent stitching on the high-back seat and the built-in, fold-away beverage caddy give the Gatsby the refinements that a luxury vehicle is appreciated for. An easy-adjust steering column and dual-option finger/thumb controls provide variables for the perfect fit. The locking front hood safely stores your valuables. The Gatsby was designed for those who indulge in the luxury provided by an array of enhanced amenities.

# GATSBY

## STORAGE



**Trunk In The Front**

### **Lockable Storage Compartment**

The Gatsby features a "Trunk in the Front" Lock and Key Storage Front "Under the Hood" Storage Compartment with Spring Loaded Lock and Key

## BEVERAGE CADDY



**Integrated Cup Holder**

Integrated Fold-Down Beverage Caddy for your Beverage of Choice  
Built-In Beverage Caddy for Refreshment On-the-Go

MIRRORS



**Stylish Rear View Mirrors**

Chrome Plated Rear View Mirrors with Light-Touch Ball Swivel Adjustment

SEAT



**Fully Adjustable Captain's Seat**

High Back Seat with Forwards/Aft Adjustment and Detailed Red Accent Hand Stitching

Seat Rotation Auto-Locks in Place Every 45 Degrees

Height, Width, and Angle Adjustable Armrests

# GATSBY



## QUALITY

TAGLINE: DOING IT RIGHT WHEN NO ONE IS LOOKING

### MAIN COPY:

The devil is in the details... that's one reason to get them right. From the waterproof keyswitch to the stringent Swiss quality control process, the Gatsby leaves no stone un-turned. The Gatsby has passed the strict internationally-accredited independent product test by TÜV SÜD and is CE approved. Constructed of the best materials with a lean design philosophy, every component has earned its place. The Gatsby is made with craftsmanship and quality for the great multitude.

## ELECTRONICS



### Intuitive Digital Display

Top of the Line Digital Electronics including Odometer and Hi/Lo Gear Switch

Intuitive Digital Display with Dial-a-Speed Control, Odometer, High/Low Gear Differential, and Dual Option Thumb/Finger Throttles

CREDENTIALS



**TÜV SÜD and CE Approved**

Extensively Tested and Fully Accredited, The Gatsby is one of the Safest High Quality Scooters on the Market Today

KEYSWITCH



**Weather Proof Keyswitch**

Weather Proof Keyswitch and Spare Keys for Peace of Mind

ENGAGER



**Color Coded Levers**

Intuitive "Green Means Go" Engager Levers enhance Ease of Use

TRACTION



**Non Slip Padding**

Non-Slip Rubber Traction Deck Padding

PRINT MARKETING MATERIALS

POSTCARD



Full Color 2 sided Print Ready Postcard is cost effective way of generating prospects from your mailing list. Customizable with your logo and company information. Print cost per qty of 100 is \$89. Mailing service available upon request for extra charge.

SALES BULLETIN



Professional Print-Ready 1 page 2-sided full color sales bulletin. Can be customized with your logo and contact information. Available in quantities of 25 with any order, also able to be printed in-house with any desktop printer. Professional printed at qty 100 is \$79.



BRAND MANUAL

GATSBY

TRI-FOLD BROCHURE



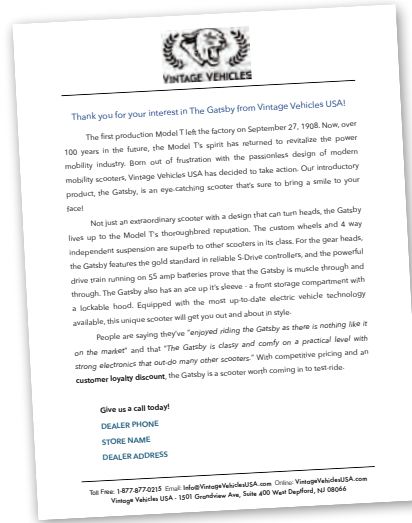
Full Color Tri-Fold Brochure for professional printing. Pricing for qty 100 is \$95.

LOOKBOOK



32 Page Detailed Brochure is professional print ready. Combine with the Direct Mail Letter to make a nice fulfillment package for interested prospects who have responded to postcard or email campaigns. Pricing for qty 100 is USD \$485.

DIRECT MAIL LETTER



1 page letter thanking the prospect for interest in the Gatsby and promoting a customer loyalty discount as well as coming in to the showroom to test-ride the scooter. Customize with your company information. We can print for you in qty 100 for \$29.

DISPLAY PLACARD



8 ½ x 11 inches, mounted on posterboard and able to be hung from the Gatsby's headrest for display on the seatback. Customizable with your logo, company information and/or pricing. Free with of charge with any showroom/demo unit order.

BRAND MANUAL

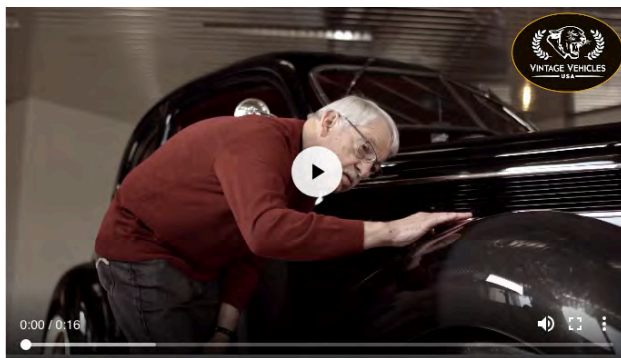
# GATSBY

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POSTER



Available in 11x17 or 24x36 inches, perfect for a showroom. Cost for small is \$29, Large \$49

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VIDEO



Quick 16 second overview video of the Gatsby design, can be custom branded with your logo and contact information. View online at <https://VintageVehiclesUSA.com>

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CUSTOMER IMAGES



Available in RGB (web/screen ready) or CMYK (print purposes) these images are ready to promote the Gatsby to your customer base in any media.