



The New A to B / Personal Mobility, Reimagined.

## ELI-ZERO PLUS

- Heat and Cool AC
- Digital Driver Display & optional SONY Infotainment System
- Rear-View Camera and Radar Parking Sensors
- Power-Assisted Steering (EPS), ABS and EPB
- 4 Hydraulic Electric-Powered-Assisted Brakes
- MacPherson Front Struts
- Keyless Entry and Start
- Electrically Powered Doors with Soft Close System
- Bluetooth and Speakers
- Vegan Leather Seats and Steering Wheel
- Tiltable Sunroof
- LED Headlights with Running Light Effect

Small size, **Big value.**



Compact on the outside and spacious on the inside, the Eli ZERO provides a premium driving experience, making daily trips easy and fun.

### SMART DESIGN

The Eli ZERO's striking design turns heads wherever it goes with its futuristic, fun, and stylish aesthetics. Eli ZERO, already a 2021 iF DESIGN AWARD winner, has also gained recognition in 2023 as a Top 100 Product by Class Editori. Its compact dimensions provide remarkable maneuverability and help reduce urban traffic congestion, while the automotive-inspired frame enhances both its range and rigidity. The transparent glass doors enable exceptional cabin visibility, and the trunk space offers approximately 5 ft<sup>3</sup>, making it easy to hold two carry-ons, groceries, or a gym bag.

### COMPACT PRACTICALITY

Eli ZERO combines motorcycle-like nimbleness with car-like smoothness and stability, easing mobility and parking hassles in all weather (unlike two-wheel alternatives). At just 4.5 ft wide, 5.4 ft tall, and around 7.4 ft long, it's a compact marvel—70% smaller than a sedan and 50% smaller than a Mini. Its small size allows effortless navigation between cars and on narrow streets with a tight 23-foot turning circle.

### TOTAL COMFORT

The Eli ZERO features an intuitive P-R-D gear selector for a user-friendly driving experience and MacPherson front strut suspension for a smooth ride. Year-round climate control is provided by a powerful heat & cool AC system, and the bluetooth-enabled speakers amp up trips, adding a dash of enjoyment with a favorite playlist. A digital display provides real-time vehicle data, and an optional SONY infotainment system with a 10.1" HD screen elevates the driving experience, ensuring everything you need is at your fingertips. The

spacious interior offers ample legroom, while cozy vegan leather seats keep driver and passenger exceptionally comfortable. Exiting is as simple as pushing a button, thanks to the electrically powered doors, also equipped with soft close door functionality, and on sunny days, the sunroof can be opened to enjoy the breeze.

### TECHNOLOGY and SAFETY

Eli ZERO is loaded with automotive technology and safety features, including power-assisted steering (EPS) and anti-locking braking system (ABS) for precise control, 4 hydraulic electric-powered-assisted disc brakes to securely shorten the stopping distance, a rear-view camera paired with a backup warning system and radar parking sensors for parking with confidence, and Electronic Parking Brake (EPB) for heightened stability. State-of-the-art LED headlights and indicators seamlessly enhance both function and style. This is true innovation in the urban micro-mobility sector.

### PERFORMANCE and ENERGY EFFICIENCY

Eli ZERO provides high torque and smooth acceleration. Boasting a cold weather heating functionality, its LFP battery powers an automotive-grade Rechargeable Energy Storage System (RESS) for up to 90 miles of range. The Brake and Energy Recovery System (BERS), also known as regenerative braking, along with Eco Mode help achieve 285+ MPGe, about 10% of a conventional car's energy consumption and 2 times more efficient than a regular electric car. Charging Eli ZERO takes as little as 2-4 hours from a 220-240V outlet, and just like your phone, every outlet, including 120V, provides a charging opportunity.



## ABOUT ELI ELECTRIC VEHICLES

Established in 2015 and headquartered in California and Beijing, Eli Electric Vehicles is supported by thousands of enthusiast private investors.

We began sales in Europe and French Polynesia in 2022, and there are now hundreds of Eli ZEROs on the street. We've partnered with established distributors worldwide, extending our reach to six countries (and counting). Plus, we're gearing up for the launch in the US in 2024 while already accepting reservations.

In September 2023, we've introduced a new business unit, Eli Energy, through which we've developed an advanced solar-powered carport solution that uses commercial parking to capture and store solar energy for EV charging or feeding surplus energy back into the grid.

## OUR VISION



**Marcus Li**  
Founder and CEO

The vision for Eli was sparked several years ago when its founder, Marcus Li, was studying architecture in New York and started analyzing transportation and city organization. It was during this time that he began to understand that choices of transportation to get from one location to another shapes the look and feel of those places: to reinvent the city, he would need to rethink what a car can and should be in an era of fast urbanization and urgent environmental challenges.

"Our goal at Eli is to revolutionize urban trips, connecting cities and communities in a new way that reduces congestion and pollution," says Marcus Li, Founder and CEO. "We are at a consequential moment in history. As urban density rapidly increases along with unprecedented climate challenges, we are facing an urgent need to reimagine urban transport. We need to build vehicles that fit cities instead of the other way around."

Today's mobility challenges are, in fact, urbanization, traffic congestion, difficulty parking, climate change, and reduced road safety. For daily commuting, having large, overengineered, and expensive vehicles with only one driver and often only one passenger on board is inefficient and unsustainable. Vehicles and transportation systems must evolve to meet the changing mobility needs of society and our vision of the cities of the future.

In the US, roughly 75% of journeys are under 10 miles, as reported by [Micromobility Industries](#), and with the average new automobile costing a staggering \$48,000 (data from [Cox Automotive](#)), it is evident that many of these vehicles are unnecessarily costly and oversized for short daily trips. Vehicles should be designed for cities, rather than forcing cities to adapt to accommodate bulky cars.

Compact electric vehicles like Eli ZERO bridge the gap between two and four-wheel vehicles, leveraging the advantages of both. They allow for 1) better use of urban space, 2) reduced travel and parking times, 3) decreased stress and noise, and 4) increased energy efficiency. Smaller size and batteries lead to reduced lithium and energy requirements, along with the need for fewer materials and components. Also, small vehicles enable significant savings with daily commuting and an overall improvement in the quality of life.

It is projected that "by 2030 EVs represent more than 60% of vehicles sold globally" (IEA 2022, Paris, [Technology Report](#), License: CC BY 4.0). Within this shift, as nearly 70% of the world population is projected to live in urban areas, the global micromobility market is booming: according to [McKinsey](#), the estimated total addressable market is ~\$470 billion today.

Embracing this trend, at Eli, **we are reimagining personal vehicles by creating advanced, efficient, and convenient micro-EVs with automotive technology for short daily trips.**

We believe that small doesn't have to mean compromise or sacrifice. By providing a **premium driving experience**, we facilitate the adoption of compact vehicles. Our next-generation personal vehicle, Eli ZERO, in turn, empowers riders to reconnect with their communities and cities, and ultimately reduce the congestion, inefficiency and pollution caused by oversized highway cars. Local connectivity, improved walkability, and reduced car dependency are key factors in promoting a healthier urban model and empowering neighborhoods while stimulating the local economy.

## INNOVATING MICRO-EV PRODUCTION

In the traditional auto industry, resource-intensive processes such as stamping, welding, and on-site painting are heavily relied upon. However, Eli ZERO's intelligent design disrupts this paradigm by eliminating the need for these laborious steps on-site. Thanks to a unique structure and a composite exterior, we have dramatically reduced development and iteration costs, ultimately simplifying the production



process. The sub-assembly parts, effectively managed by our supply chain partners, have been meticulously fine-tuned to minimize labor requirements on our 11-workstation assembly line. This innovative approach ensures a swift assembly, maintains high quality standards, and enables rapid scalability. With streamlined operations and Eli ZERO's smart design, we can produce over 4,000 units annually per assembly line. As demand for our vehicles continues to grow, our simplified and flexible production process enables us to potentially establish assembly lines closer to our international markets in the future. Additionally, the lightweight design of Eli ZERO not only enhances production efficiency but also requires less energy to assemble each vehicle. This isn't just an operational advantage; it's a significant step toward sustainable automotive manufacturing.

**USE CASES**

Eli ZERO is primarily aimed at urban dwellers who need to move with ease, save time, and arrive punctually and neatly at various appointments. Eli ZERO customers are enthusiastic about innovation and sensitive to environmental issues. They are often professionals who value style, comfort, and practicality. Here is a wide range of applications that Eli ZERO is ideal for.

- 1. Urban Commutes:** Eli ZERO offers a compact, eco-friendly solution for navigating busy city streets, whether traveling alone or with a partner, for work or leisure. Say goodbye to traffic jams and parking nightmares, and hello to efficient, zero-emission travel.
- 2. Suburban Communities:** Quick groceries runs and school drop offs are effortless with our micro-EV which seamlessly blends convenience and sustainability, making suburban life a breeze.
- 3. Small Towns:** Eli ZERO shines as a flexible vehicle for short trips. With its small footprint and energy efficiency, it is ideal for tight-knit communities where everything is nearby.
- 4. Gated & Retirement Communities:** Eli ZERO provides a secure, comfortable, and convenient mobility solution in places where simplicity equals freedom. It offers residents an independent way to move around with ease, promoting active and healthy lifestyles.
- 5. Hotels & Resorts:** Lodging facilities can elevate guest experiences by offering eco-friendly on-site transportation, simplifying access to the surroundings or ensuring timely appointments.

- 6. Tourism & Parks:** With its user-friendly design and excellent visibility, Eli ZERO is perfect for visitors to explore site highlights at their own pace. Leisure operators can offer self-guided tours for memorable experiences with minimal environmental impact.
- 7. Vehicle Sharing:** From college campuses to citywide programs and luxury buildings, Eli ZERO delivers top-tier shared mobility services, ensuring accessibility and sustainability year-round.
- 8. Company & Government Fleets:** Our micro-EV not only cuts operational costs for employee and guest transportation but also fosters a positive environmental and social impact valued by the community.
- 9. Last-Mile Delivery:** Delivering a package, envelope or food order is faster with Eli ZERO. Its agility speeds up delivery times and reduces the carbon footprint, benefiting both businesses and the environment.
- 10. Advertising on 4 Wheels:** Eli ZERO turns heads so it is more than a vehicle; it's a mobile advertising canvas. Organizations and local businesses can easily customize their micro-EVs with logos, messages, and promotions, turning them into eye-catching moving billboards in strategic locations while promoting eco-conscious values.

**SUCCESS STORY: Eli ZERO in French Polynesia**

- **Tourism in Bora Bora with AVIS**  
A fleet of Eli ZEROs, operated by Avis, is available for tourists to rent on Bora Bora. This initiative enables visitors to explore the island's beauty with ease and in an eco-conscious manner.
- **Government Adoption in Tahiti**  
The French Polynesian government has adopted Eli ZERO as part of its new eco-focused transportation fleet. Our compact vehicles now serve government representatives, providing an efficient, convenient, and sustainable solution for their daily commutes.
- **Personal Use Across French Polynesia**  
Dozens of locals in French Polynesia are adopting our micro-EV for their personal transportation needs.



**IMPORTANT:**

The forthcoming US version of Eli ZERO will boast upgraded enhancements compared to the current European model. These include ABS, EPB and an increased maximum range of up to 90 miles. New features, along with the final configurations and specifications, will be announced during a full launch later in 2024.

Get the ideal Eli ZERO just for you!

Features	ELI-ZERO	ELI-ZERO <small>PLUS</small>
<b>Safety</b>		
4 Hydraulic Electric-Powered-Assisted Disc Brakes	●	●
MacPherson Front Struts with Anti-Roll Bar	●	●
165/65 R13 Tires	●	●
Power-Assisted Steering (EPS)	×	●
Anti-lock Braking System (ABS)	×	○
Electronic Parking Brake (EPB)	●	●
Safety Belts and Seatbelt Reminder	●	●
Rear-View Camera and Radar Parking Sensors	●	●
Tow Button	●	●
Acoustic Vehicle Alert System (AVAS)	●	●
Emergency Alerts	●	●
<b>Exterior</b>		
Dual-beam LED Headlights	●	●
LED Full Running Lights	×	●
Power-Adjustable Side-View Mirrors	●	●
Tiltable Sunroof	●	●
Heat-Protecting Windshield Glass	●	●
Off-Vehicle Light-Up	●	●
Electrically Powered Doors	●	●
RKE Keyless Entry and Start	●	●
Soft Door Close System	×	●
Premium Wheel Rims	×	○
Pastel Colors	●	●
Pearl Colors	×	○
Ceramic Coating Paint Protection	○	○
<b>Interior</b>		
Seats	<b>Fabric</b>	<b>Vegan Leather</b>
Vegan Leather Steering Wheel	●	●
Premium Interior in Gray Vegan Leather	×	○
Digital Driver Display	●	●
SONY Infotainment System (w/ 10.1" HD Digital Media Receiver)	×	○
Bluetooth and Speakers	×	●
Heat AC	●	●
Cool AC	○	●
Windshield Defrosting	●	●
USB Charging Ports	●	●
Cup and Magazine Holders	●	●
12V Power Socket	●	●
Reading and LED Courtesy Lights	●	●

## Options

### Pastel Colors



Paper White



Pebble Gray



Baby Blue

### Pearl Colors\*



Pearl White



Arctic Silver



Glacier Blue

### Ceramic Coating Paint Protection



### Premium Aluminum Alloy Rims\*



### SONY Infotainment System\*

10.1" HD Digital Media Receiver. Wireless Smartphone Connection.

## Customizations

## Accessories



### Premium Interior in Gray Vegan Leather\*

- Two-tone Gray Seats and Steering Wheel
- Two-tone Gray Dashboard
- Gray Door and Sill Panels
- Premium Floor and Trunk Mats



### Phone Holder Wireless Phone Charger

## Accessories



### Premium Floor Mat w/ Vegan Leather Underlay

Already included with Premium Interiors



### Premium Trunk Mat in Vegan Leather

Already included with Premium Interiors



### Vehicle Cover



### Type 1 AC Charging Adapter

\*Available only with Eli ZERO Plus.

The images are not meant to accurately depict the product's specifications or details. Variations may occur.



# ELI-ZERO PLUS

Small size, **Big value.**

	<b>90 miles Max Range</b>		<b>Heat &amp; Cool AC</b>		<b>Rear View Camera &amp; Parking Sensors</b>		<b>Power-Assisted Steering (EPS)</b>		<b>4 Hydraulic Power-Assisted Disc Brakes and EPB</b>
	<b>Electrically Powered Doors</b>		<b>Keyless Entry &amp; Start</b>		<b>Soft Close Glass Doors</b>		<b>Tiltable Sunroof</b>		<b>Bluetooth &amp; Speakers</b>
	<b>Vegan Leather Steering Wheel</b>		<b>Two Vegan Leather Seats</b>		<b>5.65 ft<sup>3</sup> of Trunk Space</b>		<b>Advanced LED Headlights</b>		<b>Battery Heating System</b>

## Specifications (Eli ZERO and Eli ZERO Plus)



### GENERAL

Dimensions (LxWxH)	88.6x54.3x64.4 in
Tires	165/65 R13, Alloy Rims
Wheelbase	63 in
Track	45.67 in
Classification	LSV / NEV
Seating Capacity	2
Trunk Capacity	5.65 ft <sup>3</sup>

### VEHICLE PERFORMANCE

Top Speed	25 mph
Min Turning Radius	11.8 ft
Drive	Rear Wheel Drive - Rear Engine
Max Gradability	30%
Ground Clearance	≥5.31 in
Driving Mode	Eco/Sport Dual Driving Mode
Regenerative Braking	●

### POWER SYSTEM

Batteries	8 or 12 kWh LFP
Max Range	60 or 90 miles*
Charging Time (at 220-240V)	~2-4h
Battery Thermal System	●
Advanced Battery Management System	●
Rated Power	6 kW
Service Battery	12V
Home Charger (included)	●

\* Depending on chosen battery.  
The vehicle's range may be influenced by factors such as vehicle load, air conditioner usage, ambient temperature, terrain slope, driving habits, and more.

#### Media Kit:

[press.eli.world](mailto:press.eli.world)

#### Media Contact:

Allie Potter / Skyya PR for Eli  
218-766-8856  
[ELIEV@skyya.com](mailto:ELIEV@skyya.com)

#### Eli Electric Vehicles Inc.

Long Beach, CA (U.S.A.)  
[pr@eli.world](mailto:pr@eli.world) / [www.eli.world](http://www.eli.world)



[@elielectricvehicles](https://www.instagram.com/elielectricvehicles)

