

열정을 먹고 도전으로 달린다!



automania +
THE AUTOMOBILE CLUB IN K.I.T

KUMOH NATIONAL INSTITUTE OF TECHNOLOGY

Business presentation

2013 – PODIUM 600

Team Automania : 이 승
주

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Marketing Target

Product Overview

Sales & Marketing Strategy

Manufacturing Plan

Financials

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Marketing Target

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Marketing target



► Young Racing Cart Driver



► Formula Car Driver

Marketing target



► Weekend Driving school participant

Marketing target



► Amateur Racing Competition Participants

Marketing target



To be f1 driver



Control easily

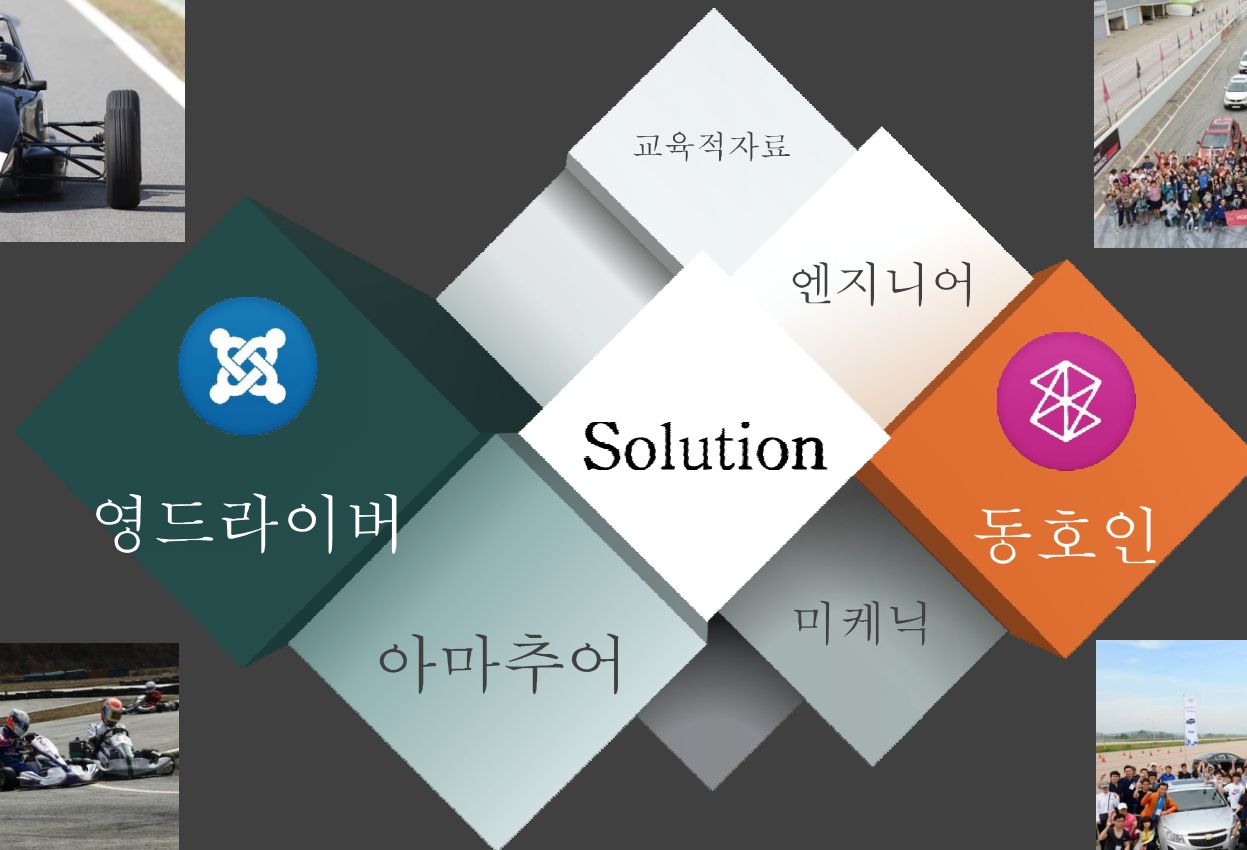


Enjoy high Performance car

Marketing target



Marketing target



Marketing target



Podium 600 Series

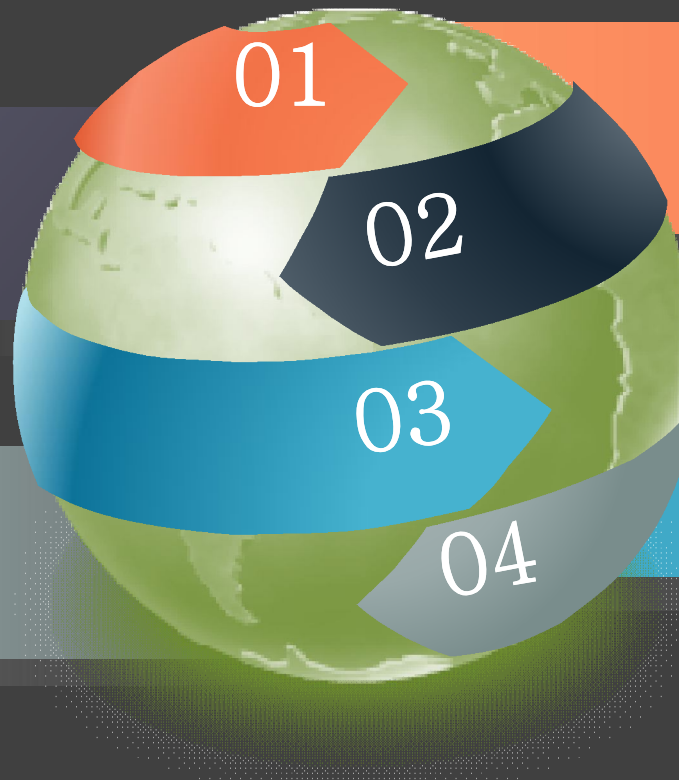
Marketing target

소비자의 수

관람객 50만/동호인 60만

모터스포츠성장

경기수, 관심도, 협회발족



Market

한국 2,000억 원/세계 100조

성장률 : 전년대비 300%

국내 경기장 수

상급서킷 : 영암, 인제, 용인

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Product Overview



ENGINE

Honda CBR 600rr
엔진형식 : 직렬 4기통
배기량 : 600cc
최대출력 : 75hp
최대토크 : 4.5kg*m
최대압축비 : 11.6 : 1



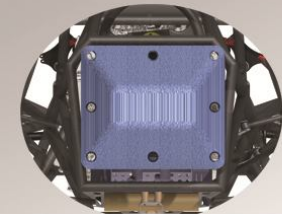
POWERTRAIN

구동방식 : 후륜구동
변속기 : 전자식 수동 순차변속
최고속도 : 170km/h
0 - 100km/h 가속 : 3.6 sec
연비 : 10km/L
제동장치 : 4점식 디스크



STEERING & SUSPENSION

서스펜션 : 전후륜 더블위시본
스티어링 : 랙 앤 피니언
변속방식 : 쉬프트 패들
Sparco社 레이싱용 스티어링

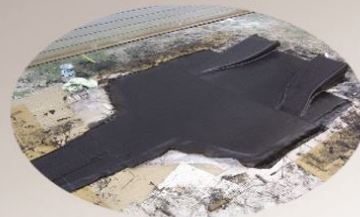


SPECIFICATION

전장 : 2555mm
전폭 : 1220mm
전고 : 1030mm
축거 : 1560mm
공차중량 : 297kg
형식 : 오픈휠 포뮬러



TEAM AUTOMANIA
PODIUM 600



AERO DYNAMICS

Diffuser : 주행 시 다운포스 유도 장치
공기역학을 고려한 유선형 바디 디자인
높은 냉각효율을 유도하는 사이드포드

WHEEL & TIRES

일본 Rays社 Bolk TE-37
금호타이어 F600 특별제작 타이어
172/525 R13inch

KUMHO TIRES



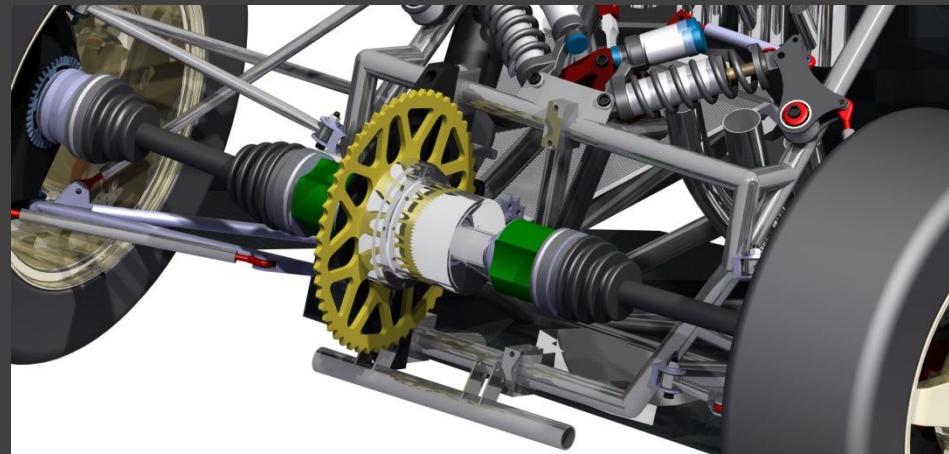
Product Overview



- ▶ High performance
- ▶ Safety
- ▶ Fatigue Life Evaluation
- ▶ Easy Manufacturing
- ▶ Long term Road test

Product Overview

- ▶ High performance
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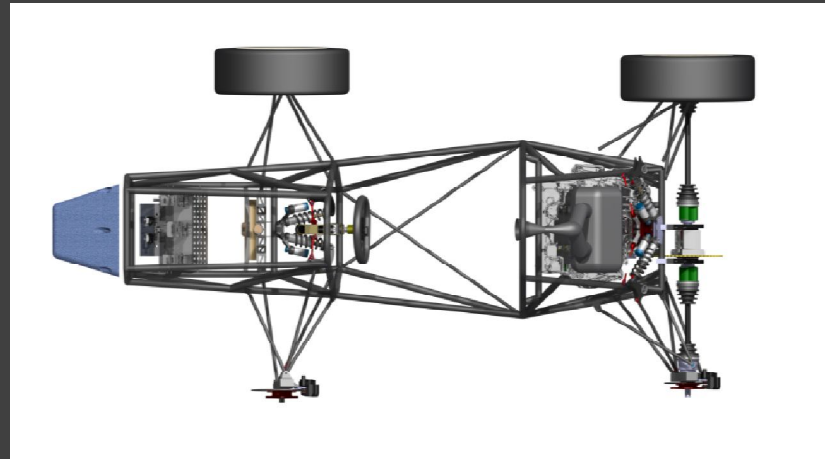


1. Car type : Open Wheel Formula type
2. Max power : 75hp / Weight : 230kg
3. 0 – 100km/h : 3.6 sec
4. Drivetrain : M&Tech LSD 적용
5. Gear Shift Type : Electrical motor
6. Brake System : 4point Disc type
7. Tire : Kumho S600 R13



Product Overview

- ▶ High performance
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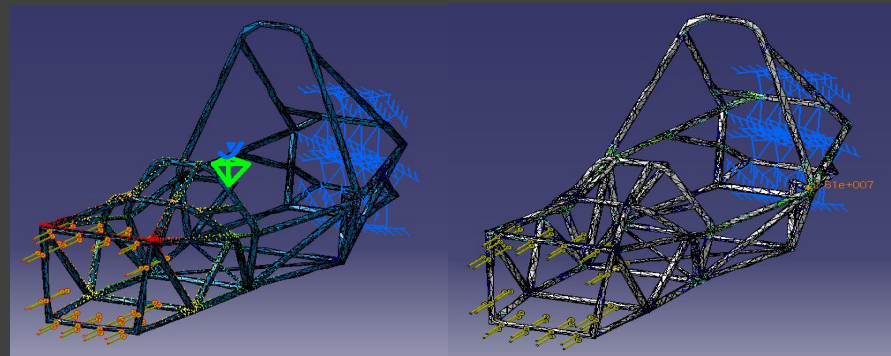


Tubular Space Steel Frame

Impact Attenuation by SAE

Product Overview

- ▶ High performance
- ▶ Safety
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- ▶ Easy Manufacturing
- ▶ Long term Road test

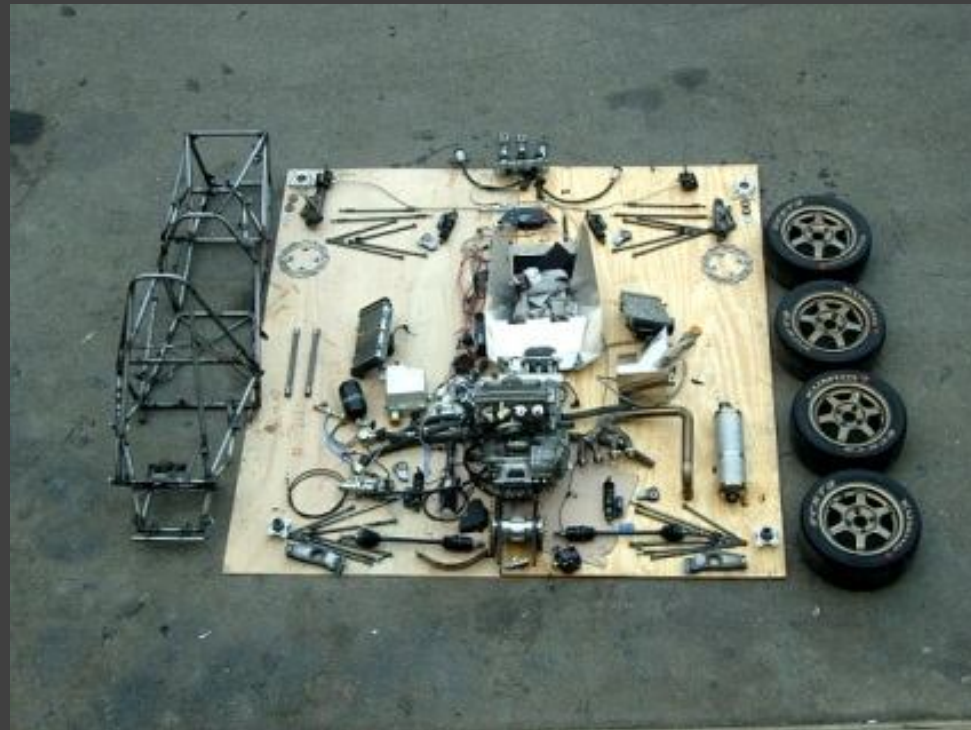


Fatigue Life Evaluation

Frame & Suspension , Drivetrain

Product Overview

- ▶ High performance
- ▶ Safety
- ▶ Fatigue Life Evaluation
- ▶ **Easy Manufacturing**
- ▶ Long term Road test



Product Overview

- ▶ High performance
- ▶ Safety
- ▶ Fatigue Life Evaluation
- ▶ Easy Manufacturing
- ▶ Long term Road test



Product Overview

- ▶ 품질보증서
- ▶ 드라이빙 스쿨 개최
- ▶ 정비 및 차량 보관 시스템
- ▶ CKD 운송 및 자가 조립 매뉴얼

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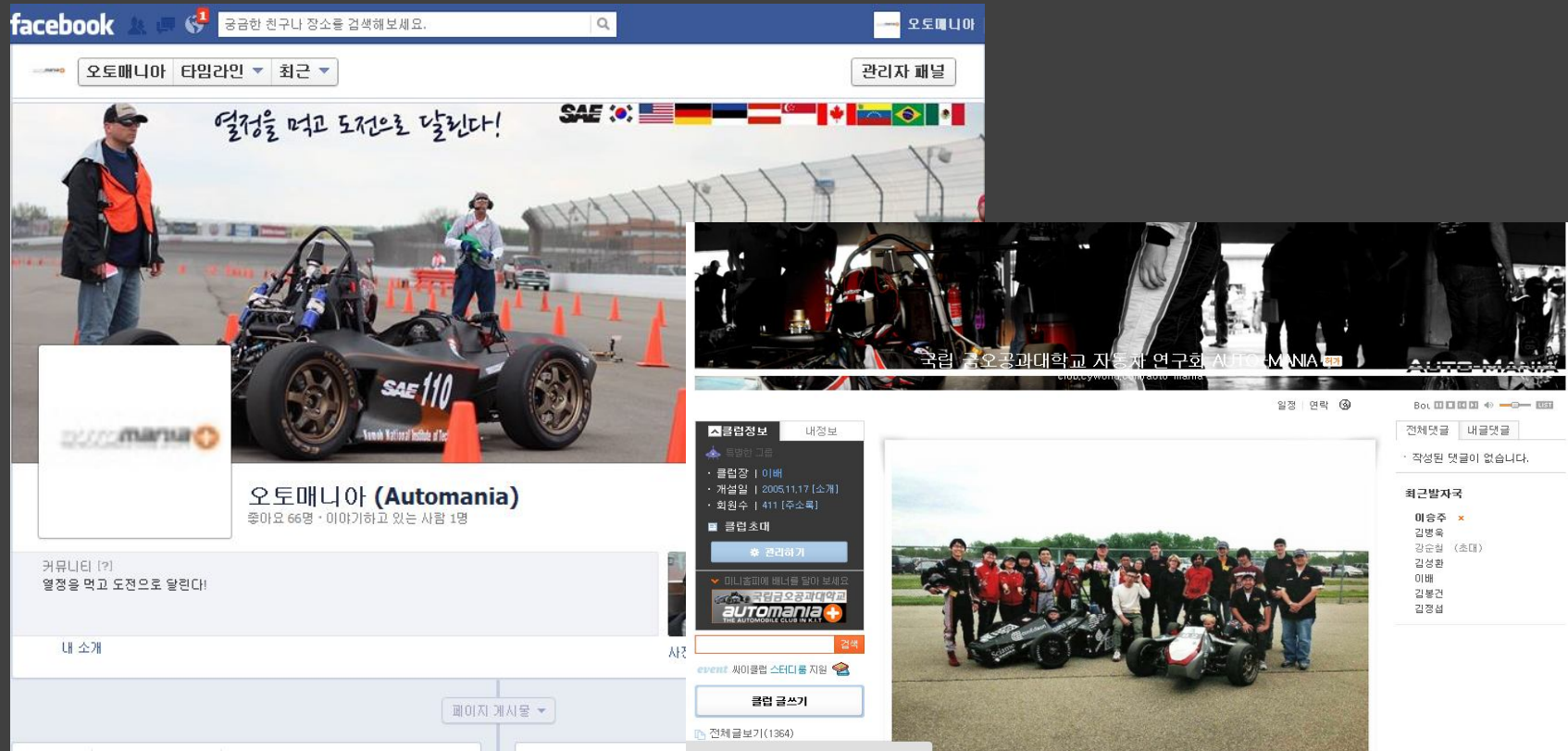


Sales & Marketing Strategy

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Financials

Sales & Marketing Strategy



SNS Marketing & Manage Website

Sales & Marketing Strategy



Formula 600 Driving School & Competition

Sales & Marketing Strategy



On-site Promotion

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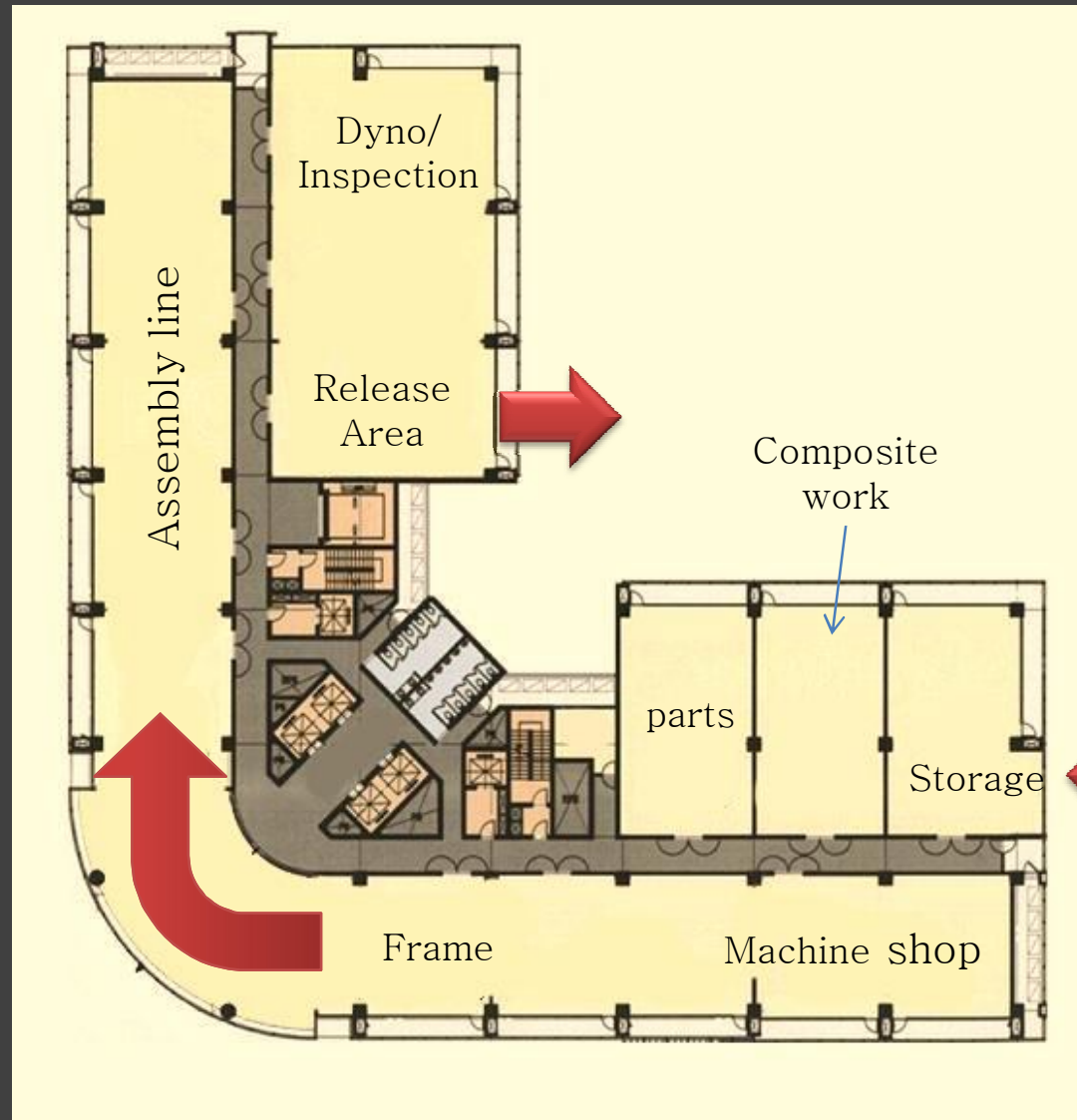
Sales & Marketing Strategy



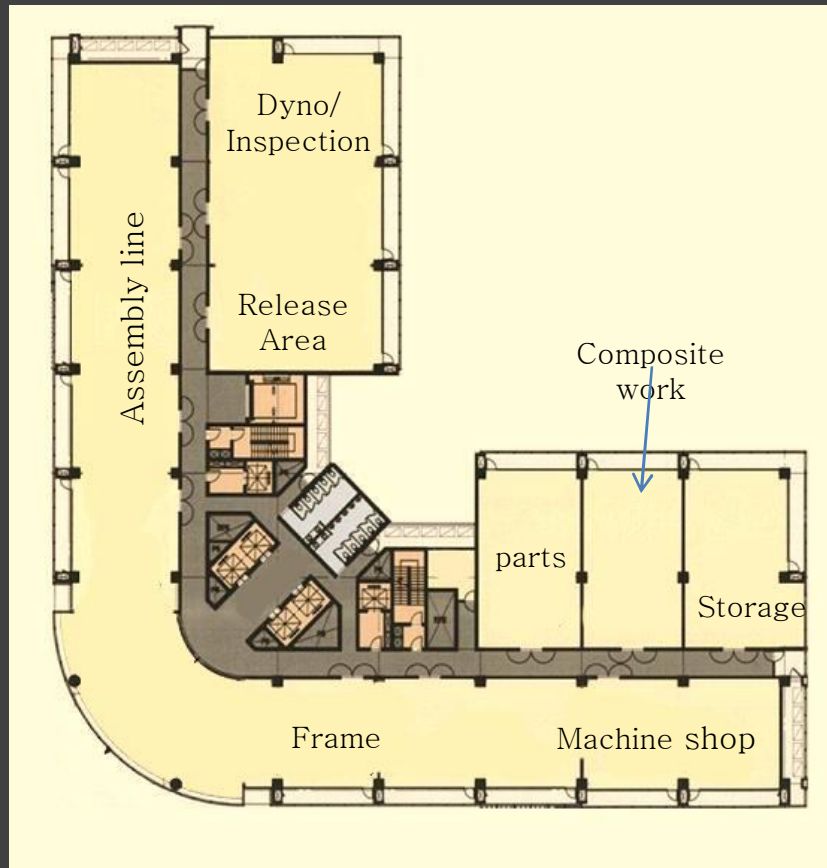
Manufacturing Plan

Financials

Manufacturing Plan



Manufacturing Plan



- ▶ 모듈화 공정 – 직서열 방식
- ▶ 친환경적이고 효율적 동선의 공장
- ▶ 작업자 중심의 그린 작업공간
- ▶ 체계화된 폐기물 관리 시스템

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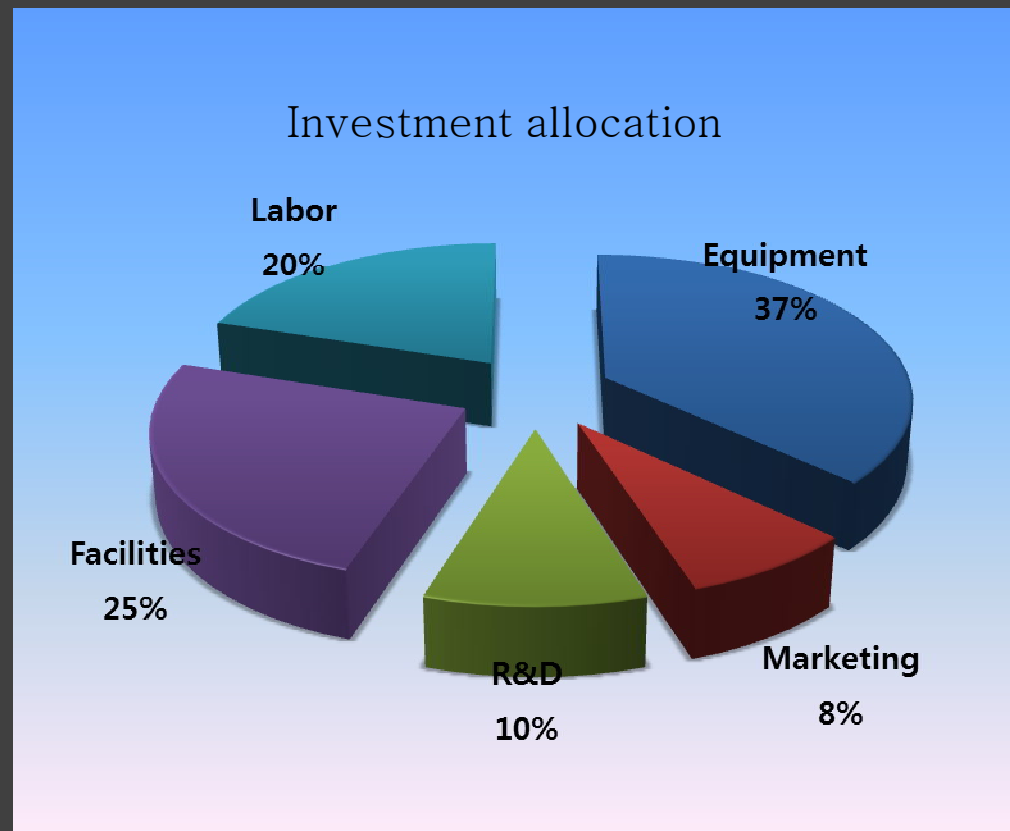
Sales & Marketing Strategy

Manufacturing Plan



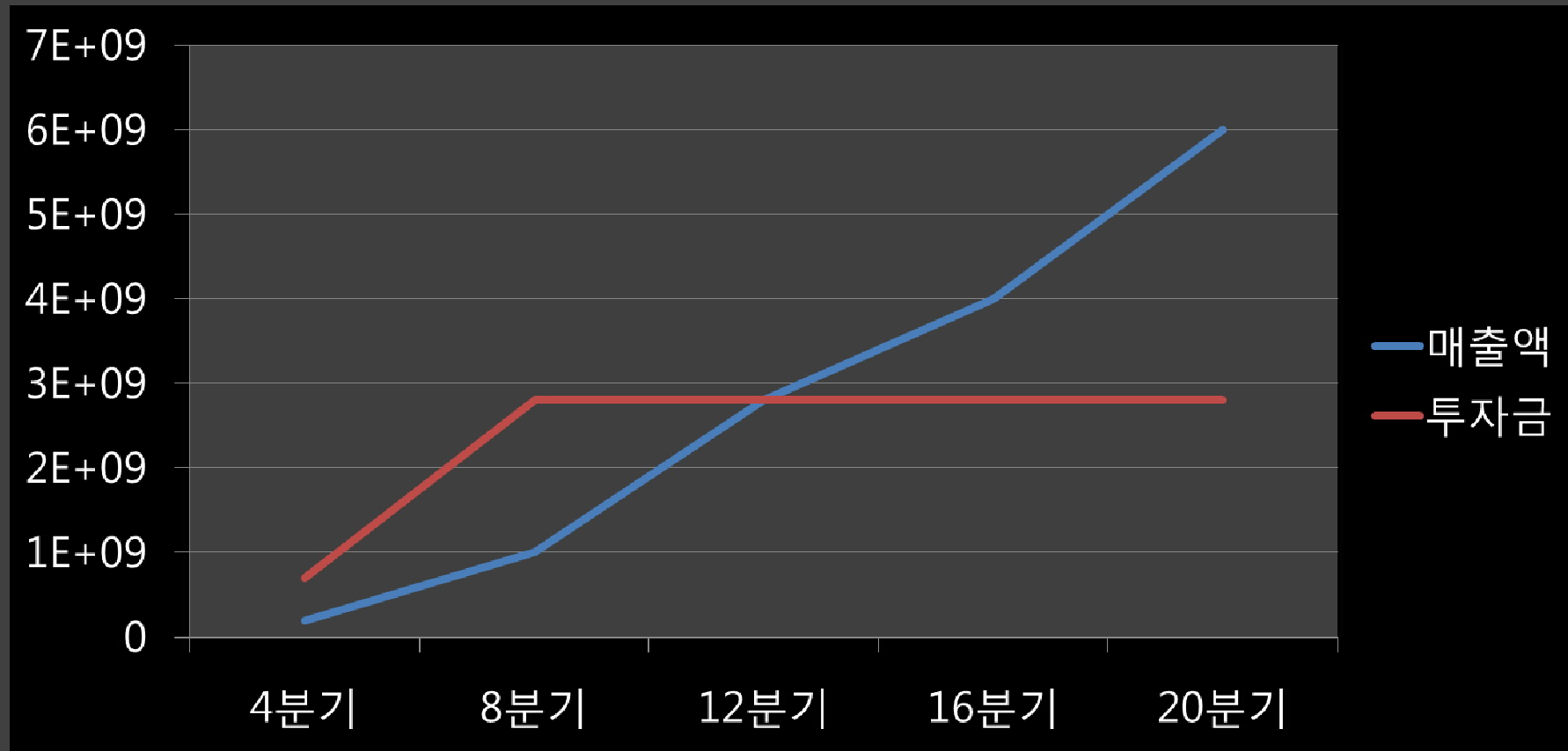
Financials

Financial Plan



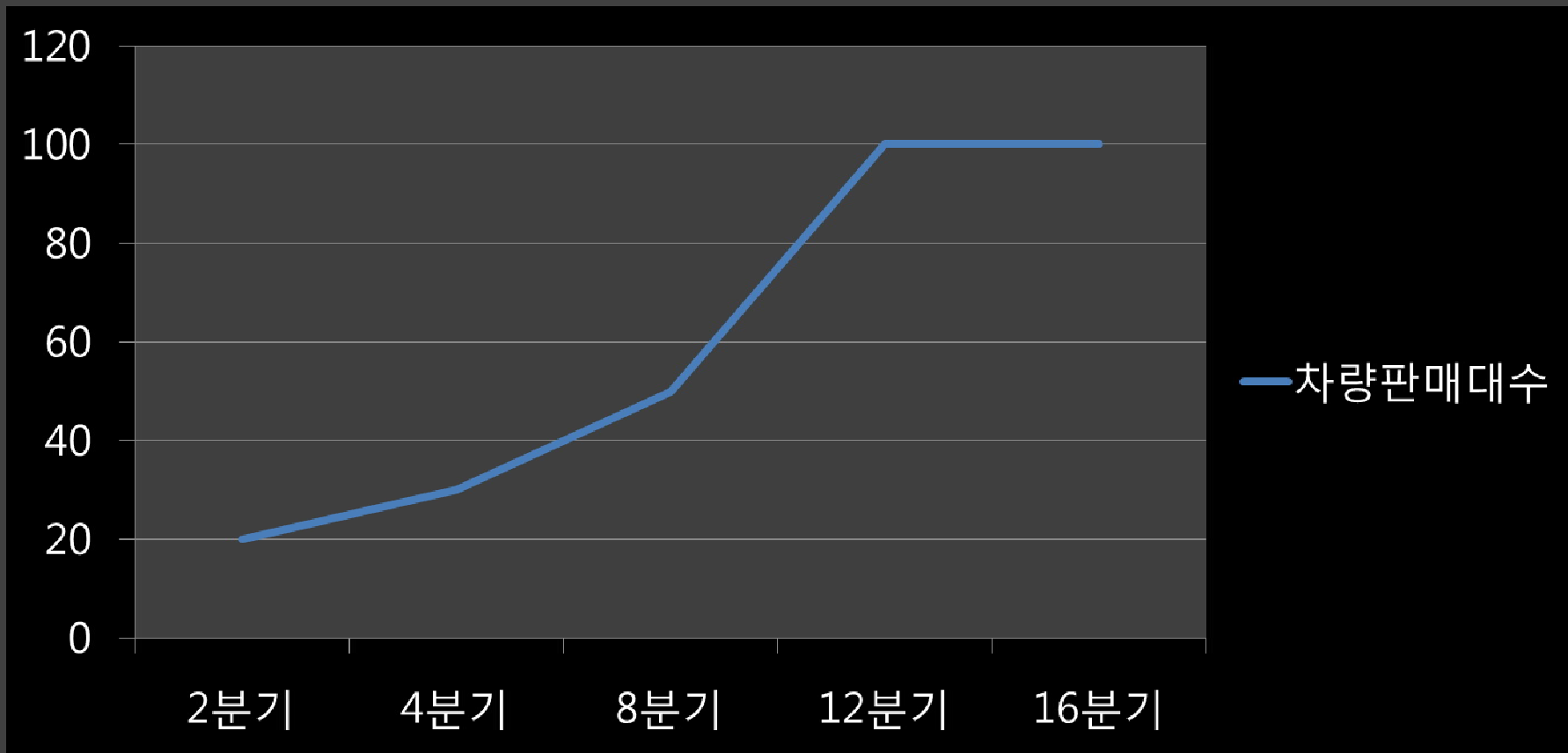
- ▶ 초기 자본금
27억 5000천 만원
- ▶ 차량제작가격 (기본사양)
1,000만원
- ▶ 차량유통가격
1,500만원
- ▶ 손익분기점
36개월
- ▶ 연간 생산대수
순차적으로 100대

Financial Plan



현금 흐름 분석

Financial Plan



차량 판매 대수

Financial Plan

- ▶ 수익률
2016 : 20.67%
2017 : 34.06%
- ▶ 총 투자수익금
2016 : 2억 4천만원
2017 : 3억 8천만원
- ▶ 손익분기점
36개월
- ▶ 연간 생산대수
순차적으로 100대

Summary

- ▶ Young Driver & Club participants
- ▶ High Performance Low Cost
- ▶ Valuable Car Design
- ▶ Great Investment return
- ▶ Korea Motorsports market volume up

얼집을 먹고 도전으로 달린다!



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Thank You!

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