

Press Announcement

EDAG NFT Hypercar

EDAG Spain launches exclusive NFT Hypercar

Barcelona, May 4th, 2022



Photo: EDAG Spain

EDAG Spain and DownforceVX join forces to explore new business opportunities for the metaverse, web 3.0, blockchain technology, NFTs and digital assets.

-To launch this collaboration, EDAG Spain has designed an exclusive hypercar, the first digital collectible produced by Chief Designer, Tancredi De Aguilari and his team.

-Four exclusive and unique liveries will be available from the EDAG Spain hypercar as NFTs.

EDAG ENGINEERING SPAIN one of the biggest and reference automotive design and engineering service companies in Spain has signed a teaming agreement with the Barcelona based digital agency DownforceVX to explore new business opportunities based on blockchain technologies, metaverse, web 3.0 and NFT's. Also, they will work closely together to design and develop digital assets and virtual 3D models to be used in different digital environments such as social platforms and gaming.

One of the company's cornerstones is advanced Design methodology, which consists of a completely digitalized design process with the highest quality. EDAG Spain and DownforceVX will enter the virtual world and explore the advantages of Digital collectibles of the crypto scene and the Metaverse and in the new trend of blockchain video game industry (play-to-earn); where digital assets are highly valued.

EDAG Hypercar

EDAG Spain has designed a hypercar to take the lead in the Metaverse and explore this new Meta Mobility World with the launch of a hypercar concept exclusively as NFT.

The car is inspired by motorsport with a special attention to the new design trends but also committed to clean and renewable energies. The vehicle also has some hints of the dramatic supercars from the 70s and 80s; those who were in part to engage future generations to car design. The hypercar is the first digital collectible carried out by our Chief Designer Tancredi de Aguilar and his Team.

Tancredi has vast experience in car design leading advanced design studios of some of the most exclusive brands for Volkswagen Group.

EDAG Spain and DOWNFORCEVX have created four exclusive hypercar liveries and those will be available as unique NFTs for both digital art and car collectors on OpenSea the world's first and largest digital market on May 6th, 2022.

The auction will start on OpenSea.io on Friday May 6th, 2022 at 12:00 (UTC) and will finish on Monday June 6th, 2022 at 04:00 (UTC), and will be accessible at the following link:

<https://opensea.io/collection/edag>

1.GARNET SATIN BLACK

Garnet Satin Black is inspired by the deep black color of Black Garnet but also is a hint of powerful properties since it is believed that the black gemstones stimulate and regenerate energy. In an EV oriented automotive market, the Garnet satin Black livery wants to be the most disruptive and unruly version of our Hypercar.

2.THASSOS WHITE

Thassos White is inspired by the white marble and quartz from the Greek island Thassos a hidden Mediterranean paradise. White is the color of purity, honesty and perfection; that's why car designers love to use it to show their creations in the cleanest way.

3. AQUAMARINE BLUE

Aquamarine Blue is inspired by the delicate but rich blue shades of the sought after gem. The aquamarine has historically been used as a symbol for youth and happiness due to its color.

Aquamarine color can change with the heat and sunlight so our Aquamarine Blue will be reactive with the performance of our hypercar.

4. CRYPTO BRONZE

Crypto Bronze is inspired by the rich and warm metallic texture of bronze but also is a hint towards the new cryptocurrencies and digital value of the metaverse and virtual worlds.

About EDAG

EDAG is the world's largest independent engineering service provider to the global mobility industry. We regard mobility as a fully integrated ecosystem, and offer our customers technological solutions for more sustainable, emission-free and intelligently networked mobility. With a global network of some 60 branches, EDAG provides engineering services in the Vehicle Engineering, Electrics/Electronics and Production Solutions segments

With our interdisciplinary expertise in the fields of software and digitalization, we possess the key skills to help actively shape the dynamic transformation process the mobility industry is currently undergoing. Digital features, autonomous driving, artificial intelligence, alternative powertrains, new mobility concepts and the vision of a networked smart city have become an integral part of our portfolio. Embedded in EDAG's own 360° degree approach to the development of complete vehicles and production facilities, we are a competent partner for sustainable mobility projects. It is in the DNA of the company to actively shape the future of mobility and transfer new technologies and concepts into series production. Today, EDAG is one of the TOP 20 IT service providers in the German mobility sector.

Our customers include leading international OEMs, tier 1 suppliers and startup companies from the automotive and non-automotive industries, all of whom we serve globally with our workforce of approximately 8,000 experts in 360-degree engineering.

In 2021, the company generated sales of € 687 million. On December 31, 2021, EDAG employed a global workforce of 7,880 (including apprentices). www.edag.com

About DownforceVX

DOWNFORCEvx is an agency specialized in the creation, distribution and commercialization of digital rights, non fungible tokens (NFT's), digital art and collectibles for companies or entities related to the automobile industry and motorsport. www.downforcevx.com

About NFTs

An NFT is a digital asset that represents some tangible, real-world item, oftentimes artwork. These creations are tied to the blockchain and are unique representations, which in some cases can give them significant value. The buyer thus has a digital certificate which contains all the details of the creator and the creation. For example, if a well-known artist creates a digital representation of an exclusive work, the buyer of the NFT essentially owns the actual artwork, although in digital form. Like with an original Picasso painting, for example, other buyers may own prints or copies of that artwork but there is only one original. The "non-fungible" part refers to the fact that the NFT cannot be replaced with something similar, as it's a one-of-a-kind object.

**Do you have any questions, or need further information?
We look forward to hearing from you:**

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