



eVTOLs Rock the Luxury Retail Sector

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When the contemporary public eye focuses on the concept of luxury retail commerce, most will generally anticipate brand names such as Gucci, Armani, Chanel, Hermes, Yves St. Laurent, Bentley, McLaren, Pininfarina, and Koenigsegg among others -- but certainly not brand names such as Pivotal, Velocopter, Doroni and Lilium.



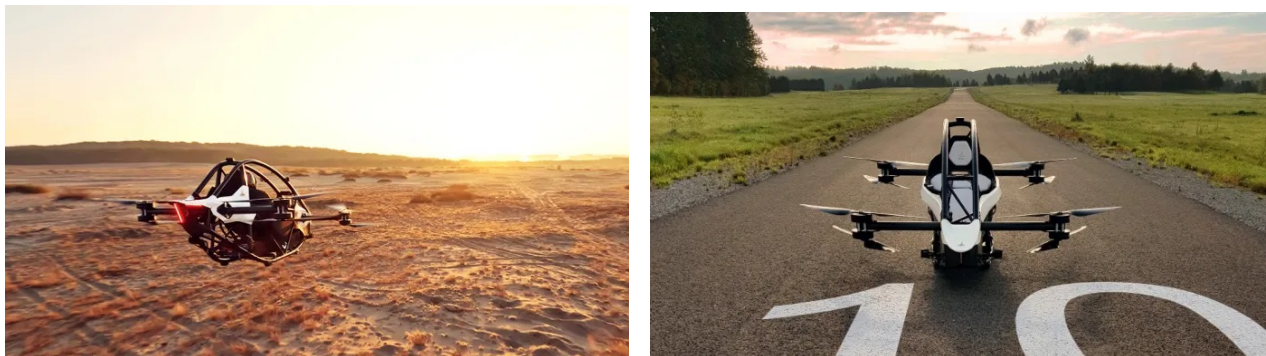
Doroni H1 eVTOL 1

However, as luxury retail consumers are soon to discover, the era of eVTOLs is about to implode onto the luxury retail market worldwide. Innovations in electrically-powered vertical take-off and landing-capable personal flight vehicles (eVTOLs) are unfolding onto the world's commercial luxury retail transportation markets, across an increasingly-economical price range that for many single or dual passenger designs will rival the costs of top-line luxury road vehicles -- and still at a price range far below comparable prices ranging from \$500,000 to \$750,000 for ultra-top tier custom motor vehicles such as Lamborghini, Ferrari, Bugatti, Aston-Martin and other boutique brands worthy of James Bond lineage.

For 2022, the global eVTOL aircraft market size was already valued at USD 9926.69 M, and is expected to expand at a CAGR of 26.58% during the ensuing 5 year, reaching USD 40837.36 M into 2028. With regard to the US economy, the late 2023 eVTOL corporate user market size is estimated at \$12B. Passenger transport is expected to remain dominant with more than 56% of the share until 2040, while

cargo transport is expected to witness significant growth in coming years due to the growing demand for fast and efficient delivery of goods across broad suburban environments.

The lowest-cost eVTOL player is Pivotal's Helix™, with an eVTOL base price of a mere \$190,000, followed closely by Lilium and Jetson One, among other higher-priced competitors that include Air One, RYZEN Recon, Eve Air Mobility (an Embraer spin-out), McClic's MC One, Doroni's H1 and Velocopter. For the next two years, the residual international short-list for eVTOL market entrants in the price range at or under \$400,000, or just above the price of a Porsche 911 Carrera GTS Custom Line -- including electrical power packs, transport trailers, and advanced avionics systems encompasses. Likely to expand rapidly, the present short-list includes at least twenty rapidly emerging competitors, with the overall retinue of luxury retail market players seeking even higher prices subsequently-contributing to an overall manufacturer ecosystem sporting over fifty market entrants over the next five years -- economic market saturation-induced contraction and emerging regulatory issues permitting.



Versatile Jetson ONE Personal Transport and Sports eVTOL Models

Clearly, to an environmentally- and climate- oriented market and governance audience worldwide, eVTOLs seem the perfect implementation of the green electrical power revolution -- yet, the control and regulatory issues such as the potential of seeing thousands of eVTOLs deployed in a suddenly-crowded urban landscape of any major city or resort area will present a daunting air traffic control, safety and regulatory challenge of limitless proportions -- and one which governments worldwide will be ill-equipped to face in a relatively short period of time. However, for green energy proponents of eVTOL technology, additional impetus is just over the horizon, with rumored introduction of green Hydrogen powered eVTOLs less than sixteen months into the future.

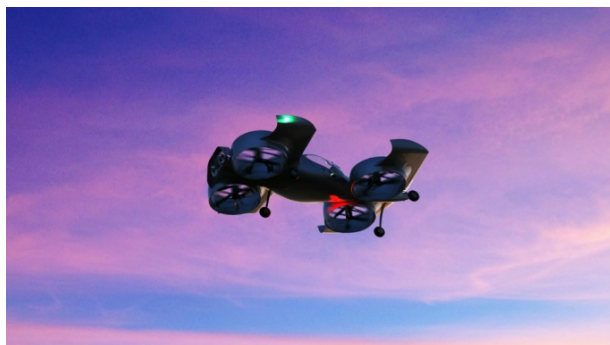
Another one of many controversial aspects impacting the expected luxury retail market explosion for lower-end luxury eVTOLs includes the lack of regulatory pilot's license requirements presently encountered across the landscape of a growing number of countries and aviation authorities. Most experts anticipate that with the evening news featuring the first incursions on commercial airspace corridors, public constituencies will demand rapid licensing regimes aimed not only at aspiring eVTOL driver/pilots, but also at the design certifications for these revolutionary new air vehicles, and for their aspirant manufacturers who anticipate commercial success as luxury retail market aspirants -- and who

in some cases are already syndicating eVTOL retail dealerships empowered to market these personal air Direct retail market availability for eVTOLs has already emerged. Pivotal plans to begin accepting orders for 25% down on January 9, 2024. The first vehicles will start shipping on June 10, 2024, inclusive added cost of options, such as a transport trailer and fast charging. As of early 2024, Lilium announced entry into the private US luxury retail sales market via EMCJET, an aircraft brokerage firm. Not far behind is the Droni H1 two-seater, marketed as a sports flight vehicle, in track for rapid FAA approval.

Invariably when considering the dynamics of any retail luxury market, the question of retail investment opportunities in the retail market sector comes up, particularly in the scope of both public and private equity markets. Beyond individual stock listings on various capital markets, sector-specific ETFs are usually not far behind. However, in the case of the eVTOL revolutions, there are additional retail market opportunities, one being that eVTOLs require private landing spaces, analogous to air garages, which are already envisioned as retail and real estate profit-centers.

Not surprisingly, both the real estate investment and private equity investment fund markets are not far behind in viewing the prospects of the eVTOL retail luxury market in a favorable vein. An emerging financial retail investment universe includes offshore hybrid real-estate / private equity investment fund vehicles specialized in eVTOL's and their landing infrastructure. One such example, TWI Global, views eVTOL flight vehicles, as well as their operational and landing infrastructure -- designated Vertiports™ -- as equity propositions for a combined hybrid retail investment space, particularly when targeted at high population density and resort market spaces -- examples including Dubai, Sao Paolo and the Greek Isles.

The marketing advantages of pursuing a retail investment proposition that centers on ultra-green advanced eVTOL Air Mobility Infrastructure (AMI) represents one operational retail marketing focus for TWY Global, as the latter pursues sourcing of eVTOL landing and basing sites situated across emerging markets and high-end resort destinations throughout the Middle East, South America, Africa & Central European regions. Across a ten year time horizon, TWY aims to deploy capital and acquire 150 strategically-located potential Vertiport sites across emerging markets around the world, beginning with a pilot operation in the Greek isles, and building out enterprises to span an interlinked global network of technologically cutting-edge, operational Vertiports that merge landing/launch real estate, as well as eVTOL operators and ultimately, next-generation design and innovation eVTOL manufacturers.



Doroni H1 and RYSE Recon eVTOLs in Flight

Recently termed a macro-drone with passengers, eVTOL personal flight technology appears poised to exert revolutionary impact on the global luxury retail marketplace. Time and experience has proven that the introduction of novel flight technologies represents an uncertain enterprise, as recent setbacks in reviving supersonic passenger jet production and scheduled flights have demonstrated.

eVTOLs however present a remarkable success proposition, in that this truly '*luxury retail consumer-oriented* revolutionary technology pivots on the massive and transformational global green electrical power revolution, which is sweeping across all major international manufacturing and commercial retail sectors with transforming impact. It remains to be seen whether the eVTOL sector can effectively capitalize from this projected synergy.