DEREK

MARCH 2022
EDITION



NEW WEBSITE LAUNCH

ElectaMotors.com
is Now Live!

EXEEDER® LOGISTICS

Meet the
Dynamic Duo
Who Will Lead
the Company

INCLUSIVE FUNDER

Minority
Businesses
Have a New
Champion

ELECTA WORLD

Derek
Automotive's
New Metaverse

COMMUNITY

Derek
Automotive
Hosts
The Fostered
Foundation



EXEEDER Logistics

Meet the Whitakers: Veronica Whitaker is the new President of Exeeder Logistics



ElectaWorld

Derek Automotive is leading the next evolution



Inclusive Funder

The new funding platform for those overlooked by capital markets



LoopGen™

Wheel motors managed by AI



Fostered Foundation

Supporting our community by supporting our youth

Moving Forward

Derek Automotive unveils the brands to take us global



Kate's Corner

Katie Kerl explains the thought behind our products



Meet the Team

Continuing from our last issue meet Alex Hicks and Mike Miles, two more Derek Automotive assets



Government Matters

James Banks our VP of Lobbying & Government Affairs talks batteries, the US, and China



RETRO

Don't Judge A Book By Its Cover



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CEO's Letter

Russia launched an attack on Ukraine as we were finishing this edition of the magazine. These actions have driven up gas prices and caused economic panic globally. The hardest hit are the brave people of Ukraine, with more loss of life to come in the coming days, weeks, and months.

Many of us have friends and family being directly impacted, Derek Automotive is not immune. We've been working with Ukrainian born artist Diana Dubossarska on an exhibition about C.R. Patterson, and recently learned her parents are in the midst of the fighting. Diania's ex-husband's business has been hit, and he has joined the civilian militia to fight for his country. None of us can escape the effects of war.

Mr. Putin seems nostalgic for the grand old days of the old Soviet Empire, but it seems the world is hearing the whispers of Dr. Kings'
'Let Freedom Ring.'

Before the Ukrainian conflict began the title of my letter was **'Don't Judge a Book by it's Cover'** relating to the technology we're putting under the hood of our vintage 1972 Cadillac. The Ukraine conflict brought to my mind the fact that technology is not nostalgic. It looks forward, and is driven by the will of the people.

Many were upset when Apple removed the CD Rom and the USB port from its computer. But in fact, research showed most consumers didn't use it and were open to new and better ways of transferring data. Remember 'New Coke'? The scientist said it'd work, marketing said they would make consumers like it, millions were spent on advertising.
NO ONE LIKED IT - Huge failure!

But after the failure, Coke didn't make the same mistake twice. They listened to the consumer and eased them into new products like diet coke with lime and caffeine free.

I see parallels with the EV market. Same types of major players, billions spent on ad buys. Government's spending on charging stations to



help these players advance their products, when those dollars should be lifting people out of poverty - I mean how many people in low-income communities can afford a $75,000 vehicle, and the maintenance to keep it up?

Still, with all the spending and the federal government support, potential consumers are not buying in, and have concerns about charging stations, station locations, and range anxiety.

So, the team at Derek Automotive will continue to move forward, not just to sell you new cars, but to actually change your environment by listening to consumers and by adding some final pieces to our corporate structure. That new piece is **RETRO** by Exeeder.

I love that we chose to reveal new technology by putting it into something old - **nostalgia feels good,** and I can't wait to cruise in this beauty listening to some Curtis Mayfield, but to keep the world moving forward we're putting something new underneath the hood.

The world should follow us (ie…) same old country but more equality, same old world but better ways of settling conflicts, same old cars on the road but they're all electric. **RETRO** will illustrate that while the old way is no longer viable, all the good that it once held can be reincorporated into the future and made new again.

As we work to bring new electric cars to market we also know that reaching the goal of having half the cars on the road being electric drive by 2050 can't happen by selling new cars alone.

…unifying political parties around profitable de-carbonization

There are 276 million gas cars on the road in the US, the majority are driven by people that can't afford a $75k electric vehicle.

RETRO will reveal an old classic with something new under the hood before summer. It will set the stage for a new industry of converting the legacy gas car fleet over to electric. The effort will drop new, high-paying jobs into every Congressional District. Not just single large plants, but thousands of small shops and businesses joining together to create a retrofitting supply chain to achieve a national goal. Together, I think we can turn this into a movement capable of unifying political parties around **'profitable de-carbonization.'**

Yes, I hear my doubters out there, the sideline sitters throwing mud. But this Derek Automotive team is not doing easy. **We don't do old, and we don't do scared.** We must be willing to fail because it's in our DNA, as an organization, to be bold.

What will come in the next few months will be exciting **and telling.** It's my hope that Ukraine will be free of Russian troops, and that we will have made another big step in demonstrating the path to freeing our country of carbon emissions from its transportation sector. **Let Freedom Ring,** I can hear it, by summer you will see it ringing too.

Derek W Bailey
Chief Executive Officer



EXEEDER LOGISTICS

MEET THE WHITAKER'S

In January 2022, Veronica Whitaker was named President of Exeeder Logistics, an up-and-coming electric trucking company.



This recent leadership announcement is especially timely as Exeeder Logistics will be merging with Music City Freight, a transportation service in Middle TN that Veronica and her husband, Abraham Whitaker, began in 2018.

Whereas Music City Freight Line specializes in long hauls, including truckload shipping and third-party logistics with six semi-trucks, Exeeder Logistics will take the quality of these services to the next level with innovative technology and equipment that support the trucking company and its drivers. Before the term power couple gained popularity, Veronica and Abraham Whitaker were committed to a marriage and entrepreneurial partnership journey. After meeting each other at a social event in Nashville, TN, Veronica, a visionary working in corporate America, and Abraham, already a business owner running Whitaker's Detailing in Antioch, TN, started their life together in 1998.

Before becoming a business owner, Veronica worked her way up the corporate ladder in various leadership positions. Veronica always aims to go beyond her wildest dreams, from corporate management to entrepreneurship, because naturally, she is blessed and thinks outside the box. Veronica credits her strong faith, business mindset, and leadership skills to her parents. Growing up, Veronica remembers her mother ministering at several churches throughout Indiana and Kentucky. At the same time, her father held several patents as an engineer, designing vehicle dashboards for Delco and public bathroom equipment for California-based manufacturing companies.

Her father eventually moved to California, where he began flipping houses in the early 2000s. One Christmas weekend in 2002, Veronica's father made a phone call that would change the course of his daughter's life. There was a local franchised business for sale by owner, Carey Limousine.

Carey Limousine serviced several high-profile accounts, including Opryland Hotel, Country Music Awards, Dove Awards, and Stellar Awards, to name a few. Veronica mentioned to her father that Carey Limousine was for sale and that her husband knew the business owners. He trusted her leadership skills so much that he sent her the money to purchase the limousine service. Veronica and Abraham ran Carey Limousine for two years. The fleet consisted of 8 limousines, two town cars, and one limo party bus.

While Veronica remained faithful in her corporate development, Abraham was getting his business training as an apprentice of sorts to his grandfather. Ollie Whitaker, Abraham's grandfather, owned a taxicab company that operated six taxicabs in Columbia, TN.

As a child, Abraham would ride alongside his grandfather and often work in dispatch, taking orders booking rides with a budding interest to one day own his own business, too.

Holding tight to his dream, Abraham attended Columbia State Community College for two years before transferring to Tennessee State University. Soon after, Abraham's dream to own his own business materialized when he ventured into the mobile detailing business, establishing Whitaker's Detailing in 1989. Whitaker's Detailing would eventually flourish to eight mobile detailing units, servicing commercial clients throughout Atlanta, GA, Charlotte, NC, Chattanooga, Knoxville, and Nashville, TN.

Veronica remained in corporate life for several years before she and Abraham realized they were equally ambitious. In 2012, Abraham began transporting cargo van fleet, running loads for Panther Logistics, which eventually enabled the couple to purchase sleeper trucks for the long-haul road routes. When Veronica finally went full-time to help Abraham run the business, she hit the ground running. Veronica was able to take years of management expertise and apply it to successfully running their trucking company and was able to start up a few of her own.

Today, Veronica has launched three businesses, including Music City Dent & Scratch (2015 in Nashville, TN), Music City Freight Line, Inc. (2018 in Nolensville, TN), and Music City Auto Repair LLC (2022 in Hermitage, TN). While the two are always supporting one another, Abraham now also owns three automotive and trucking companies, including Whitaker Detailing Service (1989 in Antioch, TN), Whitaker Enterprise LLC (2014 in Nashville, TN), and Autoworks of Atlanta (2020 in Forest Park, GA).

Proverbs 13:22: "A good man leaves an inheritance to his children's children...."

Continuing their family tradition of business ownership and spiritual faith, the Whitakers have laid claim to take their faith a little further by proclaiming, "Anyone thenceforth with our blood, will work for the businesses that we built." In other words, as the Whitakers are carrying the ownership mentality they learned from their ancestors, they have hope that their grandchildren and great-grandchildren will continue it and so on.

Knowing the value of mentorship, Veronica has also begun preparing the next generation of female truck owners by starting a free mentoring program in 2020. Through the mentoring program, Veronica aims to inspire young women to venture into owning their own trucking companies.

Veronica and Abraham Whitaker are proud minority business owners residing in the growing community of Nolensville, TN. They know that success comes not only from work but also from consistency. These two impressive visionaries have been blessed with the mentality to create profitable businesses doing something they love with the love of their life.



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WORLD

ESCAPE INTO SOMETHING
MORE FANTASTIC WHERE
EVERYTHING IS POSSIBLE.



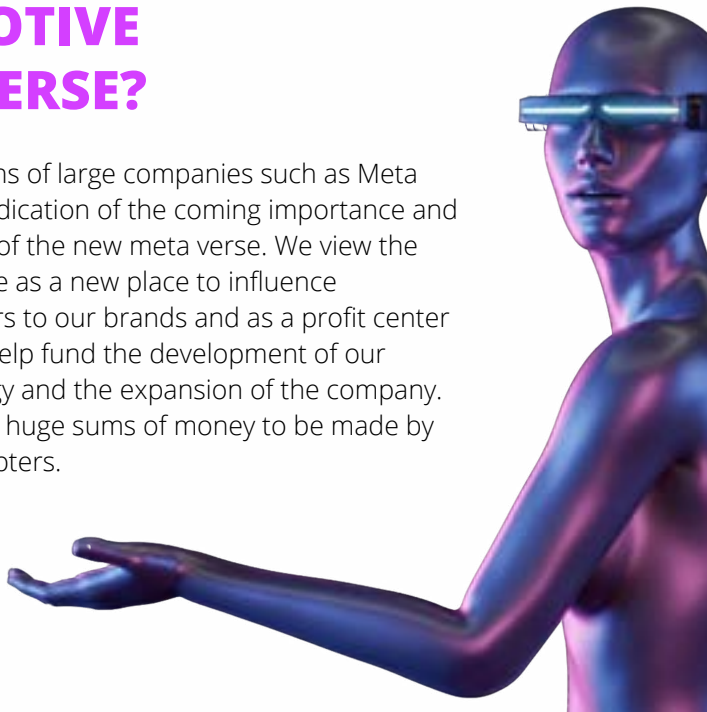


DEREK AUTOMOTIVE ENTERS THE METAVERSE

WHY DOES DEREK AUTOMOTIVE NEED TO BE IN THE METAVERSE?

This second world - the meta verse - is no longer just science fiction. A mesh of visual worlds using technologies like VR and AR are coming together to create new communities and new realities powered by new money, i.e. virtual currencies. Facebook recently committed $10 billion to build its metaverse, and has even rebranded the company to Meta.

The actions of large companies such as Meta give an indication of the coming importance and potential of the new meta verse. We view the metaverse as a new place to influence consumers to our brands and as a profit center that will help fund the development of our technology and the expansion of the company. There are huge sums of money to be made by early adopters.



Imagine a world where sexism, racism, gender bias, and ageism didn't exist. Where the city center's are edgy, artistic, fun and safe. A world where the cars are electric, business is booming, buildings are ADA compliant, the beach waters are blue, the trees, so, so many trees, are green, and democracy is real. That world is Electa World. Come evolve with us.
-Derek Bailey

INTRODUCING ELECTA WORLD



Electa World will be a place with zero carbon emissions

Our meta verse which will be called "ElectaWorld" will share some of the above features and will also introduce new concepts. ElectaWorld will be a place with near-zero carbon emissions, no race, gender, sexual orientaton, national origin, or any other type of discrimination. It will feature green electric vehicles (our cars and trucks), businesses where users can actually earn revenue for use in this world, jobs that pay in this world, and more.

Our world launch will feature around one thousand plots of land of various sizes for sale, with a heavy focus on commercial land, and luxury residential land.



A REGULATED Crypto Exchange

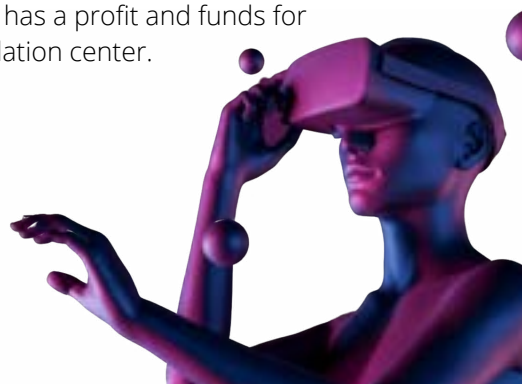
ElectaWorld will have its own digital currency (for now an 'erc' token) call the Electa coin, and our NFT's will trade on UpStream a new REGULATED exchange that provides greater protections against bad actors and offers account insurance like a bank. We believe this is superior to trading on platforms such as OpenSea, which in unregulated, and users have to take more steps to turn tokens / coins into real cash.

We will be launching a full description of ElectaWorld and its development roadmap in March 2022. Use the email form below to get on the notifications lists.



Watch the Electa World Video Right Now

Consider the fact that metaverse real estate sales topped $500 million in 2021, and sales are projected to double in 2022. A company named Republic Realm paid a record $4.3 million for land in Sandbox, the largest metaverse real estate platform. Republic is developing 100 islands, called Fantasy Islands, with their own villas and a related market of boats and jet skis. Ninety of the islands sold on the first day for $15,000 each and some are now listed for resale for more than $100,000. Yes, it's a bold new reality. Somnium Space, another VR world on the Metaverse, is selling land that consist of uneven plots and comes with an erc20 token called Somnium Space CUBEs. The space is used through VR, PC and Web, which is usable even on mobile. Somnium Space has just over 5,000 land parcels along a pre-generated map, and the current land (the team also releases new land once in a while) has an implied value of over $93 million, which makes clear the potential for Derek Automotive to use the meta verse has a profit and funds for development accumulation center.




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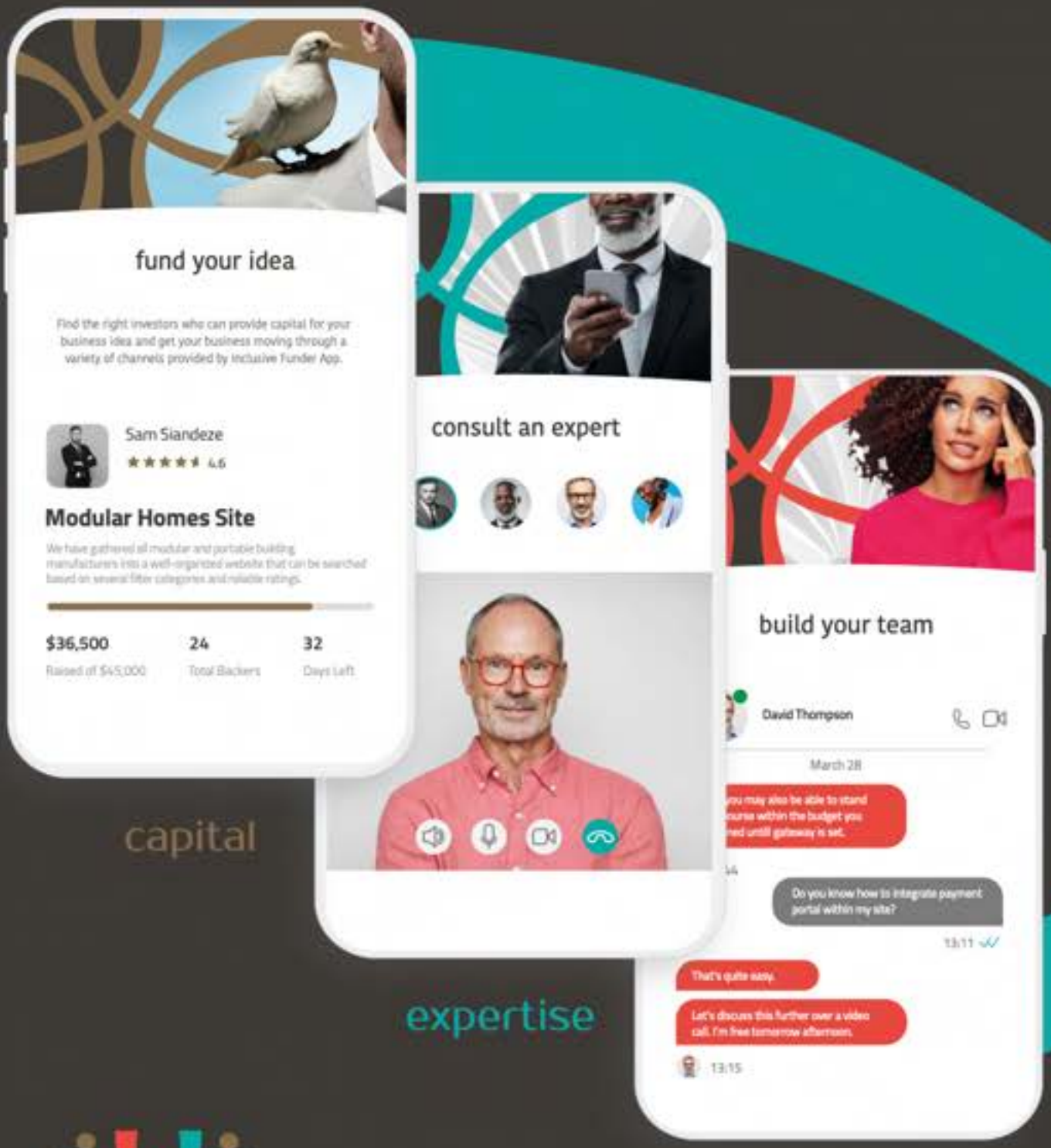

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Inclusive Funder

EXPERTISE . CAPITAL . SUPPORT

Inclusive Funder mobile application
All you need to get your business idea rolling.
Soon available on App Stores to download



INCLUSIVE FUNDER

THE NEW FUNDING PLATFORM FOR THOSE OVERLOOKED BY CAPITAL MARKETS

Equity crowdfunding lets startups and private businesses raise capital from the crowd... aka crowdfunding, and it allows everyday people to invest small amounts of money. Everyone can be an investor, not just VCs and private equity firms.

Equity crowdfunding was created when President Barack Obama signed the Jumpstart Our Business Startups Act (JOBS Act) in 2012, and the Act allows companies to raise money through a few different regulations:

LEGALIZED IN MAY 2016
Regulation Crowdfunding
Allows companies to raise up to **$5M** each year, every year.

LEGALIZED IN JUNE 2015
Regulation A
Allows companies to raise up to **$75M** each year, every year.

InclusiveFunder is at the first point in the approval process to become a regulation crowdfunding portal. At this point Inclusive can only offer Regulation D 506 (b) and 506 (c) offerings, which are targeted to accredited investors only.

As we continue through the registration process, we will be approved to offer Regulation C equity crowdfunding which allows everyone to invest in the startups that they believe in.

The deals you will find on InclusiveFunder will include the sale of securities like equity, debt, convertible debt, revenue share and more.





Well, first, our goal is to empower disadvantaged communities, which has not been a primary goal of the existing crowdfunding companies. Many communities have been left out of this new and unique capital raising method, not so much due to racism or sexism, but due to a lack of business experience or history running a business, and the one thing that a funding portal does not want attached to its brand is a large number of failed companies. Therefore the ability for some communities to get their businesses onto crowdfunding platforms is limited.

Building a methodology to bridge this divide is one of the most important aspects of Inclusive Funder's approach. We offer **a complete ecosystem of experts and training resources** within our portal. Our users, mostly new entrepreneurs, will have immediate access to attorneys, securities experts, branding and marketing experts, accountants, bookkeepers, consultants and so much more.

We believe that when new entrepreneurs are provided a team of experts the likelihood of their business success, and therefore our investors investment success, is enhanced, and the Inclusive Funder team will guide the companies on our platform every step of the way.

Inclusive Funder will also offer 'test the waters' links which will allow entrepreneurs to float their ideas on social media and other outlets, for litt cost, to see if there is interest from investors, before making the plunge and spending mone complete a full offering.

The securities and investments side of Inclusive Funder's platform is run by **Crowdengine**, and the escrow services are handled by **PrimeTrust**, both companies are the top names in the business. **There are none better!**

The Inclusive Funder platform will be accessible to businesses raising capital and investors wishing to invest via mobile apps for both IOS and Android, as well as on the Inclusive Funder website. (www.inclusivefunder.com)

The mobile apps are currently under pressure testing from beta users and is expected to be ready for release by April 2, 2022. We don't want to launch on April fool's day, for sure.

Those who wish to express early interest in using our platform can send an email, and an executive summary, no more than three pages please, to **raise@inclusivefunder.com**.

Want to be one of our beta testers, and submit test deals on the system, or make test investments?
Send us an email:
community@inclusivefunder.com.

We look forward to helping smart entrepreneurs raise the capital they need to grow into a new American success story.





Derek
AUTOMOTIVE

Welcomes

BIZCLIPS

CELINA MANIECES' BIZCLIPS ARE INTERVIEW PERFECTION



Recently, the Derek Automotive team participated in a new social media business promotion format called BizClips: **A Day in the life of Pursuing Your Dreams.**

BizClips is produced and hosted by Celina Farquhar Maniece, an entrepreneur herself, and a marvelous interviewer.



The format of the show allows the business-owner to participate in the development of the critical questions that when answered explain and promote the business with a crisp and clear delivery. What we experienced was so good, we are asking BizClips to enter into a partnership with Inclusive Funder, to bring this exclusive social interview format to the businesses using our business funding platform.

If any reader needs to produce high-quality video news for their business, we highly recommend you contact BizClips directly.



BizClips' production crew is clearly experienced, they are professional, their equipment is state-of-the-art, and Celina has the face, demeanor, and professionalism that's tailor-made for the TV interview format.

Mostly importantly, her prices are affordable for most businesses' budgets.

Look for the Derek Automotive interview on **www.mybizclips.com**.

Reach Celina at:
Bizclips, LLC
celina@mybizclips.com


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NEW YEAR 2022

DEREK AUTOMOTIVE UNVEILS NEW BRANDS

The Derek Automotive team worked for months on a rebranding effort to ring in the New Year with preparation for its global expansion. The team introduced its new brands: Electa Motors for cars and bikes, and Exeeder for the commercial and industrial sectors.

Dr. Charles Cook, Phd, who is leading the development of our new LoopGen technology, promised the crowd we'd have our self-driving technology operating in a vehicle by summer, and we introduced the Whittakers, our logistics leaders for the first time. After all that, the team and invited guest got their party on.

electa MOTORS

EXEEDER

EXEEDER LOGISTICS








EXCEEDER
EXCEED THE BOUNDARIES


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Self-charging Protoun-
Electric Configuration








EXIT








HAPPY NEW YEAR




Derek Automotive Technology
Vehicle Dynamics Lab
Vehicle Electronics Lab
Established 2021
Atlanta, Georgia


Minority Electric
Vehicle Association
Founded By Derek Baily
Derek Automotive Technology
Atlanta, Georgia
2021




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Fostered Foundation

Derek Automotive Hosts The Fostered Foundation

Fostered Foundation is a charitable organization that will aim to enhance the lives of America's most vulnerable children: those in foster care or any underprivileged community in America today. Founder/President Joshua Wilson also known as 'Kewl Cali' knows this community well.

Dealing with the hardships of a drug addicted father and homelessness, he was taken from his home at the age of 11. Growing up in the system, he faced many challenges as many do, he shares, "I remember going to court feeling like a was on trial for a crime I didn't commit. At times I would feel like I was just cattle, getting move here, pushed there. I can't change the system, but I can bring hope and support to the lives impacted by it. We plan to raise a Million dollars and Donate a million dollars." Creating a community of empowerment for youth of all colors, beliefs, and backgrounds experiencing the failures of the child welfare system.

Through Annual Christmas Bike Drives, Music and Art Development programs with financial literacy focus points. Fostered Foundation is changing the approach and connecting to the youth! Building relationships with the likes of companies such as Wal-Mart, Derek Automotive to name a couple. Fostered Foundation is able implement the technology based courses having a wide outreach impacting communities across the United States for many years to come.


FOSTERED


FOSTERED




LEGACY


FOSTERED





Founder/President Joshua Wilson also known as 'Kewl Cali'






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IDIER
IDIER





Meet the Team

Derek
AUTOMOTIVE

Mike Miles

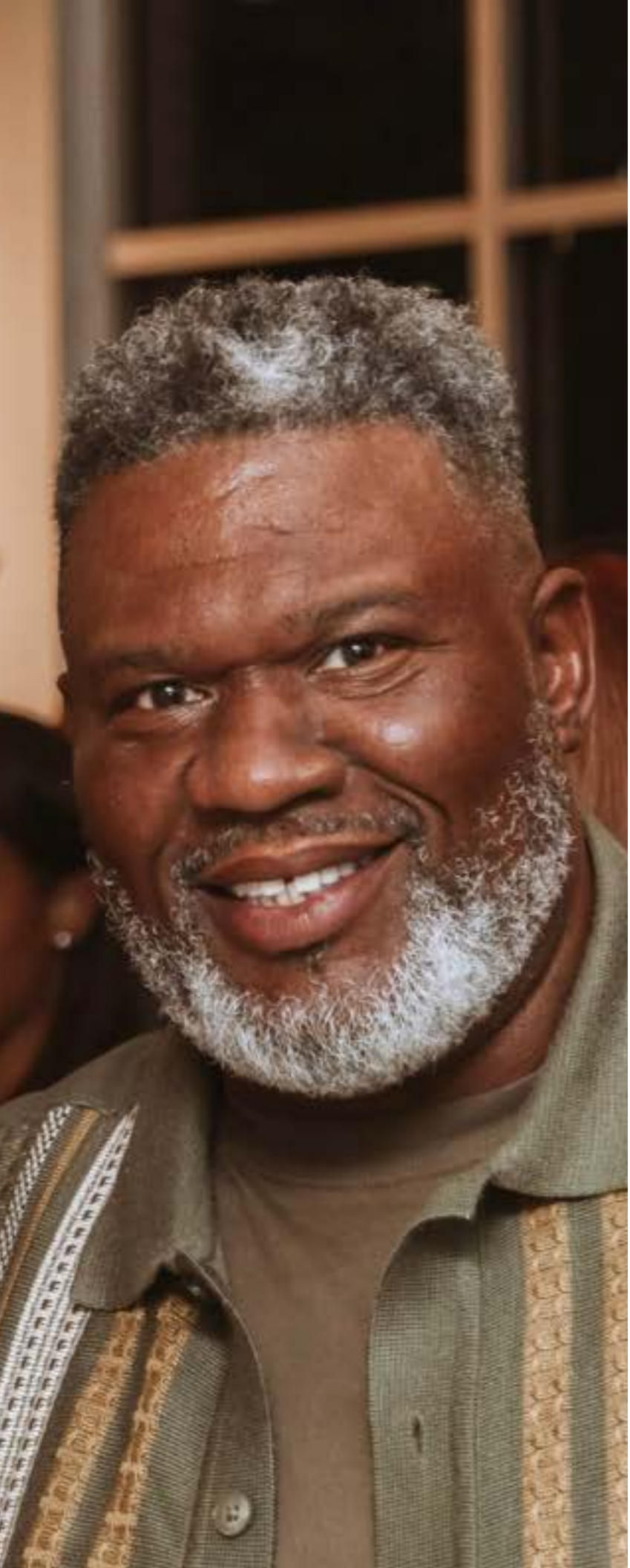
Mike Miles serves as a Managing Partner for Derek Automotive Technologies, Inc., working side by side with Derek Bailey. In May of 2021, Mike assisted in the launch of the Derek Automotive Experience Center Showroom in the Metro Atlanta area.

With Atlanta, Georgia as his home base. Michael is an Entrepreneur, IT Professional, and US Air Force Intel Specialist. Michael Miles brings 20+ years of diverse experience across multiple industries. He has been a major contributor to numerous corporations and assisted in the development of financial strategies with budgets exceeding 8-figures. With a passion for enterprise technology and business strategy, Miles has seen success in multiple endeavors.

Michael's zeal for entrepreneurship has resulted in owning several businesses including developing a Real Estate rental portfolio, Creative Fen Tech, and a successful insurance agency with over 50 specialized agents. He currently manages 2GBF Enterprises, a family-owned business, with a diverse portfolio and multiple holdings ranging from restaurants to innovative tech.

Along with being a man of innovation and self-making. Michael finds passion in being a servant leader, assisting others to discover their verve in pursuit of entrepreneurship. As a result, Miles has cultivated and enhanced the financial potential for both established and enterprising individuals.





Alex Hicks

Alex Hicks believes that prayer is a major key to success, and he is called Derek Automotive's prayer warrior. Everyone on the team knows his prayers have made a difference and protected us. He also brings us the experience and grit of a seasoned entrepreneur who knows the hurdles of building something from nothing. Having spent 27 years in the restaurant industry, and being the first African American to open a business on the VA Beach oceanfront (a community that has not always been, shall we say, friendly to black entrepreneurs). For over two decades Alex has built and established multiple successful business ventures by taking a holistic approach to identifying the best way to increase productivity and revenue.

His path began with one hot dog cart in Lodi, NJ in 1995. Since then, he has opened and successfully exited the Fly'n Fishbone in NJ, Fly'n Fishbone in VA, Flashback Sports Bar and Grill in Virginia, and all-time favorite business - DEJABLU JAZZ SUPPER CLUB in VA Beach. In addition to providing prayer, Alex provides consulting advice on community engagement, and is Partnering with Mayor Nat Anderson on developing an Electa Motors & Exeeder dealership in New Jersey all while serving as the CEO of Youth @ Risk in New Jersey.


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NEW YEAR
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2022



Batteries, The United States, and China

U.S.electric vehicles (EV) are projected to make up 58% of total global vehicle sales by 2040. This growth in EVs is essential to reach net-zero emissions by midcentury and avoid the worst impacts of climate change. As the United States looks to bolster its domestic EV industry to reduce emissions and take advantage of an enormous economic opportunity, we should focus on the most important part of the EV: the battery and China.

The United States has accused China of repeatedly spying on U.S. manufacturers, stealing U.S. trade secrets, and unfairly subsidizing Chinese companies. China is steadily seizing chunks of the South China Sea and harassing ships and fishing boats from other nations — prompting the United States to step up naval patrols in response. China's growing military and its ability to deliver intercontinental ballistic missiles have prompted the United States to sign a $66 billion deal to supply Australia with nuclear submarines.

The United States cannot afford to be dependent on a nation that has potentially hostile intentions while it also controls the single component that makes America’s conversion to electric cars and trucks viable. According to production statistics compiled by Bloomberg, China ranks first in the world in the mining of the raw materials to make electric-vehicle batteries: lithium, nickel, manganese, graphite, and cobalt (the United States ranks 11th worldwide). China is first in battery manufacturing (the United States ranks fourth; it is second behind China in demand for batteries). China has among the lowest environmental standards for battery manufacturing, meaning it is less hindered by costly regulations from polluting the air and water in its quest to maintain global market domination.

A Difficult Lesson

The United States learned the hard way after the 1973 Middle East war when Arab members of the Organization of Petroleum Exporting Countries called a boycott to punish the United States for supporting Israel: When political and military interests intersect with access to a crucial commodity, national security cannot help but be compromised. The Soviet Union emerged as one of the primary beneficiaries, with ongoing access to cheap oil, as U.S. pump prices doubled and cars lined up for blocks outside gas stations.



The Necessary Conversion

Today's arch-rival is China at a time when Americans are working hard to cut greenhouse gasses by converting to electric vehicles. Since there is no such thing as a Strategic Petroleum Reserve for batteries, the United States must enter this new era better prepared by diversifying its access to battery material and boosting domestic manufacturing expertise. Dependence on China is not an option.



Article By:
James Banks
VP of Government Affairs
Derek Automotive






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...the ability for consumers to choose electric transportation without the inconvenience of plug-in charging

LoopGen™

While any idea of perpetual motion is far-fetched, we work to get as close to it as is possible, and that's what our LoopGen generator system accomplishes.

While we are not revealing much about our new LoopGen technology until all aspects of the system are completed and the related patents are pending, we can say that Dr. Charles Cook, Phd - electrical engineering, who is developing the technology, is borrowing from the best electric generator systems ever invented, including systems for locomotives, to reimagined regenerative braking systems. He's added novel generator designs, circuitry, and software, which are managed by artificial intelligence to monitor and regulate the recharging of the vehicle's battery packs. The result is a method of operating an electric vehicle, **or electric bike**, that does not require plug-in charging to replenish the battery packs.

The trade-off is the need to re-condition the battery packs once or twice per year (we don't know for certain the duration yet). If we can't get to a totally independent recharge we will combine the LoopGen with our Proteus technology.

The ability for consumers to choose electric transportation without having to deal with the inconvenience of plug-in charging will lead to wide adoption of electric transportation, and at a rapid pace. Best of all, the public won't have the wait and expense of the buildout of taxpayer paid public charging stations.

Our technology will have impact in every corner of the world. The retrofit project being done by RETRO by Exeeder is intended to make clear to all, the potential for Derek Automotive's technology to tackle carbon emissions from the transportation sector, on a global scale.


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DEREK
LEATHER COASTER SET



ADD TO CART

Embroidered Ball Cap

MOST WANTED



CLICK HERE TO BUY NOW
or visit www.electamotors.com

Handmade Founder's Mug



CLICK HERE TO BUY NOW
or visit www.electamotors.com

Leather Passport Holder



CLICK HERE TO BUY NOW
or visit www.electamotors.com

Why You Should Support Our Lifestyle Products

Every other company in the electric car space has spent more than a billion dollars to launch their brands. Derek Automotive is doing it with much less. As I work here and watch how this unfolds day-to-day I'm amazed. Every penny pinched, every supply deal maximized, and the asymmetric approach to producing revenue to support the company's growth. The products I'm developing are part of this strategy. I'm Katie Kerl, Vice-President for product development, and I can be reached at katie.kerl@derekautomotive.com.

Our products are intended to unify our supporters around the brand, and to produce some revenue to defray costs. Each product is designed to be a billboard that others will see you hold and use, and perhaps launch a conversation about the company, and what we are trying to achieve. People stop me all the time to ask about our new logo ball cap - people are loving the updated branding. These types of interactions build support for Derek Automotive without the company having to spend money on advertising.

Letting people see you with our products also brands you as a **bold, forward-thinking, first-mover.** The type of person who supports entrepreneurship, takes risks, and understands how the American economy is built - by people taking risks to create opportunities to everyone.

Highlighted here are three products that every supporter should have.

First, the ball cap with an embroidered logo, it's our biggest billboard, and is an absolutely must have. The Founder's Mug is the next must have, as each is handmade on a potter's wheel, and therefore no two are the same. As the company grows and becomes more widely known we believe these mugs will become collectors' items, because we are only making a limited number. Finally, I suggest you carry our leather binders / passport holders. When you pull-out this high-quality binder at your next meeting others will notice, and we hope you will tell them a little about Derek Automotive and ask them to support us too. **That's how it works!**

If there are items you'd like to see, use, carry, please reach out to me at my email above. Thanks for your support in advance, and I'll have more to show you in the next issue.

Katie

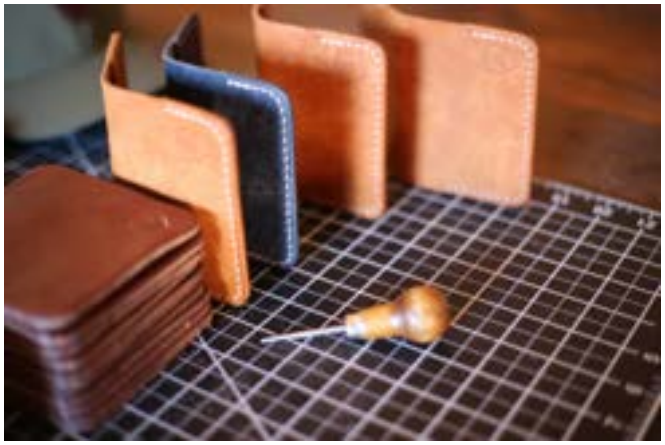



DATLIFE










RETRO



RETRO

by Exeeder lays Plans to Electrify an American Classic

Where are the Curtis Mayfield tapes!?
You know the song we're looking for... "gangster whitewalls, TV antenna in the back.."

Our VP for Governmental Affairs, James Banks is on Capital Hill pushing our ideas around attacking carbon emissions from the front (new electric cars) and the rear (retrofitting older gas cars to electric) in an effort we're terming **'Profitable De-carbonization."**

From the beginning, Derek Automotive has promoted retrofitting older vehicles to battery electric drive. Now those thoughts have become actions, and the actions are leading to a demonstration car - a **1972 Cadillac Eldorado** retrofitted to electric, using our self-charging technology. We chose this vehicle because of its size and weight (if we can make this heavy old boat electric, we can electrify anything) and for its sex-appeal, and history. People across communities have memories about this car, and therefore should be attract to the story around its retrofit to electric. **We plan to reveal the vehicle before Summer 2022.**

RETRO will demo this old American classic with something new under the hood to set the stage for **a new business division** that will specialize in converting the nation's gas car fleet over to electric.





Gas prices are soaring, making now the perfect time to introduce a way to make the car a consumer is driving right operate without gas. This will be a direct boost to the budgets of every household. James is working at the federal level to get the government on board by asking the federal government to offer the same or similar financial incentives for retrofitting vehicles to electric that are available for new electric purchases.

Our idea is to create a McDonald's of retrofitting operation. Thousands of independent shops retrofitting specific models with our technology kits. Other major car brands could even use their dealer network and service platforms to retrofit their own brands. We're willing to work with everyone.

The effort will drop thousands of new, high-paying jobs into every Congressional District in the nation. We envision a distributed model instead of a few massive plants. The thousands of **RETRO by Exeeder shops** and the supporting businesses that provide batteries and other parts and supplies will create a retrofitting supply chain that will grow local economies and create a lot of new wealth.

The strategy is that we can build a movement capable of unifying political parties around our 'profitable de-carbonization' model.

(A note to our DAT Electric Van shareholders. DAT Electric Vans is now called **Exeeder**, and Exeeder **Logistics** and **RETRO** by Exeeder are divisions of the company.)



Movie Studio Comes to Electa World

Sector 7 Productions is partnering with Electa World, LLC to open a movie production studio in our metaverse. Sector 7 Productions is already shooting its latest movie, a dramma called SCAR, about a secret society that has protected the African American community since slavery.

There will be **this world** and **meta world** premiers and promotions powered by NFT ticketing for movie viewing, back stages passes, and access to exclusive production footage and actor interviews.

Sector 7's Electa World studio will be nothing short of Hollywood scale, complete with studio grounds, , movie studios, sound stages, and even an Exeeder tour bus to provide guest tours of the grounds. The studio plans to rent space and production capabilities to other budding movie-makers.

This association **marks a milestone** for Derek Automotive and its **Electa World metaverse** due to the revenue potential of showing popular movies in its metaverse properties. One need only remember how Tyler Perry launched to understand that a single blockbuster movie, or even a successful showing, can produce hundreds of millions in revenues for both companies. Expect the studio launch in late May 2022.







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