

OA - Original Acceleration

Electric Vehicle Strategic Case Study

A connected EV ecosystem designed to deliver ownership, service, and operational excellence.



Customer
Centric



End-to-End
EV Ecosystem



Operational
Excellence

01 | Project Overview

OA is an electric vehicle concept developed for the Turkish market. The project was designed as a connected EV ecosystem, extending beyond the car itself into customer ownership, charging, physical touchpoints, and operational systems.

Project Scope

- Brand Naming & Identity
- Visual Language & Marketing Assets
- Owner Mobile App UX/UI
- Charging Experience
- Showroom & Dealership Experience
- ERP / CRM Ecosystem
- After-Sales Strategy

Project Summary

Market:	Türkiye, Germany, UK
Sector:	Electric Vehicles
Type:	Strategic Brand & Product Ecosystem
Focus:	Customer Experience, Brand, Service & Operations

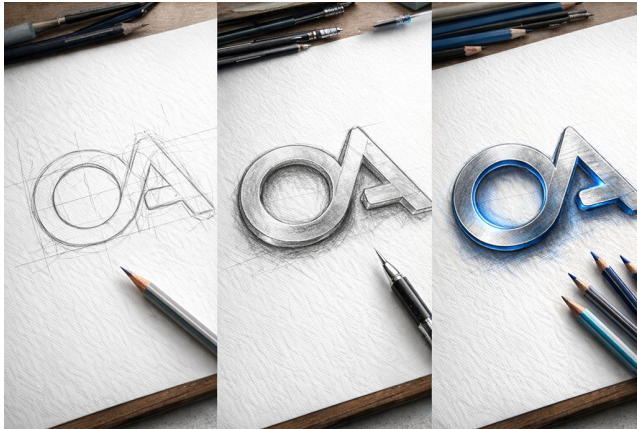


02 | Brand Identity & Visual Language

The OA brand was created to express a premium, forward-looking electric mobility experience. The identity combines a futuristic mark, refined typography, and a cohesive visual system that brings consistency across every touchpoint.

Brand Logo Explorations

The symbol evolved through sketch exploration into a sleek, futuristic mark with metallic and electric-blue accents.



Visual Language Assets

A unified visual system built around premium materials, electric-blue light, and clean composition.



OA-branded Vehicle & Applications

The identity comes to life across vehicles, digital interfaces, environments, and equipment.



03 | EV Ecosystem Strategy

Rather than treating the vehicle as a standalone product, the project defined a connected EV ecosystem linking customer touchpoints, service operations, and business infrastructure into one coherent experience.

One brand, one customer journey, one connected operational ecosystem.



04 | ERP & CRM Digital Solution

A unified ERP & CRM ecosystem was designed to streamline operations, integrate data, and enhance customer relationships across the entire EV value chain.



Unified Data & Processes

Centralized data and integrated workflows to eliminate silos and improve operational efficiency.



Customer-Centric CRM

360° customer view, lead management, and engagement tools to build lasting relationships.



Real-Time Insights & Reporting

Advanced dashboards and analytics enable data-driven decisions and performance tracking.



Scalable & Future-Ready Architecture

A modular, cloud-based solution designed to scale with growth and adapt to future needs.

From data to decisions, **ERP & CRM**; a smarter, more connected EV business.



05 | Aura AI - Mechanical AR Repair

Aura AI uses augmented reality to guide technicians through precise repairs, real-time diagnostics, and continuous learning, powered by connected after-sales intelligence.



AR-Guided Repair

Step-by-step visual instructions overlaid on real components.



Smart Diagnostics

AI-powered fault detection with real-time system insights.



Learning AI

Continuously improves from service data and technician feedback.



Connected Intelligence

Seamless data sync across vehicles, workshops, and systems.



06 | Owner Mobile Application

The owner mobile app extends the OA experience beyond the vehicle, giving customers real-time visibility, remote control, and service-oriented functionality in one seamless interface.

- Battery level & estimated range
- Remote lock and climate controls
- Charging status and history
- Vehicle location and navigation
- Real-time tire pressure monitoring
- Service access and ownership support



07 | Connected Ownership Features

Key ownership moments were designed around clarity, confidence, and control, helping customers manage the vehicle quickly and intuitively after purchase.



Vehicle Health

Monitor critical status data, including tire pressure and essential vehicle information.



Remote Control

Control lock status, climate settings, and selected vehicle actions remotely.



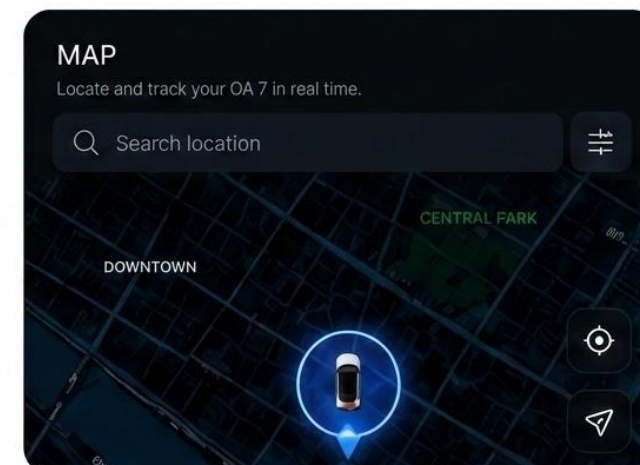
Charging Intelligence

Track charging completion, battery level, and driving range with immediate visibility.



Live Tracking

Locate the vehicle in real time and navigate back to it when needed.



08 | Physical Brand Touch-points

The OA identity was extended into physical environments to create a cohesive customer journey from first impression to ownership.



Charging Experience

A branded charging touchpoint designed to feel integrated with the vehicle experience.



Showroom & Dealership

A premium physical environment communicating trust, innovation, and product readiness.

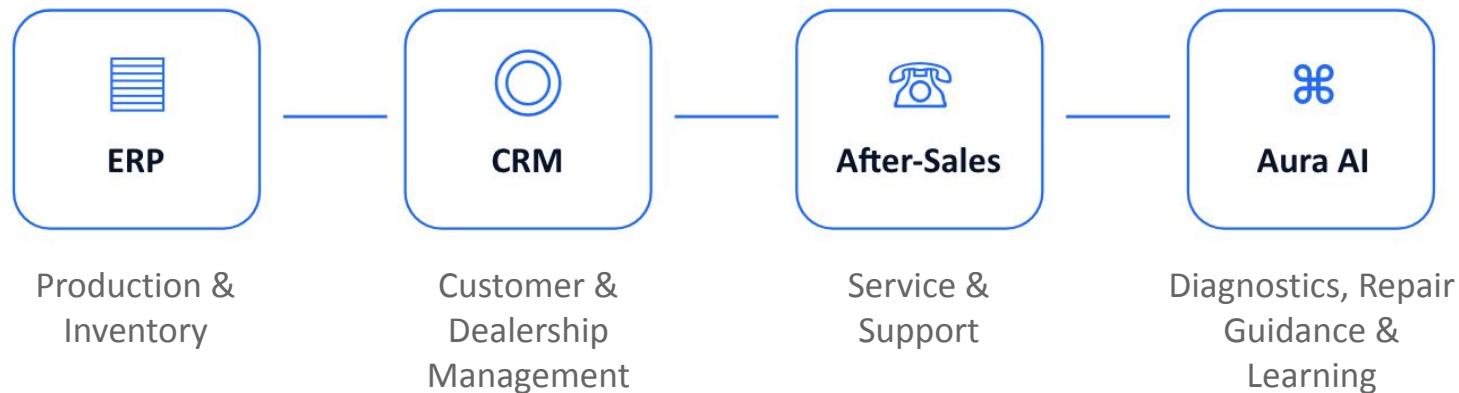


Marketing & Launch Presence

Brand assets and visual applications crafted to support awareness and presentation.

09 | Business & After-Sales Ecosystem

Behind the customer-facing experience, the project envisioned a connected business layer supporting production, dealership operations, customer management, and after-sales service.



An integrated service ecosystem strengthens ownership while supporting operational efficiency.



10 Outcome

The OA project delivers a connected EV ecosystem that unifies brand, ownership, service, and operations. By integrating digital experiences, physical touchpoints, and business systems, OA strengthens customer loyalty, operational efficiency, and long-term growth.



Unified Brand Experience

A consistent, premium identity across all touchpoints builds trust, recognition, and lasting customer loyalty.

Connected Ownership Journey

Digital tools empower owners with real-time control, insights, and support enhancing satisfaction and retention.

Scalable Business Impact

An integrated ecosystem improves operational efficiency, enables data-driven decisions, and drives after-sales growth.



11 | Image Showcase

A curated gallery of OA brand visuals, showcasing the vehicle, touchpoints, and environments that express the premium electric mobility experience.



12 | App/UI Highlights

A refined, user-centric interface designed to deliver clarity, simplicity, and intelligence at every touchpoint.



Quick Actions

One-tap access to the most used vehicle and service functions.



Smart Insights

AI-powered insights and alerts to help drivers stay ahead of every need.



Notifications Center

Real-time updates on charging, maintenance, offers, and vehicle status.



Personalization

Customizable dashboard widgets and preferences tailored to each owner.



Secure & Reliable

Enterprise-grade security for data, commands, and customer privacy.



Support & Help

In-app support, guides, and service requests in just a few taps.



13 | Closing

One Ecosystem. Endless Possibilities.

OA is more than an electric vehicle.
It is a connected ecosystem designed
to elevate ownership, empower operations,
and shape the future of mobility in Türkiye.



**Customer
Focused**



**Seamlessly
Connected**



**Future
Ready**



**Endless
Possibilities**

