

DESIGNED

TO **The
Mantis
has
arrived.**

UNLEASH



Who We Are / Our Purpose

Our purpose is our aspiration, our North Star, the dent we hope to make in culture.

‘To let happen or begin something powerful that, once begun, must be tamed.’

Dual meaning in the sense that it alludes to e-Moto, whilst also giving riders the ‘power’ to explore.

“WE UNLEASH THE POWER FOR **ANYONE**
TO GO **ANYWHERE.**”

Our bikes are easy to ride, accessible and low-cost, meaning anyone can have a go.

With On-Road & Off-Road variations, there’s no limit to where you can ride.



Who We Are / Our Mission

Our mission is the tangible goal we hold ourselves accountable to. It drives marching orders across every team and function within the brand.

TO BE **THE LEADING** LIGHTWEIGHT
E-MOTO BRAND

Product // People // Professionalism

Innovation
Performance
Style

Talent
Culture
Community

Strategy
Structure
Policy



Who We Are / Our Values

Our values represent the sum of our DNA, our brand at its best. They drive our decision-making and the way we do business.

FREEDOM

We want riders to experience genuine fun, excitement and the freedom to 'go anywhere'. We set our riders free to express themselves through stunt, style and sharing.

CAMARADERIE

We bring riders together and inspire them to create memories and form bonds that last a lifetime. We focus on inclusivity, community and social connection.

PROGRESSION

We're not here to simply 'exist'. We're here to shake things up. For us, winning is about disruptive innovation, inspired design and rapid progression. We lead, we don't follow.

STEWARDSHIP

We empower riders to write their own rules and define what's possible on our bikes, but safety and sustainability are at the core of everything we do. Access requires responsibility.



Who We Are / Our Rally Cry

Our Rally Cry is the big idea behind all of our brand expression. It is our dare and our invitation to the Newligans. It captures our brand character and purpose.

JUST UNLEASH



Our Brand at a Glance

Purpose

WE UNLEASH THE POWER FOR ANYONE TO GO ANYWHERE.

Mission

TO BE THE LEADING LIGHTWEIGHT E-MOTO BRAND

Values

FREEDOM / CAMARADERIE / PROGRESSION / STEWARDSHIP

Tagline

JUST UNLEASH



What's in a Name?

 **RAWF**TM 'ròr
: a boisterous outcry



What's in a Name?



The sound we make when we **unleash.**



Who We Work For / Our Design Target

Our primary design target is the central focus of all that we do. From product design to communications, to brand activation, always keep the focus on them.

THE (NEW HOOLIGANS) NEWLIGANS 12-22 Y.O.

These daredevils travel in packs, and for them everything is a track. They are jump hunters and sketchy stunters. They do what they do to stand out, not to fit in.

They aren't concerned with rules, tradition, or "how its supposed to be done." They are irreverent, social animals and value personal expression. The are competitive and never stop one-upping each other. They feed off of the pack's energy and inspire each other to go bigger, farther, faster. The only thing more important than sending it, is sharing it. If a stunt happens and no-one sees it, it never happened.

Fun & Freedom / Authentic Connections / Personal Expression



Who We Work For / Our Secondary Design Targets

Our secondary design targets are adjacent opportunities for our brand. They share many characteristics with the Newligans, but each come with slightly different motivations and needs.

THE MOTO DADS 40-60 Y.O.



The Moto Dads are exactly what they sound like. They grew up riding, and now their kids do too. They know the sport well. The bikes, the riders, the races and the venues. They buy the best gear and usually customize it. They stay busy with work and family, and have no time for cheap or faulty equipment. As a part of a close-knit social circle that's centered around moto, they are wary of kooking out. They are still a bit skeptical about e-mobility but are starting to come around. They've probably heard about RAWRR from their kids. They see their friends ripping wheelies silently through the neighborhood and its making them think again about an e-moto purchase.

Authenticity / Nostalgia / Status



THE RADVENTURERS 27-42 Y.O.



These guys live on, and off the road. Their feed is full of new trails, new mountains, and avocado toast grilling in the woods. Whatever they're driving is fully decked out and customized. Roof top tents, bead lockers, skid plates, and probably a vinyl wrap. They love the latest gear and they have all the gadgets. They are very informed and discerning. Their taste is sophisticated and they spend money on the good stuff. They like that RAWRR bikes are light, quiet, sustainable, and easy to manage. The Mantis is the perfect adventure extender and a super cool new toy to hang off the rig.

Access / Performance / Status

Who We Work For / Our Audience

Our audience in this case are the parents. They serve as the gatekeepers and approvers on key purchases within our offering.

THE DEN MOMS

35-45
Y.O.

The Den Moms are the cool moms. They are also engaged, informed, discerning and protective. They know that falling down, and learning to get up will help their kids develop the grit they need to win at life.

They aren't concerned with what other judgy, stiff moms think of them or their family, and they don't keep their kids in a bubble. Their house is the central meeting point before, and after a day of riding, and they want it that way. They support lots of activities for their kids - as many as they can, so they don't have the time or money for finicky, unreliable gear. They want their kids to get out and get dirty, and they want them to come home safe.

Safe Adventuring / Durable Value / Well Rounded Development



DESIGNED TO The Rawrr Approach UNLEASH

We created RAWRR do more than build yet another e-bike. We saw an opportunity to create a whole new riding experience, to unleash the power for a new set of riders to go anywhere, and unlock the fun, friendships and life lessons you can only experience while ripping through the dirt on two wheels. We brought real riders, racers, engineers, and designers together with this goal in mind. The result is something greater than the sum of its parts or its numbers, greater even than a bike. It's an ass-hauling, jumping hunting, wheelie popping stunt machine, a fully integrated extension of the rider and an expression of their style.

We carefully honed right mix of superior power, rider-centric ergonomics, heavy duty construction and advanced technology, and it all comes together seamlessly to blur the lines between rider and bike, freeing the rider to just unleash.



Superior Power

72V BATTERY

The Mantis uses the latest, advanced Samsung 21700 battery cells, which lead the industry in technology, performance and safety. The Mantis battery is 72V, making it the only e-Moto to come stock with this power level. 72V power requires upgrades of \$2,500 to \$3,500 for other manufacturers' e-Motos.

The Rawrr Mantis can switch between 60V and 72V batteries with no modifications needed to any other part of the motorcycle. Other brands require an additional cost of around \$1,500 to upgrade to a compatible controller.



Superior Power

7500W MOTOR

The 7500W peak power provides more power and torque. This is more than the other e-Motos in our category. In the future, we will move to 9000W motors.



Superior Power

50 N.M TORQUE

This is class-leading torque for exceptional acceleration and climbing ability.



Rider-Centric Ergonomics:

BALANCED AND NEUTRAL CHASSIS

Weight is evenly distributed so rider compression from the middle of the seat or standing on the pegs causes the front and rear suspension to compress equally.



Rider-Centric Ergonomics:

BATTERY / MOTOR PLACEMENT

Our consumers place their batteries essentially on top of the motor, creating a higher center of gravity and less ground clearance, making them more prone to catching rocks and obstacles with the base of the motor when off-road. The Mantis battery is in front of the motor improving the overall stability, durability, and decreasing the seat height.



Rider-Centric Ergonomics:

MOTORCYCLE TRANSMISSION

Our competitors use belts for gear reduction between the motor and front sprocket. This drains power and is more susceptible to failures. The Mantis uses internal, motorcycle-style gears creating better efficiency and a smoother ride.



Rider-Centric Ergonomics:

ANATOMICAL DIMENSIONS

The bike's dimensions of 1935 x 795 x 1120mm are more suitable for the body size and outdoor off-road needs of riders. A ground clearance of 310mm improves off-road capability by reducing the chances of hitting the ground, while a 1290mm wheelbase greatly enhances stability during high-speed rides.



Rider-Centric Ergonomics:

MOTORCYCLE STYLE STEM

The motorcycle handlebar stem provides better stability and durability and is adjustable for height and fore/aft placement, allowing riders to find the most comfortable riding position. Other brands use bicycle handlebar stems, which are far less stable and cannot be adjusted.



Rider-Centric Ergonomics:

INCREASED LOAD CAPACITY

The overall design of the bike is more in line with adults and larger body sizes. Compared to other e-Moto brands, the Mantis can carry an additional 20% weight without affecting the overall riding experience.



Rider-Centric Ergonomics:

LONGER REAR FENDER

We have developed a longer rear sub-frame to integrate a traditional off-road motorcycle fender providing protection to the rider and motorcycle from dirt/rock roost, mud and water. If riders do not prefer it, a shorter mudguard is an option.



Heavy-Duty Construction

RUGGED ALUMINUM FRAME

The Mantis frame has undergone 50,000 jump tests and 20,000 kilometers of riding tests. It is 40% thicker than other brands and undergoes CNC-integrated processing. While this does increase the overall weight of the bike, it greatly reduces the risk of frame fractures. This allows the Mantis to withstand more aggressive off-road terrain and obstacles.



Heavy-Duty Construction

STEEL SUSPENSION INTERNALS

Other brands use aluminum shafts for the suspension system to reduce weight. The Mantis uses more expensive, durable steel suspension internals, eliminating the suspension failures that the other e-Motos experience.



Heavy-Duty Construction

IP67 WATERPROOF STRUCTURE

The Mantis is designed with total waterproofing, including wiring, battery, and motor, allowing it to easily handle most off-road water situations and withstand pressure washing.



Heavy-Duty Construction

FULLY ENCASED SHOCK-ABSORBING BATTERY COMPARTMENT

Our battery is fully encased, which makes it about 4 pounds heavier than batteries from other brands. However, it significantly improves heat dissipation efficiency and effectively prevents battery fires. The battery compartment is also equipped with a shock-absorbing design, ensuring the battery's stable placement inside the compartment and providing smooth and easy retrieval. Other brands lack this and suffer from significant battery rattle off-road.



APP-CONTROLLED TUNING

Rawrr is the only brand in the market that offers controller adjustments through an app. Our app's features will continuously be advanced. In the forthcoming Mini Mantis for kids, parents and users can control the bike's maximum power, starting with the simplest mode for training and gradually increasing until their skills warrant a full-power mode.

The Mantis app will provide hundreds of adjustable riding mode combinations, allowing users to customize their favorite riding mode according to personal preferences and riding conditions.



Advanced Technology

REVERSE SYSTEM

Rawr is the only brand in the e-Moto category that offers a reverse system, which can help riders move their motorcycle around or get out of tough, technical situations off-road.



Advanced Technology

OVER-THE-AIR SOFTWARE UPDATES:

Our app will continuously receive updates and be compatible with all future models.



F.A.A.Q's

Frequently asked, annoying questions.

Why is the price \$500 higher than similar bikes?

- 72V battery for superior overall performance
- Includes features that represent an aftermarket spend of up to \$4000 for other e-Motos to replicate
- Higher overall quality
- Why is the bike heavier?

Why is the bike heavier?

- Sturdier frame
- More stable riding experience
- Better battery heat dissipation
- Increased overall load capacity

Why is the range 5% shorter than other bikes?

- Fully encased battery with improved heat dissipation and reduced fire risk
- More powerful performance in terms of power, torque, and climbing ability

Why does the rear suspension lack a linkage?

- Fewer pivot points and less failure risk
- Shock designed to deliver rising-rate suspension performance



Our Flagship

THE MANTIS

LIGHTWEIGHT
E-MOTO

WE DARE YOU.

Get up, gear up, and step up to our newest weapon. An unmatched combination of power, handling, simplicity and value - Mantis is ready for any stunt, track, or trail you can throw at it.



The Numbers

RANGE

75 MILES
ECO 1 Mode

25 MILES
Sport Mode

SPEED

2.9S
0-30MPH

45MPH
Top Speed

POWER

7500W
Max Motor Power

45N.M
Max Torque

PAYLOAD

265LBS
Max Payload

160LBS
Weight



Usability

1. LARGE LED CONTROL SCREEN
2. FOAM ANTI-SLIP SEAT
3. SWAPPABLE SAMSUNG BATTERY
4. EABS POWER RECOVERY SYSTEM
5. FOC INTELLIGENT CONTROLLER



Handling

1. FULLY ADJUSTABLE KKE FRONT SUSPENSION
2. FULLY ADJUSTABLE KKE REAR MONO SHOCK
3. HYDRAULIC DISC BRAKES
4. MID-DRIVE, BALANCED MOTOR POSITION
5. ERGONOMIC RIDER POSITION
6. FULLY ADJUSTABLE HANDLE BARS



Tun-ability

ECO 1 MODE / START RIDING

The perfect mode for first-time riders and beginners featuring a soft throttle response and a very low top speed. Perfect for loading and unloading.

ECO 2 MODE / EASY GOING

Ready to go a little faster? This mode is an easy step up for beginner riders as they gain more confidence.

ECO 3 MODE / POWER & RANGE

This is a mode for all riders that provides good power and speed, but with longer range than Sport Mode.

SPORT MODE / BLAZING SPEED

Full acceleration and maximum top speed. This is a mode for experienced riders and sanctioned races to get the most out of mantis.



Benefits of Becoming a Rawrr Dealer.

The Terms

- **Strong dealer margins of 30% or more**
- **Affordable \$4,999 MSRP on the Mantis Unit**
- **Flexible payment and financing terms/programs**
- **Retail consumer financing by Synchrony**

The Team

- **Veteran power-sports management team and board of directors, based in Irvine, California**
- **Accounts sold and serviced by a national team of manufacturers' representatives**
- **Product designed, engineered, and manufactured by one of China's largest and most prolific electric vehicle manufacturers**

The Quality

- **Manufacturer's warranty provided covering parts and labor**
- **Premium components and upgradeability**
- **Expanding line of company accessories as well as aftermarket parts**
- **Complete spare-part and accessory inventory in Rawrr's Riverside, California distribution center**

The Brand

- **One of a few brands in the fastest growing category in the industry**
- **National advertising and media support**
- **Full POP and retail comms support**
- **Influencer / athlete development program**
- **Event & IRL participation**



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