BUSINESS PLAN PRESENTATION
EFORCE FEE PRAGUE FORMULA 2018

FS XXX:
Location

MONTH DAY, 2018
AGENDA

1. Introduction  1’
2. Our concept  3’
3. Market Analysis  2’
4. Deep Dive  2’
5. Financial forecast  2’
6. Appendix - Unused slides
AGENDA

Introduction 1'
Our concept 4'
Market Analysis 3'
Product Support 5'
Financial forecast 2'
Appendix - Unused slides
INTRODUCTION

Marek Szeles
Business Analyst
eForce

- 3 years with eForce
- 7+ years previous business experience
EFORCE FORMULA DEVELOPMENT

Company founded in 2010, and developing formulas since

Received funding first in 2017 to develop concept

Now we want to launch our product large-scale

- **FSE.01**
  - 2012
  - 330kg, 25kW

- **FSE.02**
  - 2013
  - 278kg, 62kW

- **FSE.03**
  - 2014
  - 260kg, 62kW

- **FSE.04x**
  - 2015
  - 200kg, 58kW

- **FSE.05x**
  - 2016
  - 195kg, 112kW

- **FSE.06**
  - 2017
  - 192kg, 112kW
AGENDA

- Introduction 1´
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- Appendix - Unused slides
EVERYONE HERE LOVES RACING...

...BUT IT IS MEETING NEW CHALLENGES NOW

Engagement  Ecology  Profitability
I stopped watching racing on TV - it was too passive for me and seemed irresponsible to the environment. [...] I wish racing was more engaging and zero-carbon, like videogames!

Student from Indiana, U.S.

Source: The Economist, shortened
A NEED TO COMBINE RACING AND GAMING
EFORCE WORLD: EFORCE COIN & EFORCE AR!
OUR CONCEPT

View from helmet

1 Simulated opponents  
2 Projected ideal apex  
3 Projected GUI

Online leaderboards

Top Drivers

1. Perez  
2. Senna  
3. Hamilton  
4. Alonso  
5. Vettel  
6. Rajaphutti  
7. Wu  
8. Raikkonen
TBD APP DEMONSTRATION (VIDEO)

Race planning and reservation system

Profile, gamification, wallet

Augmented reality
Owners are looking for new income sources.

RACING TRACKS ARE CLOSING DOWN

In the UK alone, 74 tracks were closed since the 1980s:
Many fellow trackowners are transforming the venues to casinos just to survive. I don't want that.

With the licence and safety fees climbing steadily, we have little room to squeeze in a profit.

Racetrack owner from UK

Racetrack owner from Germany
**BUSINESS CONCEPT**

**Racetrack status today**

![Racetrack image]

- **Days of use by occupation**
  - 246 (67.4%)
  - 72 (19.7%)
  - 47 (12.9%)

On average, over 67% of the time, racetracks are not occupied.

**Open opportunity**

We seek to fill up this empty space by offering the track to eForce racers.

**eForce**
- Creates a new market
- Brings gamers to motorsport industry

**Tracks**
- Use up the void space
- Get new revenue

**Customers**
- Gain a new opportunity to spend free time

Source: eForce Analysis
**BUSINESS MODEL**

*eForce*

- Manufactures formulas
- Sells them at a margin
- Provides maintenance for a fee

*Racetrack owners*

- Buys formulas
- Lends formulas out to end customers for a fee
- Provides support on-place (medical, etc)

*End customers*

- Want to have fun
- Choose to drive formulas for fun in spare time
ECOSYSTEM

eForce

- Sells/burns tokens to limit supply

Track owners
- Create promotion events for racers
- Buy services from eForce

End customers
- Gets digital rewards:
  - Custom liveries
  - Race a celebrity
  - Buy memorabilia from eForce

All interested parties
- General public trading on token exchanges

General public trading on token exchanges
WHY EFORCE STUDENT FORMULA?

A perfect fit for track owners...

- Flexibility
- Racing related

...and for end customers!

- Price
- Excitement from experience
# SWOT & Risk Analysis

<table>
<thead>
<tr>
<th>Helpful</th>
<th>Harmful</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>Unique concept</td>
<td>Concept yet to be adopted</td>
</tr>
<tr>
<td>Passed 1st round of investment</td>
<td></td>
</tr>
<tr>
<td>Pre-negotiated contracts</td>
<td></td>
</tr>
<tr>
<td>Risks diversified</td>
<td></td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
<td><strong>Threats</strong></td>
</tr>
<tr>
<td>Market gap targeting - filling existing demand</td>
<td>Market is possibly volatile</td>
</tr>
<tr>
<td>First to combine racing and gaming in real life</td>
<td>ICO might be unsuccessful as market trends is shifting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Risk</th>
<th>Probability</th>
<th>Impact</th>
<th>Mitigation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Track owners unable to sustain themselves before full product rollout</td>
<td>Low</td>
<td>Medium</td>
<td>Focus on profitability since day one</td>
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<tr>
<td>Social aspect not attractive to end customers</td>
<td>Medium</td>
<td>Medium</td>
<td>New promo campaign / abandon strategy</td>
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<td>Technical problems slow down delivery and implementation</td>
<td>Low</td>
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<td>Lean and agile organization principles put in place to minimize risk</td>
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<td>Concept is not feasible</td>
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</tr>
<tr>
<td>ICO is not successful</td>
<td>Medium</td>
<td>Low</td>
<td>Continue business without crowdsourcing</td>
</tr>
</tbody>
</table>
**Market Analysis: Market Volume (US$ M)**

Most relevant markets for us are in the Northern Hemisphere - Automotive strong in Europe & US, Digital strong in Asia.
WE PROPOSE A THREE-PHASE APPROACH

1. Extensive promotion
   - Staging multiple events on various racetracks in Western and Central Europe to promote our concept
     - First ~10 Business Agreements sealed
     - 12 pilot events launched
     - Production of first ~30 formulas

2. Gaining traction in Europe
   - Expanding to secondary European markets, creating a stable foothold for further company growth
     - Creation of a distribution network in Europe
     - ~15 stable events
     - Production increasing as facilities expand

3. Spreading to other regions
   - Gradual expansion to other target regions, with focus on North American and Asian markets
     - Creation of service centers in new regions
     - 10 new events every year
     - Production stabilized at 50 formulas annually

6 months 18 months 5 years+
AGENDA

- Introduction: 1'
- Our concept: 4'
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- Financial forecast: 2'
- Appendix - Unused slides
AGENDA

Introduction 1´
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ICO TOKEN DISTRIBUTION

- **70% trading capital**
  - Marketing: 450,000 (4%)
  - Production overhead: 500,000 (5%)
  - Legal: 150,000 (1%)
  - eForce reserve: 1,400,000 (13%)
  - Team development: 7,000,000 (67%)
  - Investors: 700,000 (7%)

- **70% trading capital**
  - Marketing: 150,000 (5%)
  - Production overhead: 200,000 (6%)
  - Legal: 150,000 (5%)
  - eForce reserve: 200,000 (1%)
  - Team development: 1,500,000 (15%)
  - Investors: 1,500,000 (46%)

- **Maximum trading capital**
  - Marketing: 450,000 (3%)
  - Production overhead: 500,000 (3%)
  - Legal: 150,000 (1%)
  - eForce reserve: 1,400,000 (13%)
  - Team development: 2,000,000 (17%)
  - Investors: 1,000,000 (7%)
FINANCIAL DATA PROJECTION: NET SALES

Net Sales (US$ K)

Production volume (units)

Revenue: optimistic scenario
Revenue: realistic scenario
Revenue: pessimistic scenario
Formula production volume

CAGR
18%
16%
13%
FINANCIAL DATA PROJECTION: EBIT

EBIT (US$ K)

Production volume (units)

2018 2019 2020 2021 2022 2023 2024 2025

- EBIT: optimistic scenario
- EBIT: pessimistic scenario
- EBIT: realistic scenario

Formula production volume

CAGR:
- 28%
- 24%
- 21%
Investment Case

- Investment of US$ 950,000
- 13% share in the company
- 10% automatic share of the released tokens
- 19% Stable ROI
- 3 years to break even
INVESTMENT CASE – RETURNS

<table>
<thead>
<tr>
<th>Year</th>
<th>Optimistic scenario</th>
<th>Realistic scenario</th>
<th>Pesimistic scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>125</td>
<td>147</td>
<td>13.2%</td>
</tr>
<tr>
<td>2019</td>
<td>147</td>
<td>215</td>
<td>147</td>
</tr>
<tr>
<td>2020</td>
<td>215</td>
<td>345</td>
<td>171</td>
</tr>
<tr>
<td>2021</td>
<td>345</td>
<td>380</td>
<td>199.8%</td>
</tr>
<tr>
<td>2022</td>
<td>380</td>
<td>381</td>
<td>215%</td>
</tr>
<tr>
<td>2023</td>
<td>381</td>
<td>434</td>
<td>221.5%</td>
</tr>
<tr>
<td>2024</td>
<td>434</td>
<td>488</td>
<td>221%</td>
</tr>
<tr>
<td>2025</td>
<td>488</td>
<td>576</td>
<td>276.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Returns (US$ K)</th>
<th>Optimistic scenario</th>
<th>Realistic scenario</th>
<th>Pesimistic scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>200</td>
<td>132</td>
<td>147</td>
<td>13.2%</td>
</tr>
<tr>
<td>300</td>
<td>264</td>
<td>215</td>
<td>147%</td>
</tr>
<tr>
<td>400</td>
<td>396</td>
<td>345</td>
<td>199.8%</td>
</tr>
<tr>
<td>500</td>
<td>528</td>
<td>380</td>
<td>246%</td>
</tr>
<tr>
<td>600</td>
<td>660</td>
<td>381</td>
<td>221.5%</td>
</tr>
<tr>
<td>700</td>
<td>792</td>
<td>434</td>
<td>221%</td>
</tr>
<tr>
<td>800</td>
<td>924</td>
<td>488</td>
<td>276.8%</td>
</tr>
<tr>
<td>900</td>
<td>1056</td>
<td>576</td>
<td>400%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Cash Flow (7yrs - 2025)</th>
<th>NPV (7yrs - 2025)</th>
<th>ROI (7yrs - 2025)</th>
<th>ROI (annualized)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,708,984 €</td>
<td>2,066,953 €</td>
<td>390%</td>
<td>21%</td>
</tr>
<tr>
<td>2,254,918 €</td>
<td>1,040,634 €</td>
<td>237%</td>
<td>13%</td>
</tr>
<tr>
<td>1,435,694 €</td>
<td>498,699 €</td>
<td>151%</td>
<td>6%</td>
</tr>
</tbody>
</table>

ROI (7yrs - 2025): 390%
ROI (annualized): 21%
Return on Investment (ROI): 490.4%

NPV (7yrs - 2025): 2,066,953 €
Net Present Value: 1,040,634 €
Net Cash Flow (7yrs - 2025): 3,708,984 €

Break even: 100%
DISTRIBUTION OF INVESTMENT

427,500
45%

285,000
30%

237,500
25%

950,000

New facilities
Facilities to support our product in different regions

Personal costs
Production to satisfy increasing demand as expansion takes place

Promo campaign
ICO promotion, focus on social media and "entrance activities" like video games

Total investment
If the ICO base target is included, this investment only 29.2% of total funding
SUMMARY

- Experienced business and staff
  eForce continues its path to success

- A unique concept
  Novel combination of racing and gaming, tailored for Formula Student

- Detailed market analysis
  Including possible volumes, our competition, and anticipated risks

- Thorough aftersales strategy
  Learning from the best in the field

- A great deal to invest in
  Featuring a 13% ROI and a break even after 4 years

- More analysis than meets the eye
  For more information, such as exit strategy and pricing, see appendix in your handout
ANY QUESTIONS?
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**Value Proposition Canvas**

**Product**
- eForce Formula Entertainment solution
- Use racetrack assets when no event is booked

**Gain creators**
- Create additional, flexible revenue

**Pain relievers**
- Use racetrack assets when no event is booked

**Customer Job**
- Make racetrack profitable
- Industry is unsustainable
- Possible solutions deemed unethical

**Gains**
- Get more profit related to racing
THREE PILLARS OF OUR MARKETING CAMPAIGN

Advertisements
- A Revolution is Coming...
- Both in digital and traditional media
  - Web
  - TV
  - Newspapers
- Campaign with a "Revolutionary vibe"

Promo events
- Aimed both at racetrack owners and customers
- Intended to show off business concept, let customers test themselves

Apps
- A set of mobile/VR games to get people hyped for the real formula
- Awards the best players promotions
PHASE ONE: EXTENSIVE PROMO CAMPAIGN

Legend

- Target market
- Events
- Service Centers

Individual promo events

1. Silverstone
2. Circuit de Nevers Magny-Cours
3. Circuit Paul Ricard
4. Valencia Street Circuit
5. Spa-Francorchamps
6. Hockenheimring
7. Nurburgring
8. Tor Poznań
9. Masaryk Circuit
10. Red Bull Ring
11. Hungaroring
12. Monza
PHASE TWO: EUROPE-WIDE ENTRY

Legend
- Target market
- Events
- Service Centers

Individual promo events

1. Silverstone
2. Autódromo do Estoril
3. Circuit Paul Ricard
4. Valencia Street Circuit
5. Spa-Francorchamps
6. Scandinavian Raceway
7. Nurburgring
8. Sochi Autodrom
9. Istanbul Park
10. Red Bull Ring
11. Baku City Circuit
12. Autodromo Enzo Ferrari
PHASE THREE:

Legend

- Target market
- Events
- Service Centers

Individual promo events

1. Nurburgring
2. Monza
3. Circuit Gilles Villeneuve
4. Autódromo do Estoril
5. Buddh International Circuit
6. Shanghai International
7. Fuji Speedway
8. Albert Park
9. Riverside International Raceway
10. Indianapolis Motor Speedway
11. Autódromo José Carlos Pace
12. Yas Marina Circuit
## Risk Analysis (Expanded)

<table>
<thead>
<tr>
<th>Risk</th>
<th>Probability</th>
<th>Impact</th>
<th>Overall Importance</th>
<th>Mitigation</th>
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</table>
SENSORS INSTALLED

- Medical sensors
- Augmented vision
- WiFi connection to servers
- GPS tracking system
- 4x4 Drive
- Performance monitors
- In-track safety sensors
<table>
<thead>
<tr>
<th>Packages Offered to Customers</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
<th>Extras</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Small</strong></td>
<td>3x</td>
<td>9x</td>
<td>15x</td>
<td>More formulas</td>
</tr>
<tr>
<td><strong>Small set of sensors</strong></td>
<td></td>
<td></td>
<td></td>
<td>More Track Sensing</td>
</tr>
<tr>
<td><strong>Limited Server Basis</strong></td>
<td></td>
<td></td>
<td></td>
<td>More Server capacity</td>
</tr>
<tr>
<td><strong>US$ 300 000</strong></td>
<td></td>
<td></td>
<td></td>
<td>Custom pricing</td>
</tr>
</tbody>
</table>
Appendix

PRODUCT SUPPORT PLANS OUTLINE
WARRANTY

Standard two year warranty included in price, then paid

First 6 months of use guaranteed to make profit, or else buyback offered

AFTERSALES SUPPORT

Aero parts
Chassis
Tires
Electronics
Expansion modules
IAD

NOTE: BUYBACK GUARANTEE CONDITIONED BY AT LEAST 60% CAPACITY USED BY EFORC AND USING RECOMMENDED PRICING, BUYBACK PRICE ADJUSTED BY WEAR. OTHER TERMS APPLY.
## Main Product Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crash Repair</td>
<td>Wings, Chassis, IADs, Other Body panels</td>
</tr>
<tr>
<td>Wear and Tear</td>
<td>Brakes, Brake Others, Shock Absorbers, Batteries</td>
</tr>
<tr>
<td>Mechanical/Electronics</td>
<td>Alternators, Radiators</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Air Filters, Intake Filters</td>
</tr>
<tr>
<td>Tires</td>
<td>Tires only</td>
</tr>
<tr>
<td>Accessories &amp; Consumables</td>
<td>In-car Security Systems, Other sensors, Servers, Car Valet Products, Liquid refill</td>
</tr>
</tbody>
</table>

1. Brakes - divided into four components: brake pads, brake discs, brake shoes and brake drums

Source: Datamonitor, EFORCE analysis
Appendix

END CUSTOMER RESEARCH
TARGET CUSTOMERS

Motorheads
People interested in motorsport, prepared to invest money for the hobby/train for a real race

Companies
Firms looking to provide a fun, high-tech entertainment event for employees/clients

Wealthy/entrepreneurs
People looking for exclusive fun on edge of what is possible using current technology
We identified a US$ 266B market potential
TARGET CUSTOMERS — SECONDARY TIER

Groups of friends

Friends going for a night out, looking to have fun at a local venue

Families

Parents trying to bond with their teenage child and spend a quality weekend

Gamers

Players wanting to make their virtual dream a reality
# Current Competition in Relevant Groups

<table>
<thead>
<tr>
<th>Rivals in segment</th>
<th>Groups of friends</th>
<th>Families</th>
<th>Gamers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current venues - Amusement parks, Go Karting, Laser Tag, etc.</td>
<td>Current venues - Amusement parks etc.</td>
<td>Virtual reality devices - Oculus Rift, HTC Vive, etc.</td>
<td></td>
</tr>
<tr>
<td>+ More exciting, Modern</td>
<td>+ Better engagement</td>
<td>+ More immersion</td>
<td></td>
</tr>
<tr>
<td>+ Sense of continuity</td>
<td>+ Competition factor</td>
<td>cheaper</td>
<td></td>
</tr>
<tr>
<td>+</td>
<td>+</td>
<td>lower hardware prerequisites</td>
<td></td>
</tr>
<tr>
<td>− More expensive</td>
<td>− Less accessible</td>
<td>− Possibly less convenient</td>
<td></td>
</tr>
</tbody>
</table>

**Backup**
Appendix

MARKET DATA
Automotive market size overview

Source: Economist Intelligence Unit, eForce Analysis

Note: Years 2018 onwards are estimates
MOTORSPORT MARKET SIZE OVERVIEW

Note: Years 2018 onwards are estimates
Source: Economist Intelligence Unit, eForce Analysis
DIGITAL/GAMING MARKET SIZE OVERVIEW

Note: Years 2018 onwards are estimates
Source: Economist Intelligence Unit, eForce Analysis
TOTAL RELEVANT MARKET SIZE OVERVIEW

Note: Years 2018 onwards are estimates
Source: Economist Intelligence Unit, eForce Analysis
Appendix

KNOW-HOW MANAGEMENT
KEY KNOW-HOW AT EFORCE

**eForce**

- Well balanced team knowledge
- Only Czech Electrical Team
- Focusing on innovation of every aspect
- Developing new systems
  - Battery box
  - Frequency changers

**Other competition**

- Diverse specialties based upon team
- Some have developed knowledge sharing management systems, most have not
## SWOT Analysis

### Helpful

**Strengths**
- Quick and effective communication between team members

**Opportunities**
- Many practices yet to be integrated

### Harmful

**Weaknesses**
- Knowledge not yet stored digitally may be lost

**Threats**
- Competition is advancing fast

### Risk vs. Probability vs. Impact

<table>
<thead>
<tr>
<th>Risk</th>
<th>Probability</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experts leaving</td>
<td>High</td>
<td>High</td>
</tr>
<tr>
<td>Knowledge forgotten</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Data stored lost</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Team closing down</td>
<td>Low</td>
<td>High</td>
</tr>
</tbody>
</table>
Currently, limited systems is in place for storing knowledge.

This is getting more difficult with team size increasing.

Maximum synergy

Share of experts

High know-how

No know-how

- Formula design
- Graphics
- Business plan
- Cost report
- Manual work
CURRENT KNOW-HOW MANAGEMENT

Tutorials

- Every new member goes through a basic tutorial when joining the team
- Our sponsors often help us with advanced tutorials

Mentoring

- New members are helped by more experienced members to expand their knowledge

Data storage

- Data is stored in the cloud using OwnCloud
A BETTER SYSTEM IS BEING PUT IN PLACE

With a combination of cloud-based technologies...

...we can pass knowledge onto next generations

- Discord
- SharePoint
- EC2
- Trello
- ownCloud
- slack
Knowledge management will be improved and more people through team member generations will have access to combined knowledge.
Appendix

VEHICLE COST BREAKDOWN
# Vehicle Cost Breakdown

<table>
<thead>
<tr>
<th>Component</th>
<th>Materials</th>
<th>Processes</th>
<th>Fasteners</th>
<th>Tooling</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brake System</td>
<td>$780</td>
<td>$205</td>
<td>$5</td>
<td></td>
<td>$989</td>
</tr>
<tr>
<td>Engine &amp; Drivetrain</td>
<td>$5,055</td>
<td>$499</td>
<td>$31</td>
<td>$6</td>
<td>$5,591</td>
</tr>
<tr>
<td>Frame &amp; Body</td>
<td>$3,087</td>
<td>$6,229</td>
<td>$15</td>
<td>$41</td>
<td>$9,372</td>
</tr>
<tr>
<td>Instruments &amp; Wiring</td>
<td>$8,504</td>
<td>$509</td>
<td>$2</td>
<td>$0</td>
<td>$9,015</td>
</tr>
<tr>
<td>Miscellaneous, Fit &amp; Finish</td>
<td>$559</td>
<td>$270</td>
<td>$2</td>
<td>$4</td>
<td>$835</td>
</tr>
<tr>
<td>Steering System</td>
<td>$116</td>
<td>$353</td>
<td>$3</td>
<td>$0</td>
<td>$472</td>
</tr>
<tr>
<td>Suspension &amp; Shocks</td>
<td>$1,452</td>
<td>$555</td>
<td>$8</td>
<td>$23</td>
<td>$2,036</td>
</tr>
<tr>
<td>Wheels &amp; Tires</td>
<td>$2,103</td>
<td>$488</td>
<td>$6</td>
<td></td>
<td>$2,597</td>
</tr>
<tr>
<td><strong>Total Vehicle</strong></td>
<td><strong>$21,655</strong></td>
<td><strong>$9,108</strong></td>
<td><strong>$70</strong></td>
<td><strong>$74</strong></td>
<td><strong>$30,908</strong></td>
</tr>
</tbody>
</table>