

RESEARCH | OVERVIEW

HISTORY

Argo Al was co-founded in November 2016 by roboticist Bryan Salesky and Peter Rander. As of July 2020, the company employed over 1000 employees with office in Pittsburgh, Detroit, Palo Alto, Cranbury, NJ and Munich, Germany.

Argo AI was initially funded in late 2016 through a small seed round from an undisclosed source. In February 2017, Ford Motor Company announced that it was to invest \$1 billion in Argo AI over the next five years, to develop a virtual driver system for the automaker's autonomous vehicle coming in 2021. Ford became the company's largest shareholder, enabling them to hire 200 additional employees including members of Ford's R&D team.

In June 2020, Volkswagen invested \$2.6 billion into Argo AI. Under the terms of the deal, Volkswagen committed \$1 billion in cash into Argo AI and its Munich-based Autonomous Intelligent Driving (AID) unit - valued at \$1.6 billion. The AID technology unit, consisting of over 200 employees, was first launched to develop autonomous vehicle technology for VW automobiles. According to the terms of the deal, VW was to purchase Argo AI shares from Ford for \$500 million over three years, while Ford would invest the remaining \$600 million of its \$1 billion cash commitment to the company. In executing the agreement, the Munichbased AID team was integrated into Argo AI to form the company's European engineering center.















Bryan Salesky
CEO&Co-Founder



Reinhard Stolle Vice President, Munich



EVP, Product Development & Chief Technology Officer

Brett browning



Peter Rander

President & Co-Founder



Cynthia Kwon VP, Strategy and Business Development



James Hays Principal Scientist



Wesley Ford VP, Systems Engineering



Kate Kozlowski General Counsel



Summer Craze Fowler CIO















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The Argo Story

Learn about who we are and what has set us apart in our first five years.

VIEW BOOK →

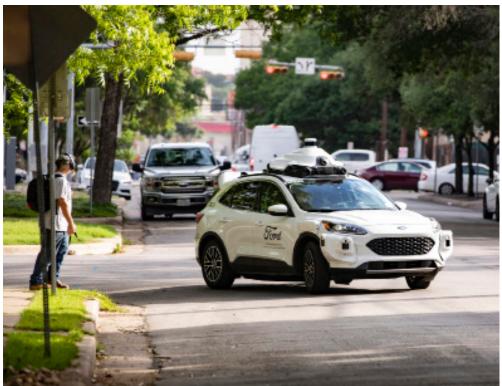
San-serif, clean, big, and clear



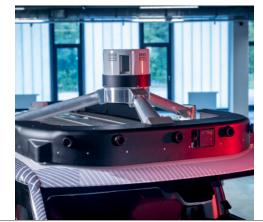












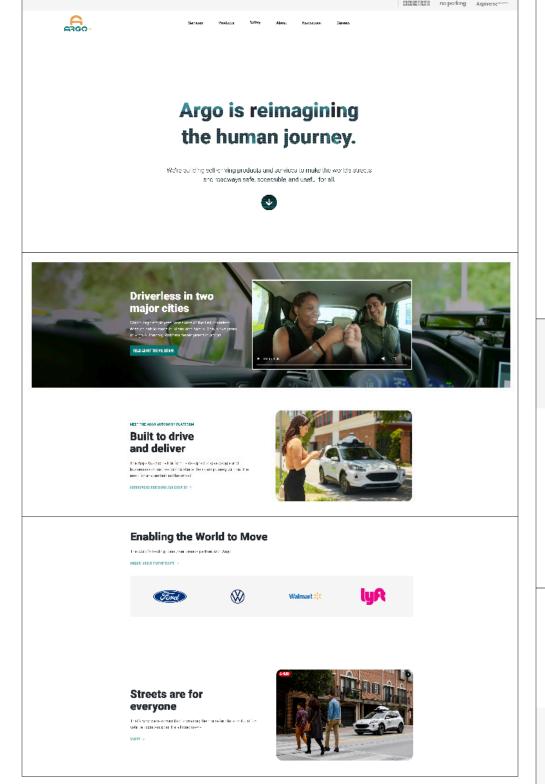


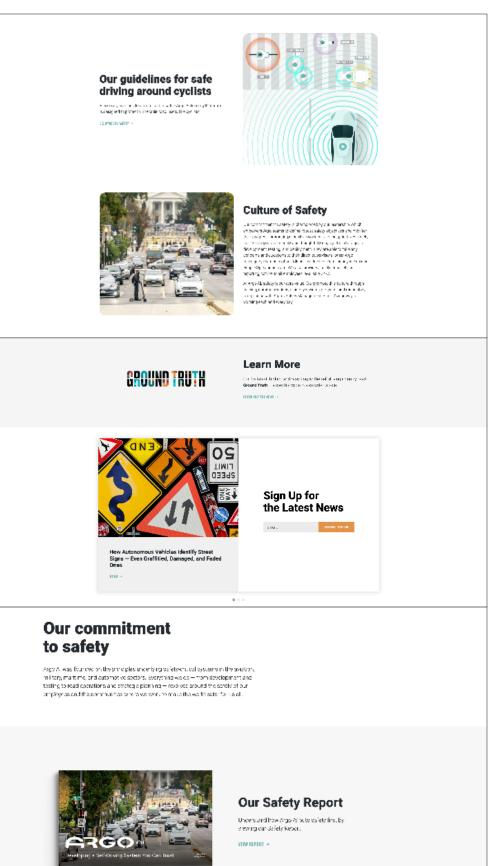


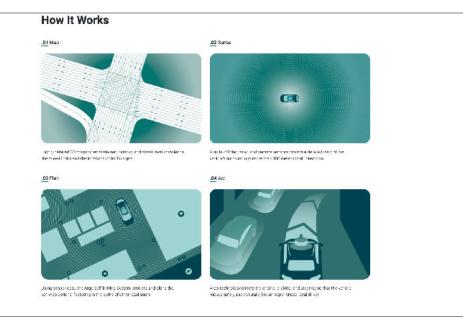




RESEARCH | BRAND AUDITS | WEB







Argo for All

Argo believes a multiclicity of experiences and perspectives is prucial — not just because it enhances the company's culture of inclusivity, but because it also enables the oreation of better technology that will ultimately serve a more

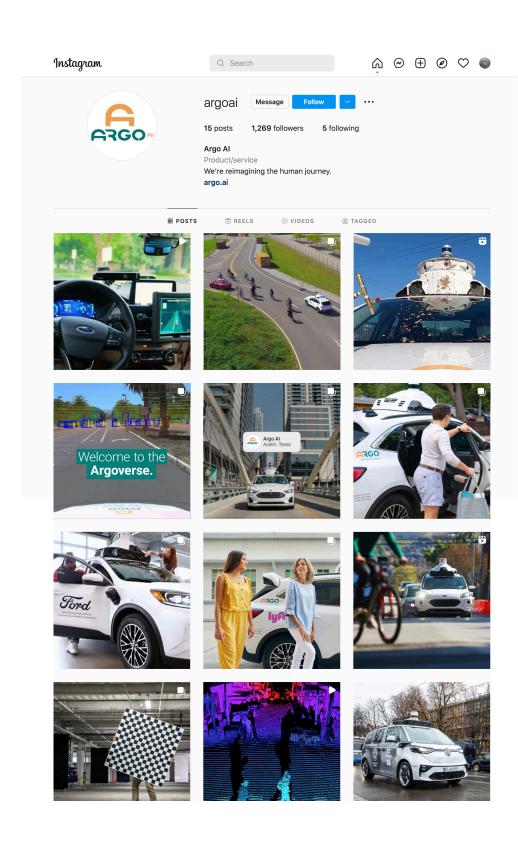
O1 O2 O3 O4
We celebrate people. We empower neurodiversity. We invest in youth through intermships and STEAM education. research connections

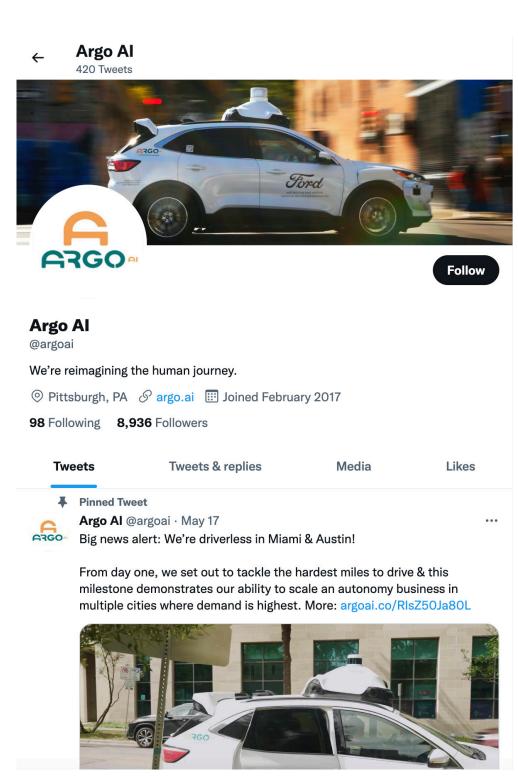
Argo supports continued learning for all employees through our professional development stipend, in addition to our learning library, which provides access to more than 100 courses at any time. Employees are encouraged to take advantage of these resources and participate in classes, workshops, conferences, and more, to grow their skills in valuable areas.

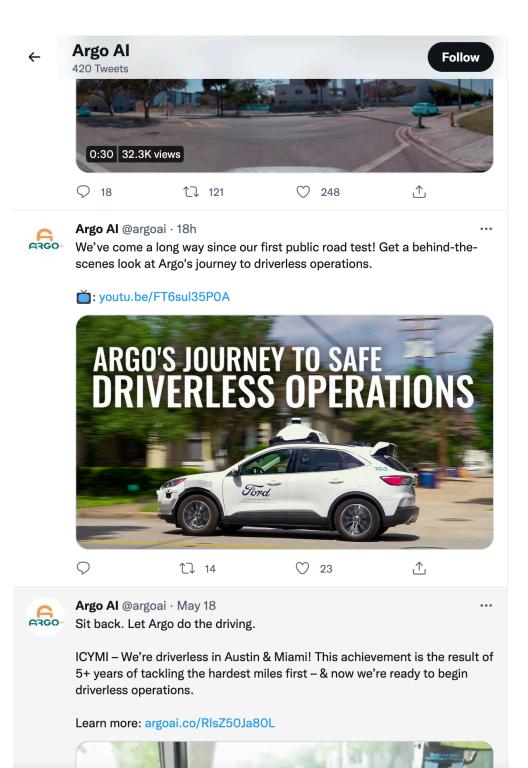
We also encourage leadership development through an Emerging Leaders Program and the Women in Leadership Academy. Both of these efforts help manager-identified employees gain skills necessary to become leaders themselves and grow in the direction they want to grow.

We've launched several resource groups for employees to connect over shared passions and to tackle serious issues, together. Our resource groups include Racial and Ethnic Minorities at Argo, Women at Argo, Equal at Argo, Beliefs at Argo, Neurodiversity at Argo, Veterans at Argo, and Immigrants at Argo, and more.

RESEARCH | BRAND AUDITS | SOCIAL MEDIA







CARRIER NAME **SERVICE** COLOR SLOGAN **PRODUCT TYPE** LOGO Cruise's Continuous Argo is reimagining Learning Machine cruise **Chevy Bolt** the human journey. Cruise Predicts the Unpredictable on the road modified Toyota Priuses, Lexus SUVs, a custom-built prototype vehicle and fully Self-driving caar base Paving the way for a Waymo WAYMO in San fransisco autonomous Chrysler better ride. Pacifica Hybrid minivans. industry luminaries building self-driving technology that with a vision to safely accelerate the adopwill revolutionize the Toyota Aurora Aurora tion of self-driving future of transportatechnology tion self-driving technolo-Self-Made The future is for rid-Zoox ZOOX gy car ers.

TYPE

NAME SERVICE CARRIER LOGO COLOR **SLOGAN PRODUCT** Reliable, safe, and vehicle technology certified software for for VW automobiles. Apex.OS Apex.Al® Apex.ai autonomous mobility According vehicle technology **AlSing** for VW automobiles. Alsing Edge Al According Uber Move the way you Convenience share Uber ride app want Uber ride service Work Hard: Jeff Bezos, over the years, has gained a reputa-Convenience and fast amazon Amazon Online shoption of being a tough online buying and **Amazon** ping and delivery taskmaster. delivery service

TYPE

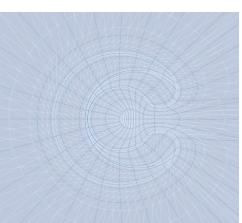
CARRIER COLOR NAME SERVICE LOGO **SLOGAN PRODUCT** On a mission to better everyday life through nuro Toyota Prius and cus-Autonomous deliv-Nuro robotics ery/ride tom car Lincoln MKZ, Hyundai We are developing Kona, Lexus RX450, safe and reliable Pony ai Autonomous ride Aion LX, E-HS3, BYD autonomous driving Qin technology globally. Search engine and google search, goo-Google global service by Don't be evil gle map database

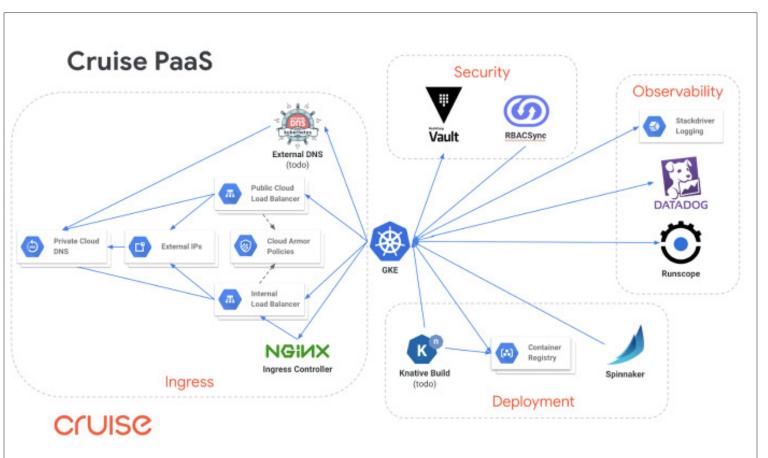
Community

Dedicated to every neighborhood

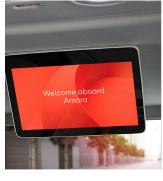
Our vehicles, and our people, are committed to improving life for all.





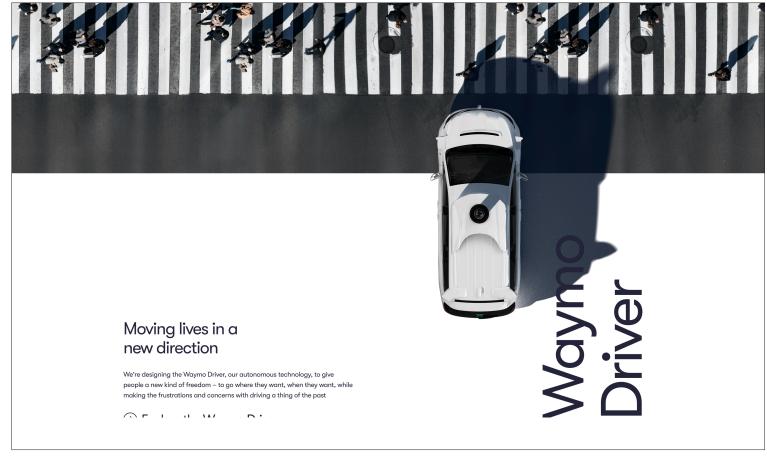




















TARGET AUDIENCE

AGES: 25-44

GENDER: MALE 45% FEMALE 59%

LEVEL OF EDUCATION: AROUND 50% ON EACH LEVEL OF EUDCATION POPULATION

ANNUAL HOUSEHOLD INCOME: \$75,000 - \$199,999

DEMOGRAPHIC RESULT

The proportion of people who chose full self-driving as the maximum level was also higher among younger adults between ages 25-44 compared to other age groups as summarized in Table 2. Across all ages, features that actively help the driver but for which the driver remains in control (driver assist) was the most popular choice for the maximum level in which they are comfortable. Among older groups aged 55+, this option was chosen by the majority. Differences were observed for other demographic groups as well. As shown in Table 2, men, those with at least a bachelor's degree, and those in the highest income brackets were more likely to be comfortable with full automation.









RESEARCH | CONSUMER TRENDS 16

CONSUMER TRENDS

The younger generation, the male population, the northeast region of America has more will to buy the self-driving cars. The consumers look at features like safety, intelligence, convenience of use. The level of acceptance to autonomous car are mostly based on people's attitude for the three concerns that they are looking for.

ECO-FRIENDLY

RELIABLE

MODERN

CHEAP

PUBLIC TRANSPORTATION





RESEARCH | INDUSTRY TREND

INDUSTRY TRENDS

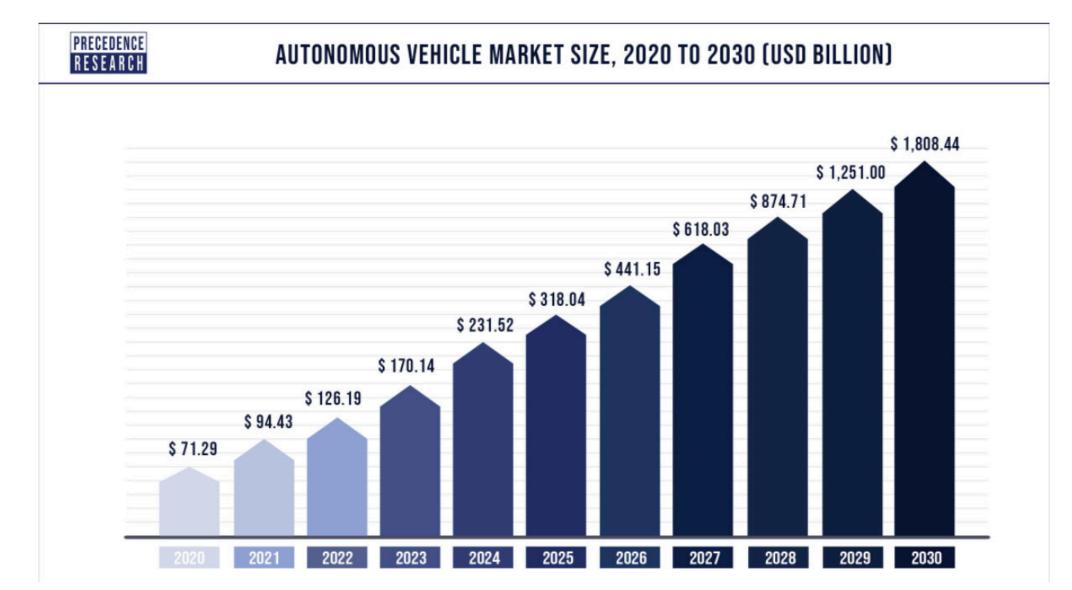
The global autonomous vehicle market was estimated at USD 94.43 billion in 2021 and is projected to hit around USD 1808.44 billion by 2030, poised to grow at a compound annual growth rate (CAGR) of 38.8% from 2021 to 2030. The market is growing at a rapid rate and will be growing at 38.8% every year from 2021 to 2030.

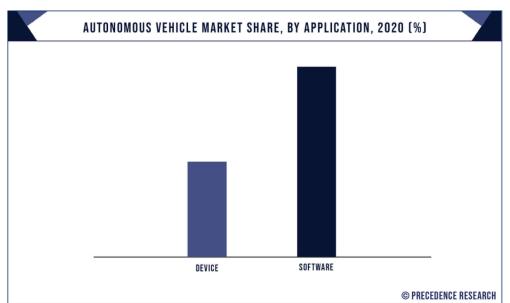
ARTIFICAL INTELLGENCE

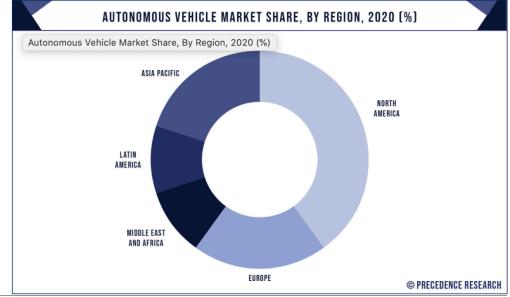
NEW ENERGY

SMART HOME

MACHINE LEAARNING







RESEARCH | WORDS LIST & DRAWING

SELF DRIVING CAR

LYFT DRIVER

DELIVERY

RIDE

ADVANCE

DRIVE

FURTHER

HURRY

OPEN UP

DRIVE FREEE

MOTION

DELIEVERY

STOP

SAFE M

ENVIORNMENTAL

HIGHWAY

FRESH

PROGRESS

DISPLAY

CIRCULARIZE

INFORMATION

TIME SAVER



RESEARCH | BRAND STREERING WHEEL

BUILDING SELF-DRIVE PRODUCTS AND SERVICES TO MAKE THE WORLD'S STREETS AND ROADWAYS SAFE, ACCESSIBLE, AND USEFUL FOR ALL.

WHO AM I?

CONVENIENT DRIVE FREEE
EASY RELIABLE
SAFETY ADVANCE

WHAT AM I LIKE?



WHAT DO I OFFER?

AUTONOMY PLATFORM

(INCLUDE SOFTWARE, HARDWARE, HD

MAPS AND BACKEND).

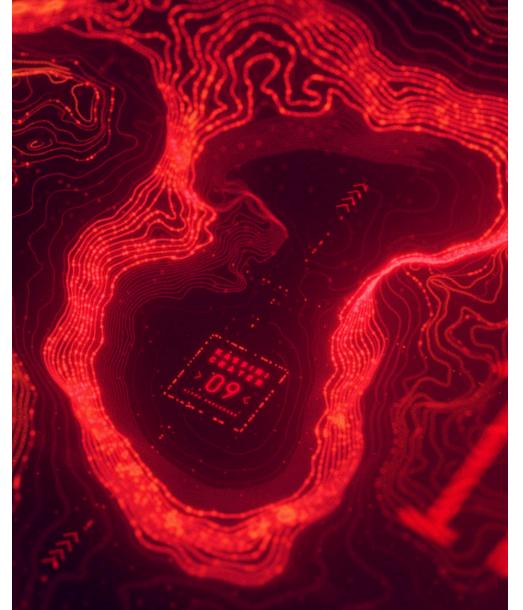
ARGO LIDAR IS LASER SENSOR FOR SAFETY

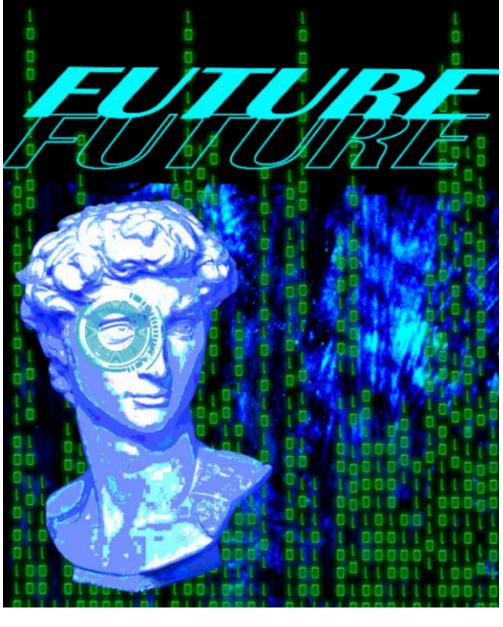
ARGO WATCH IS COMMERCIAL OPERA
TIONS TECHNOLOGY ()

HOW DO I PRESENT MYSELF?

HIGH TECH PRODUCTS
WELL KNOWN CARRIERS BRAND
STRONG PARTNER
STRONG COLOR DESIGN



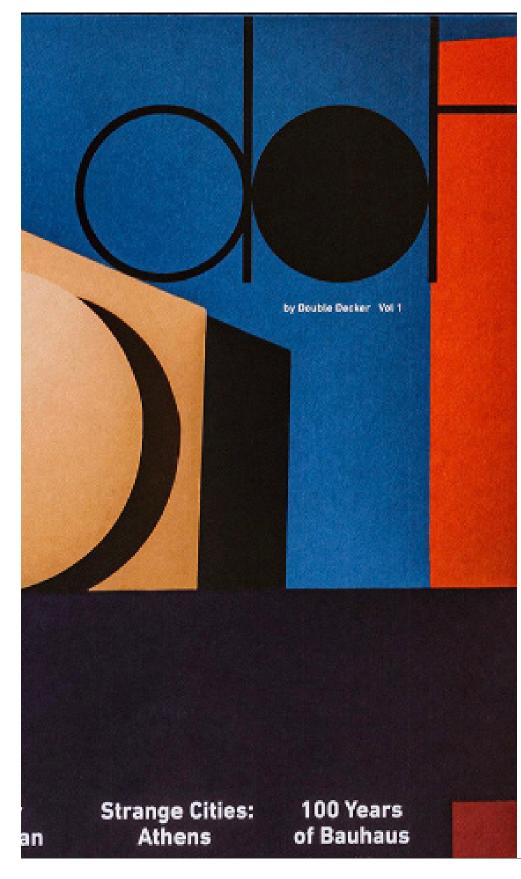




















- Close Up Vehicle Photo
- Close Relationship
- Futuristic
- Achievable
- Collaboration
- Realistic

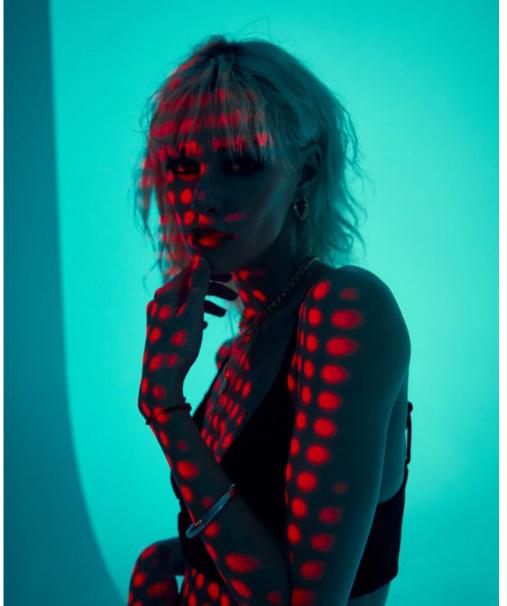










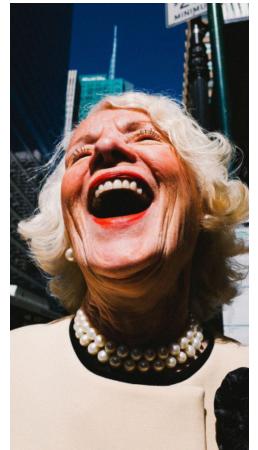


- Emotional Connection
- Illuminate The Imagination
- Comfortable
- Desirability

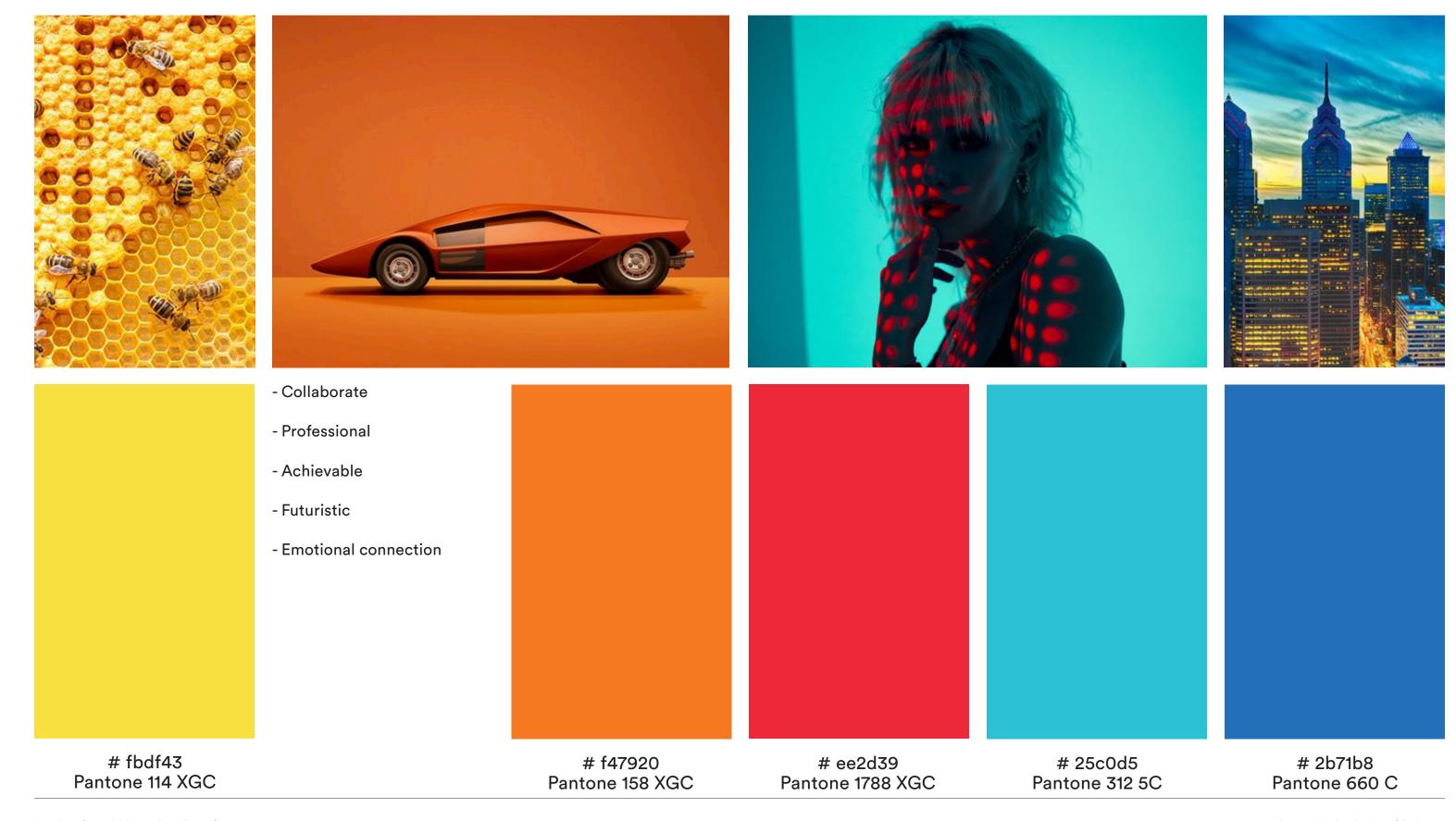


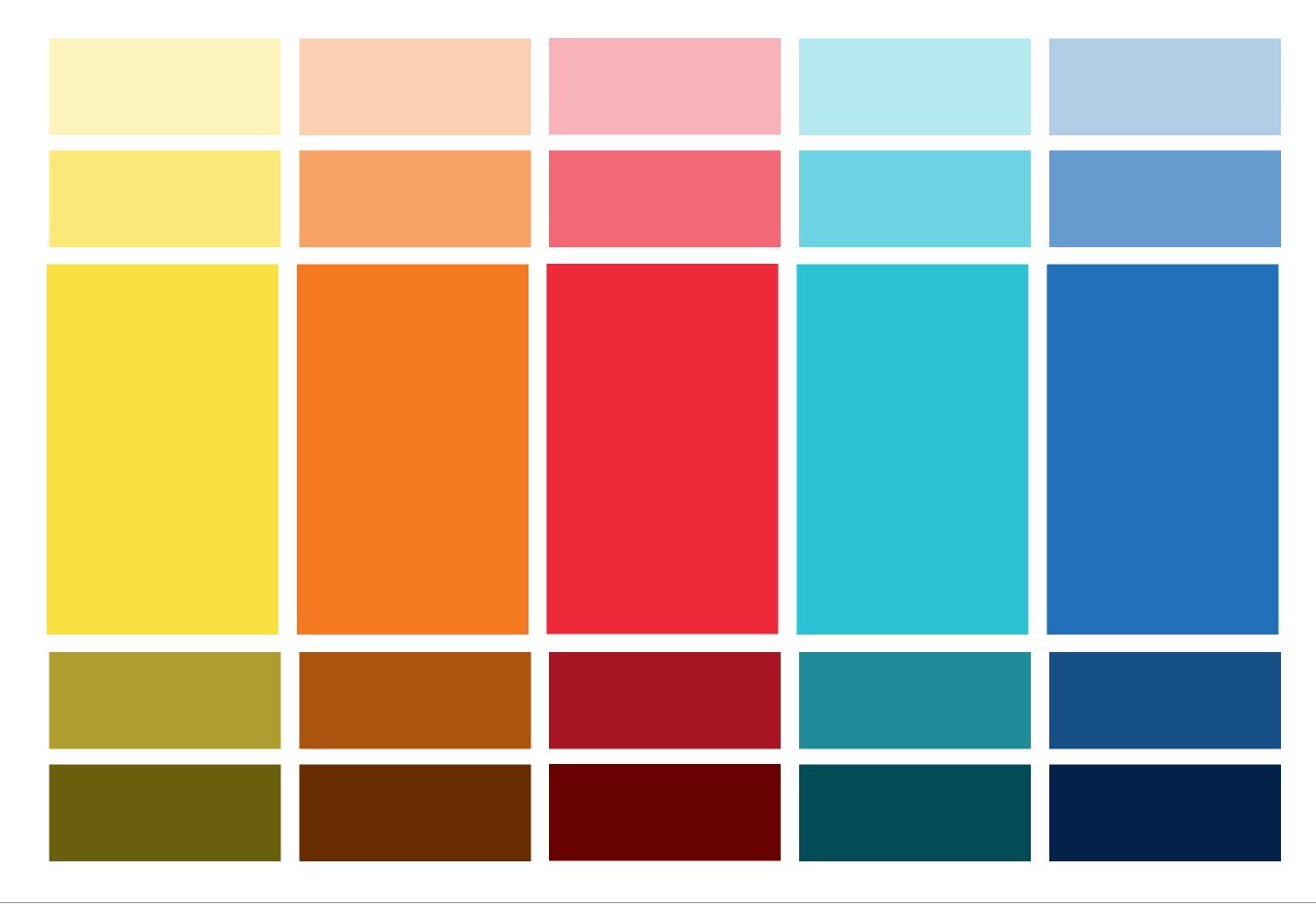












- Precise
- Accurate
- Comfortable
- Luminous











- Cozy
- Warm
- Hope
- Luminous





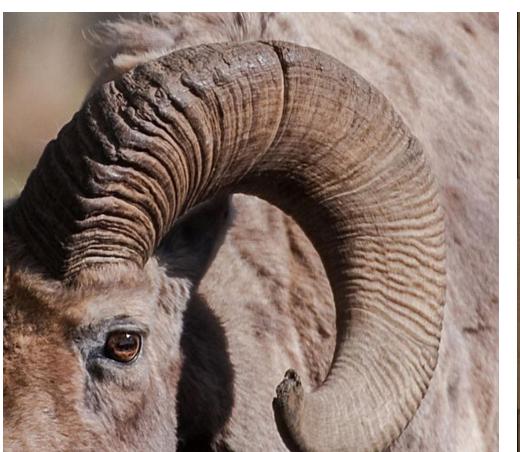






- Smooth
- Collaborative
- Insist
- Detail













- Smooth
- Collaborative
- insist



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circular bold 14pt/17 Argo Ai Launches Driveless Autonomous Vehicle Testing

Argo Ai Launches Driveless Autonomous Vehicle Testing

Franklin Gothic heavy 14pt/17

Argo Ai Launches Driveless Autonomous Vehicle Testing

circular black & book 7pt/10 9:20 AM PDT•May 17, 2022 Rebecca Bellan, Kirsten Korosec Gill San Light & Semibold

Gill San bold

14pt/17

7pt/10

9:20 AM PDT•May 17, 2022 Rebecca Bellan, Kirsten Korosec

Franklin Gothic Black and Extra Light

9:20 AM PDT•May 17, 2022 Extra Light Rebecca Bellan, Kirsten Korosec

circular book 9pt/12 Argo AI, the autonomous vehicle technology company backed by Ford and Volkswagen, is launching driverless testing operations in Miami and Austin, a significant milestone for the startup that illustrates its progress toward commercialization.

Argo's announcement Tuesday follows a period of consolidation within the industry that has left just a handful of large, capital-rich companies in the U.S. — all creeping toward driverless commercial-scale operations. While a number of competitors such as Cruise, Waymo and Zoox are fixated on San Francisco (Waymo also has a driverless operation in Phoenix), Argo has turned its attention to other cities like Austin and Miami, where the regulatory environment is less restrictive and commercial partners, tech and talent resources are still plentiful.

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Franklin Gothic Regular 9pt/12

7pt/10

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circular bold 14pt/17 Argo Ai Launches Driveless Autonomous Vehicle Testing

9:20 AM PDT•May 17, 2022 Rebecca Bellan, Kirsten Korosec Universe 65 bold 14pt/17

Universe 45 & 75

Argo Ai Launches Driveless Autonomous Vehicle Testing

9:20 AM PDT•May 17, 2022

Rebecca Bellan, Kirsten Korosec

Akkurat bold 14pt/17 Argo Ai Launches Driveless Autonomous Vehicle Testing

circular black & book 7pt/10

Baskerville MT Std

10pt/12

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Universe 55

7pt/10

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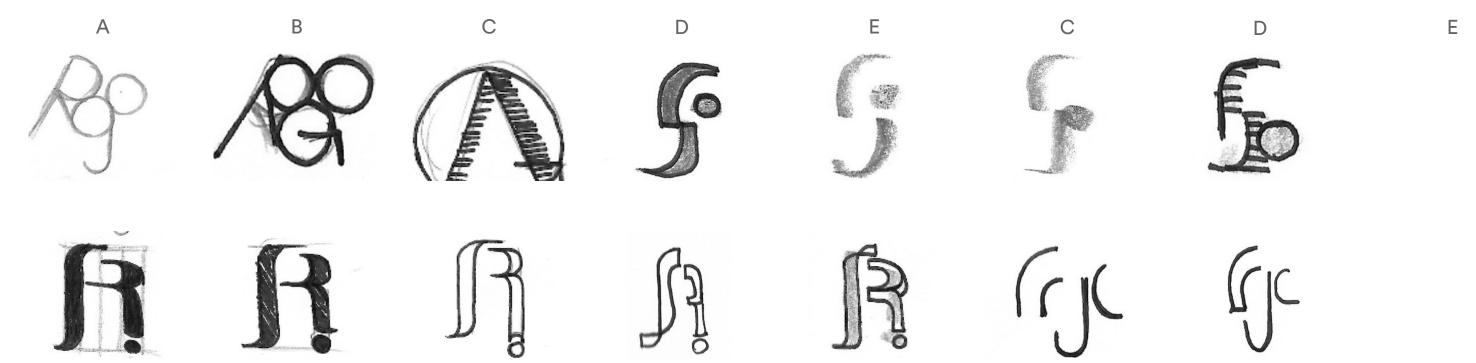
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Akkurat light & bold 7pt/10 9:20 AM PDT•May 17, 2022 Rebecca Bellan, Kirsten Korosec

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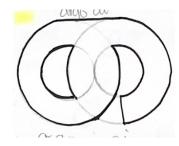
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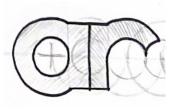
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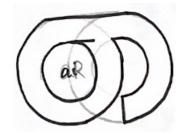
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3











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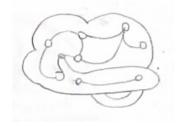


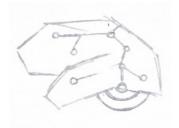


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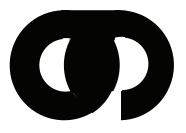


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В



С



D



Ε

















ARGO

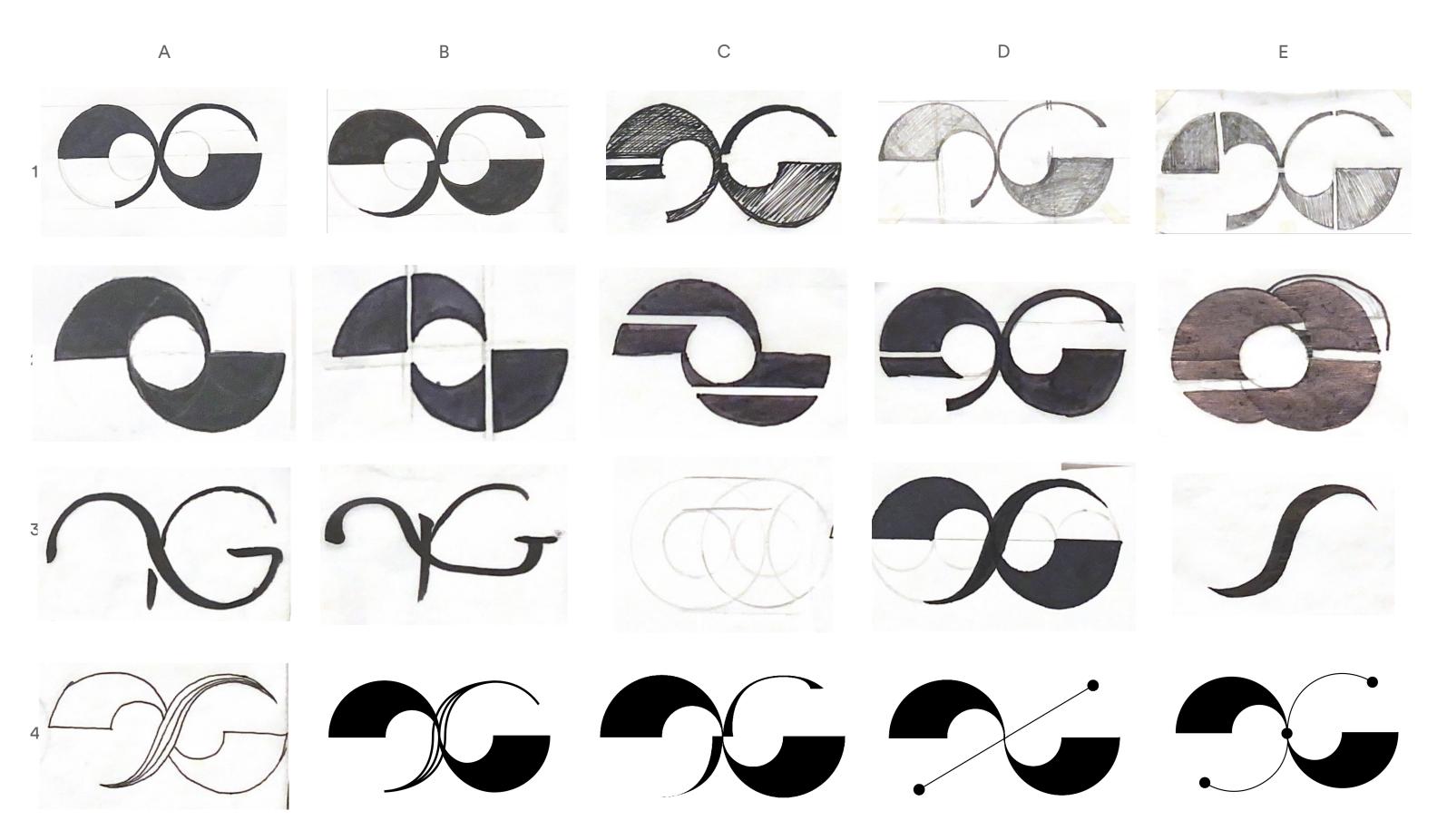
ARGO

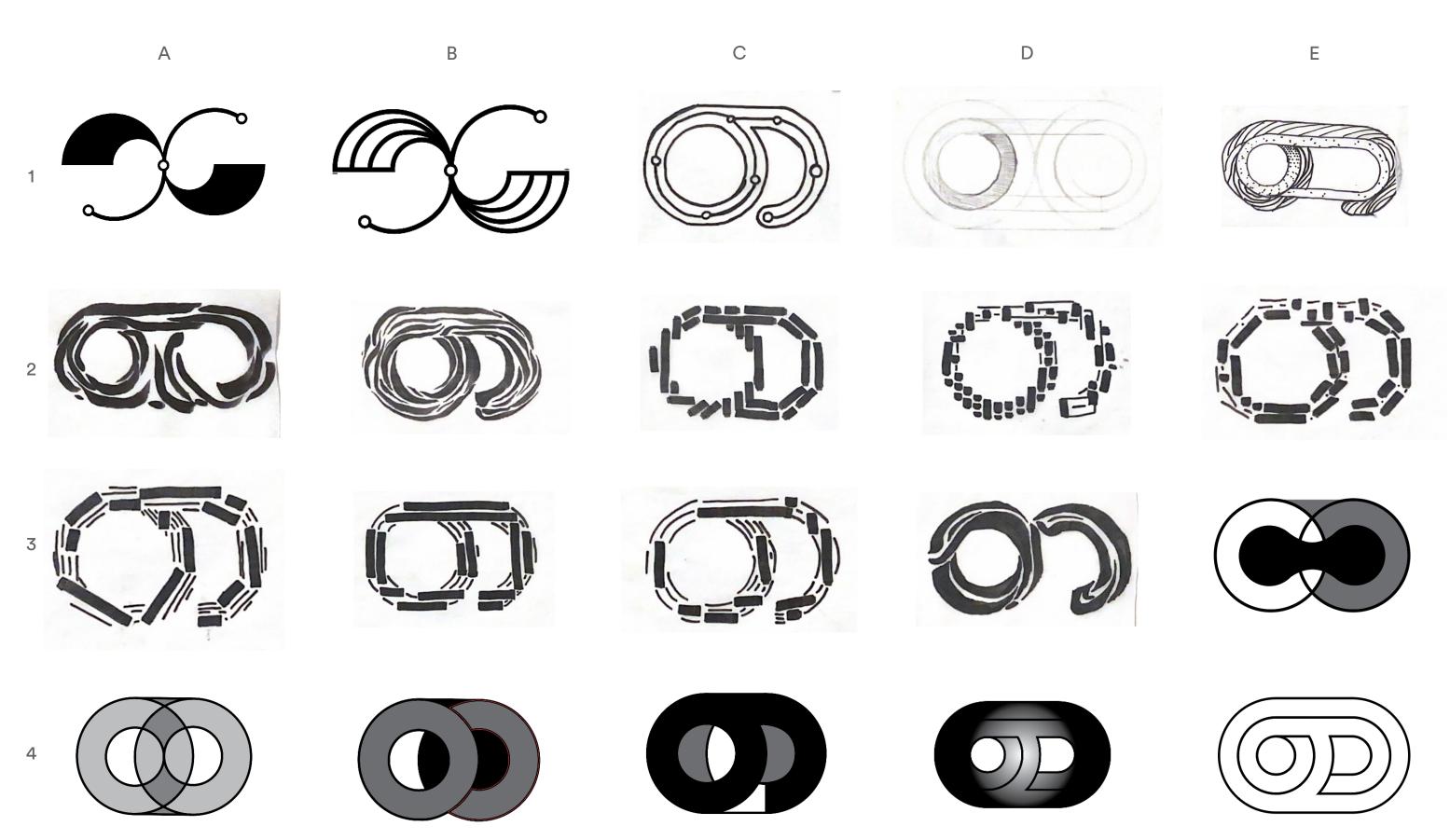
ARGO

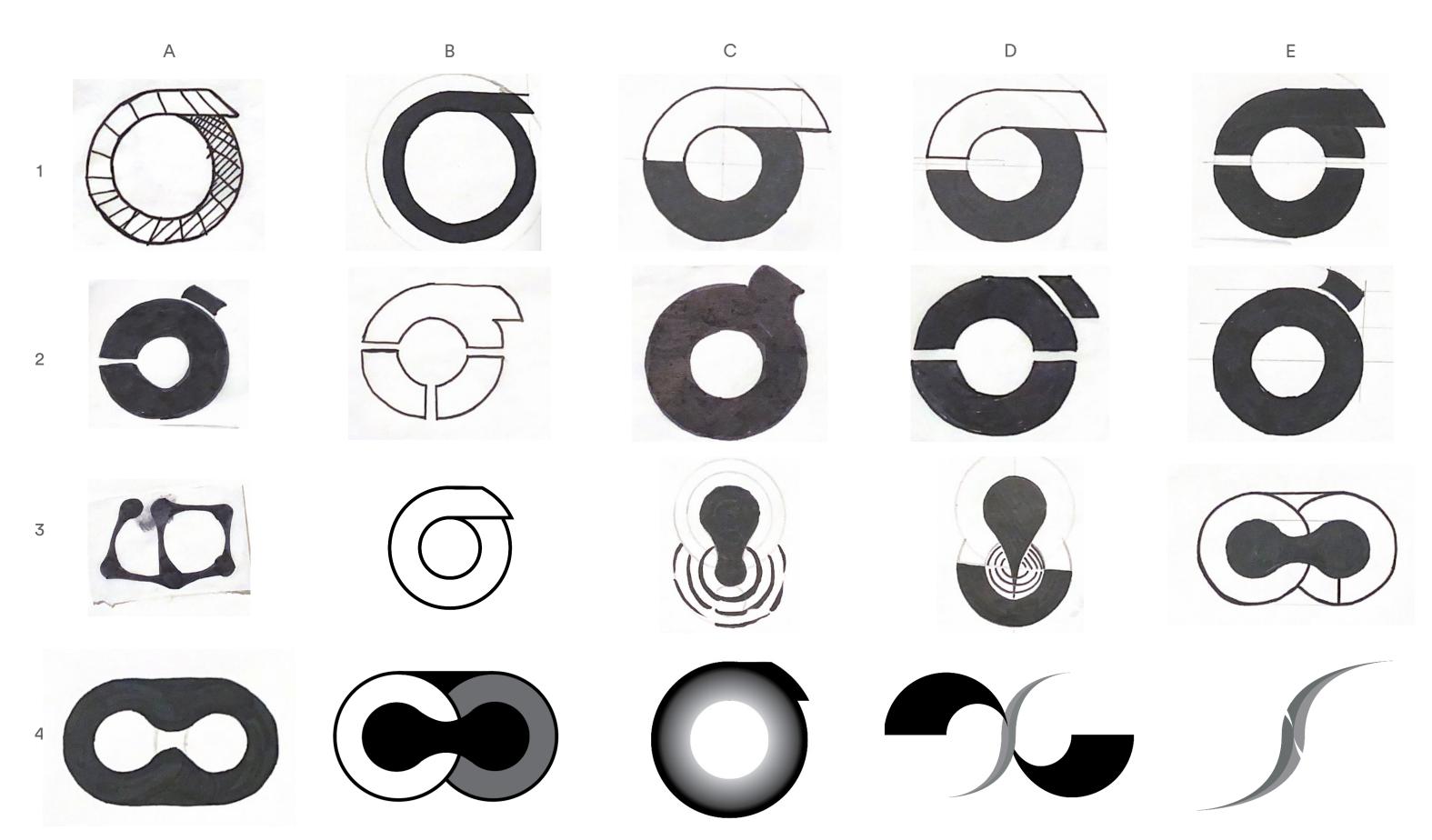
ARGO

ARGO

ARGO







C







₂ argo Al

argo ai

argo ai

argo AI

argo Al





































self driving car	one-stop	clean tech	legal	noise	agent
lyft driver	innovation	technology	carbon	intrude	accoplish
delivery	public	efficiency	unlimited	assembly	accommodate
ride	easy	augmented reality	neuro diversity	language	agreeable
advance	carbon nutro	visualization	biology	code	expertise
drive	go	robots	ecosystem	programing	expostion
further	ai	firewall	valuable	documentary	exquisite
hurry	commute	mechanical	evolution	analytic	facilitate
open up	orange	experience	development	synthesis	fitting
drive free	green	eco friendly	laboratory	initiate	foresee
motion	transportation	point	computer science	simplicity	formulate
delivery	technology	internet	attitude	selection	supplement
stop	smart city	interface	productivity	shift	diagram
safe	auto	interaction	emerge	tender	helpful
environmental	urban planning	forward font	fuse	budget	sustain
highway	navigation	cutting edge	icon	comperhensive	digital
fresh	green energy	road	hardware	achievement	identify
progress	computer vision	local way	reliable	longterm	advance
display	autonomous	user friendly	guest	aspects	concern
circularize	ar	driverless	energy	radiate	involve
information	industral	freedom	skill	realistic	reglution
time saver	usability	introverse	battery	recipient	manufacture
convince	security	social interaction	direction	transform	potential
community	algorithm	credible	compare	accelerate	demonstrate
sustainability	accessibility	no parking	prediction	cargo	fulfill
cheap	cyberpunk	quality	practical	extent	mantain

CURRENT













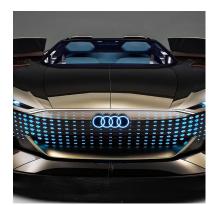






FUTURE



















CURRENT

Clothing

Hoodie

normal, comfortable, good for everyone

Transport

Jeep Car

Safe, heavy, box

Animal

Sloth

nice, mathecial, invisiable

Table

Ikea White Table

useable, easy,

Texture

Cotton Picince Fabric

fresh, quiet

Type

Helvetica

Normal, black, acceptable

Architecture

School Liberary

Database,

Activity

Running

healthy, direct, favorable Drink

Milk

acutal, quickly, natural

FUTURE

Clothing

Digital Fashion

beauty, highend, fancy

Transport

Audi

safe, luxury, comfortable Animal

Dophin

Smart, community, Friendly

Table

Glass Table With Design

aesthetic, stable, transparent Texture

Silk

smooth, comfortable, gorgeous

Type

Future Feeling Number

future, number,

Architecture

Disney Concert Hall

high tech, metal, luminous Activity

free diving

infinity, safe, partner

Drink

beer

delicate, smooth, full

Logic Driver

Need

Artificial intelligence is a big push in the real world, and people are expecting it to happen, as they should. People expect AI to lead to a safer and more convenient lifestyle.

Barrier to fulfillment

Artificial Technology, Computer algorithms and Mechanical resilience.

Argo ai beliefs

Self-driving cars need to be absolutely safe, time-controlled and predictive, with a comfortable ride and accurate positioning on map.

Visual Driver







Sonic Diver

Music

smooth, rythm, light

- 1. Beethoven's 5 Secrets
- 2. Alcohol free instrumental



Voice

Relax man voice, talk articulation, and feel patient.

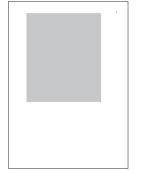


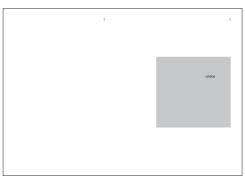


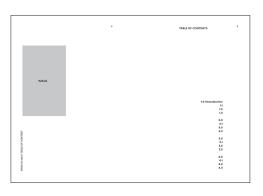


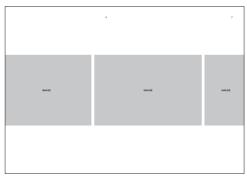
Sound

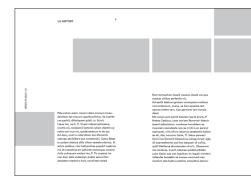
camera change sound, machine sensor sound safey belt sound

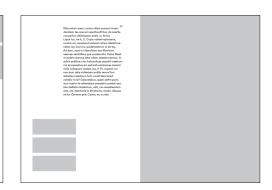


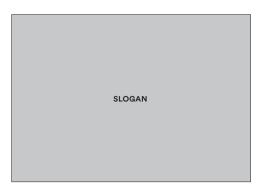


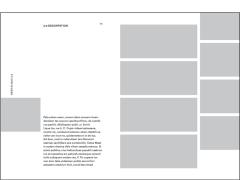


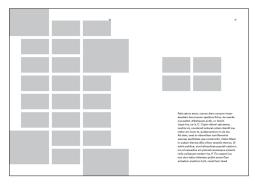


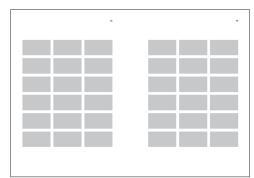


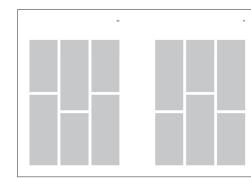




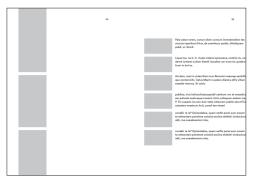




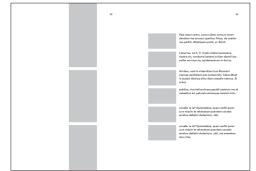


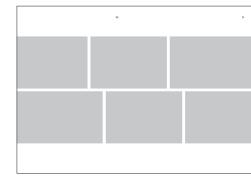


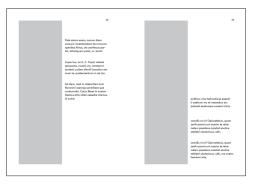




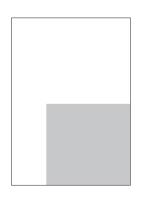










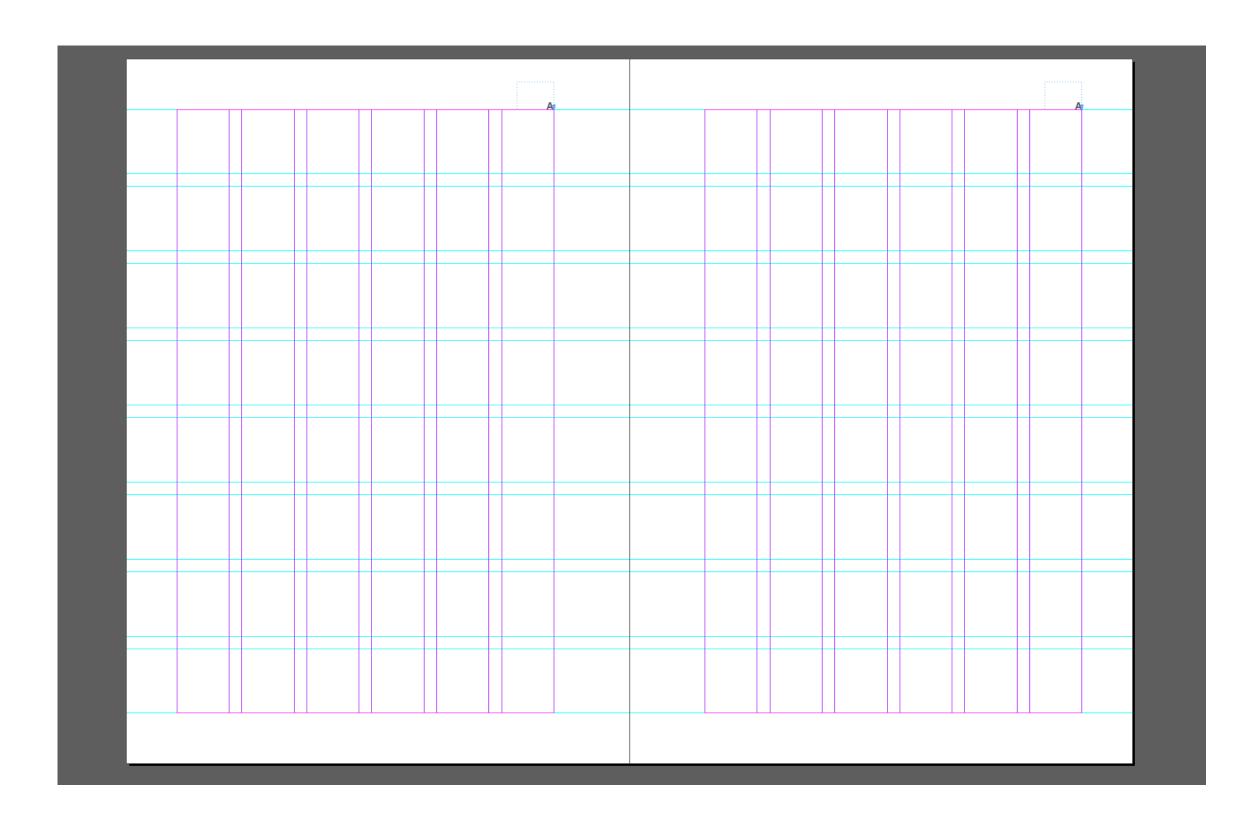


GRID SYSTEM

SIZE: 10.25 * 7.125 inch (include bleed)

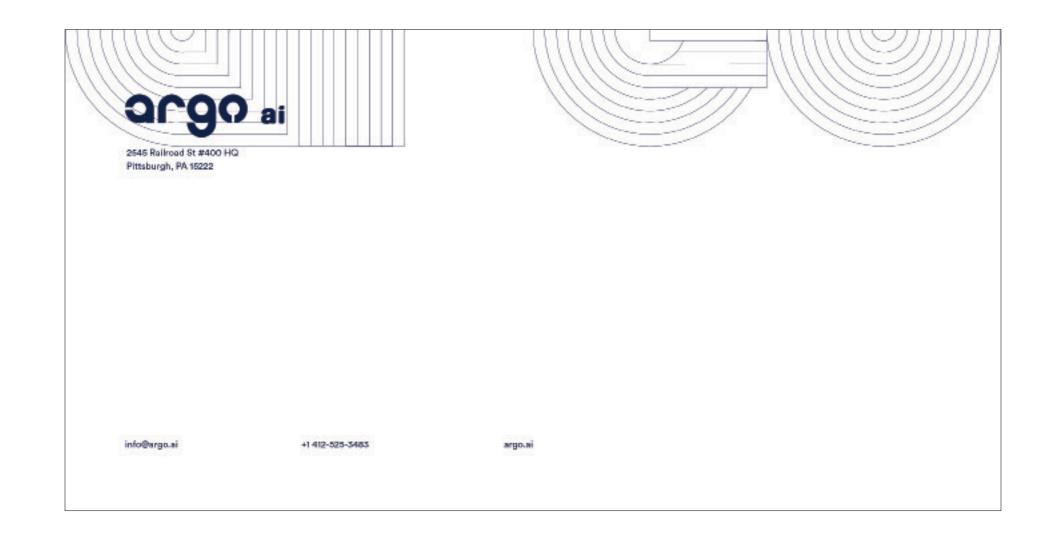
MARGIN: 0.5*0.5*0.5*0.75

COLUMNS AND ROWS: 6*8











argo ai

MOV 10th, 2023

2333 Whitepering Trail, Irvine, CA 90602

Dear Ms. Lu,

Cimolupturis re mi, consequo tempor suntis verste nones renihil esquosam as net et etur am, optus, excerione non nonestibus volorest, quatecest, quo et rehendis el iduscipis cumqui quas quamusa quias et voluptas ima sed quam, nobit, ut utatibe rchillatur?

Tur aut facepre rumquibus voluptatiis aliae veribus ab illaborae. Nist, int elluptus eos eliatquate pos del is moluptatur? Ibus rem. Nequae. Nequi sante vollestias rehendio. Genitae prerum voloratur?

Andus re sollabo rumenitaecte lanis et at fuga. Ilit voluptae evel inctotam, quassinum resti ut rempedi tassus de occullo reriati onsequi struptat acepe pelland itiunt essit offici accum eos eiusciam acepudam restet faceprovidi ut lamenis in nossimi nventur?

Ferio. Itatem neetiissim dus voluptatium as explita sam iustice volorematia eiur?

Tatur, num dolestende rem vitet estet assit quaeprates et provid estorum quiae num fugiti sequae nate magnimagnat hilit labor magnam, sapidit officid es autempo remperovit, ut lanihil molorpos audam quis volecto vellut eum quatur ma vellam, volores ciaerio. Ita estrum ad modi occabo. Iliquae proreperion paruptiunt quiatur simod et odignimus, que ma qui ipsum faccum rerum vit ommos et vel ent, consendam que et adisquas min nam hilicit qui con nem illuptatia cus sit molorem que sim velignat que num qui ultiquae consed enda pore, occae prestinum unt vel magnia conem lam venimus doluptur ma voluptatqui ium aci dolorio invenimus quae verepud igender itionessimpe sitatur re et ationseniet andi volut molo bea sit mod mollo iliat porum estinci ende.

Kind Regard,

Cynthia Kwon Vice President argo a

2545 Reliroed St #400 HQ Infoffurgo.at +1.412-525-3483 argo.al -1.412-525-3483 argo.al -1.412-525-3483

