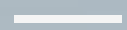




Polestar



Nils Rylén
Head of Global Marketing Communications
& Marketing Sweden



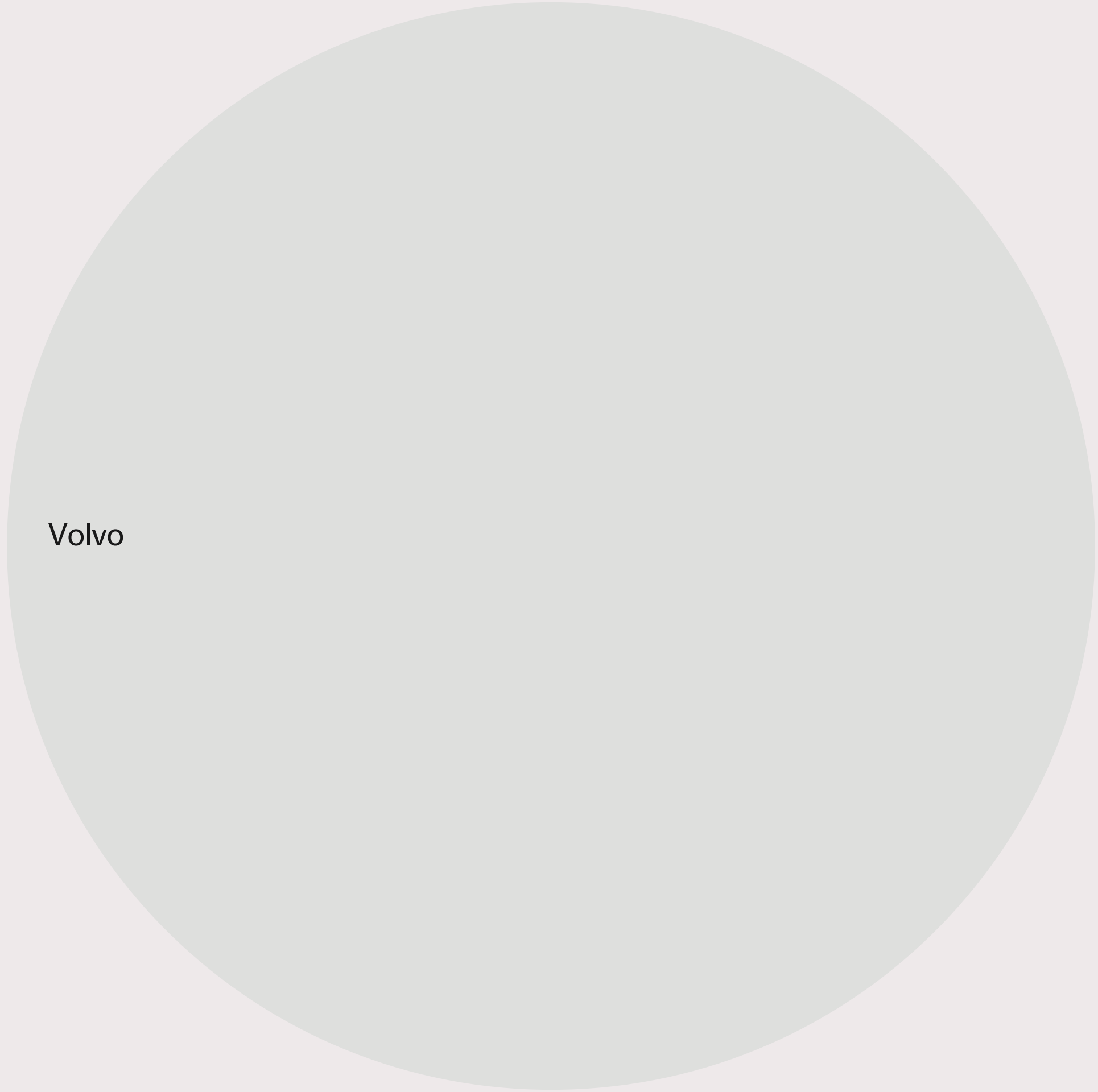
Do the world really need
another car brand?

Not really – if we do things like
everybody else.

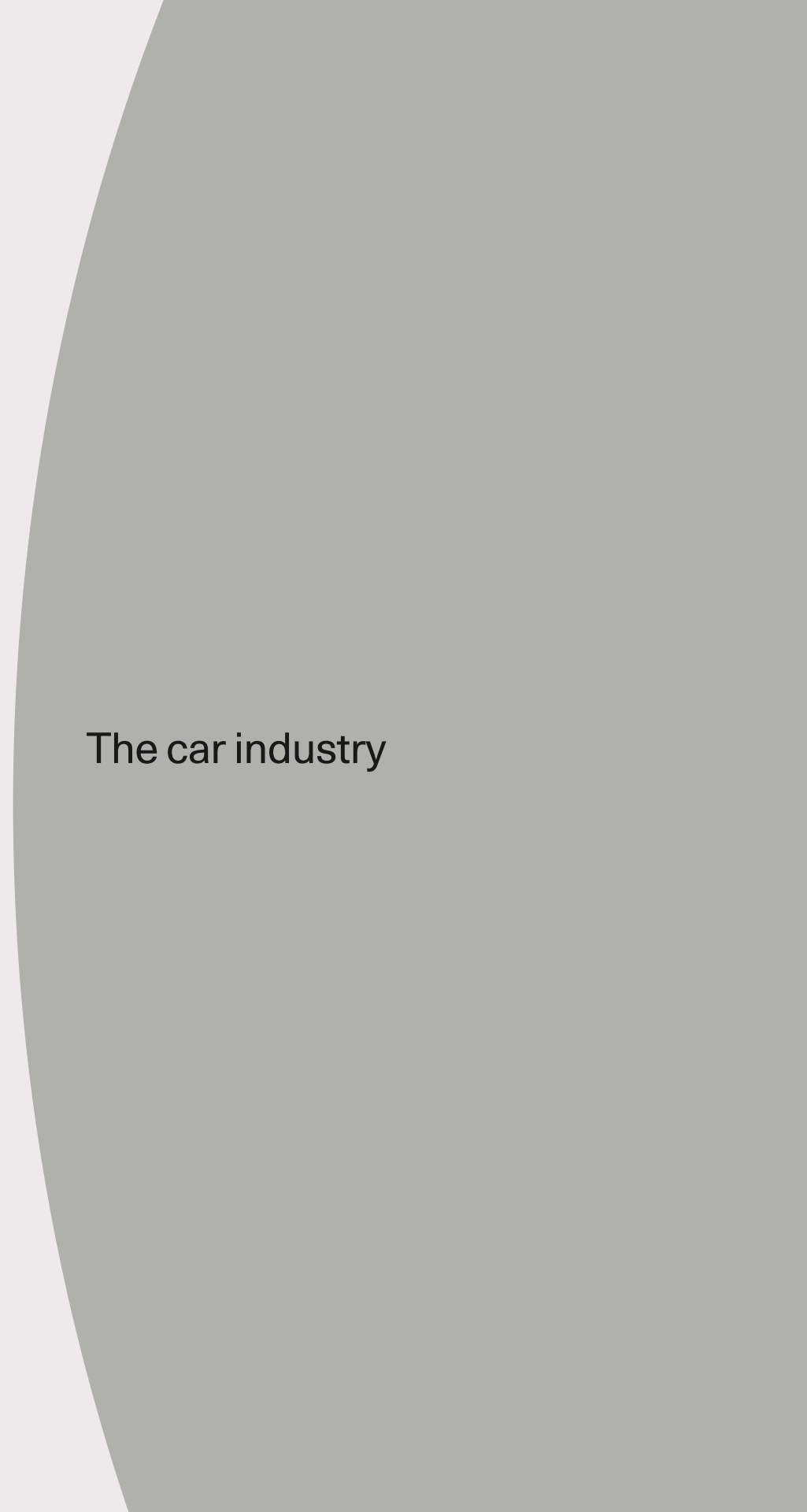
Polestar



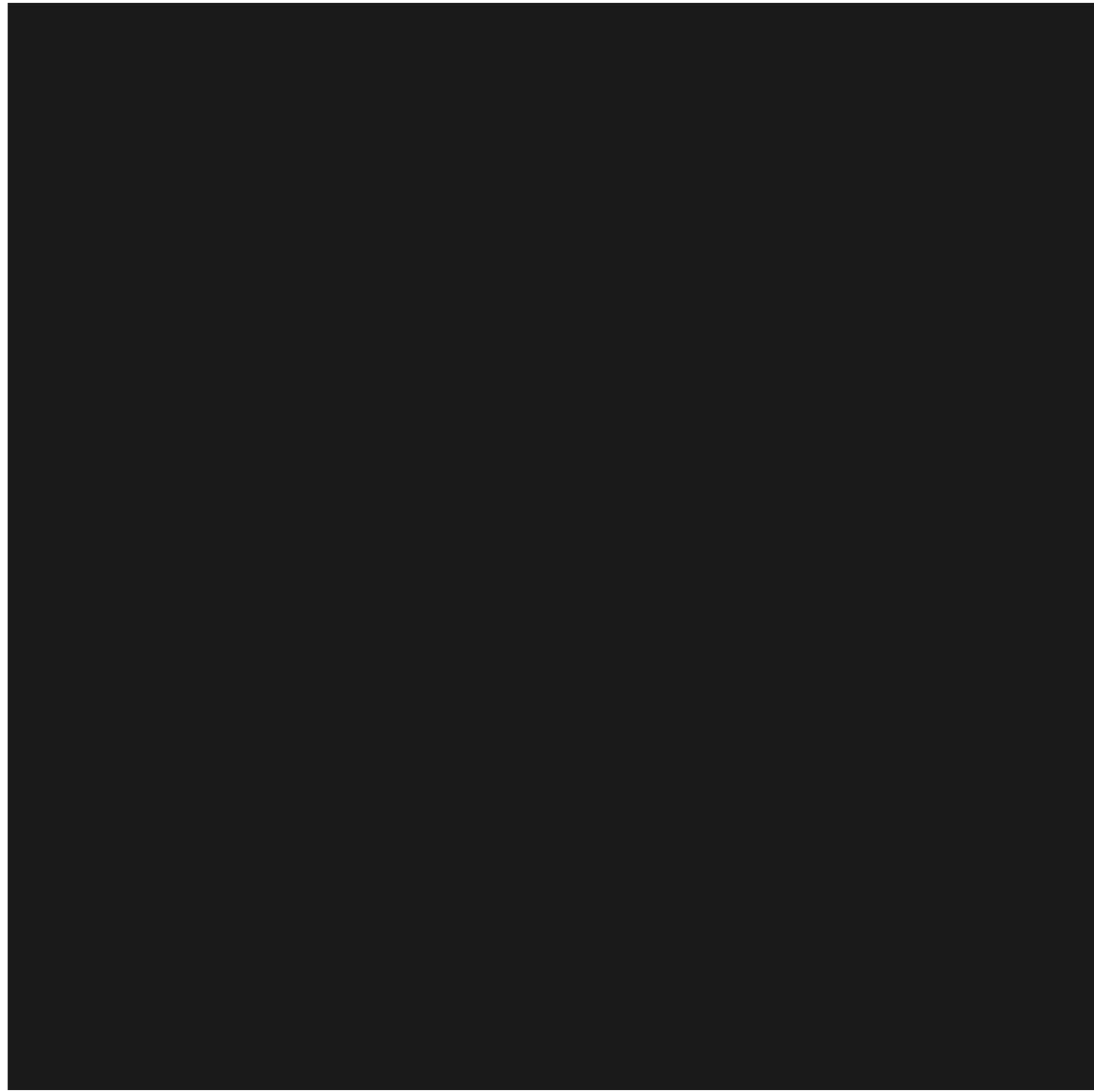
Volvo



The car industry



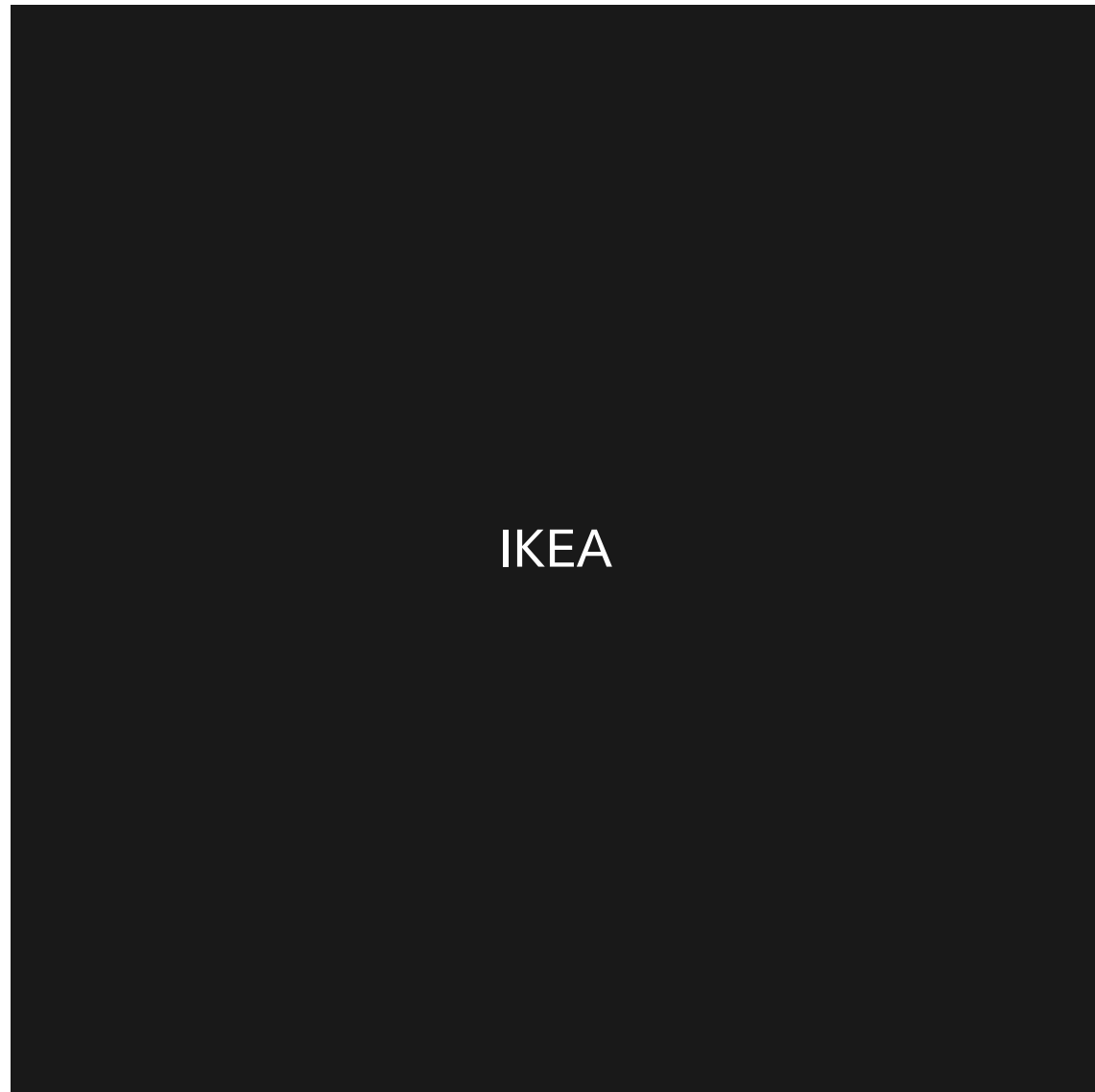
A square full of
opportunities



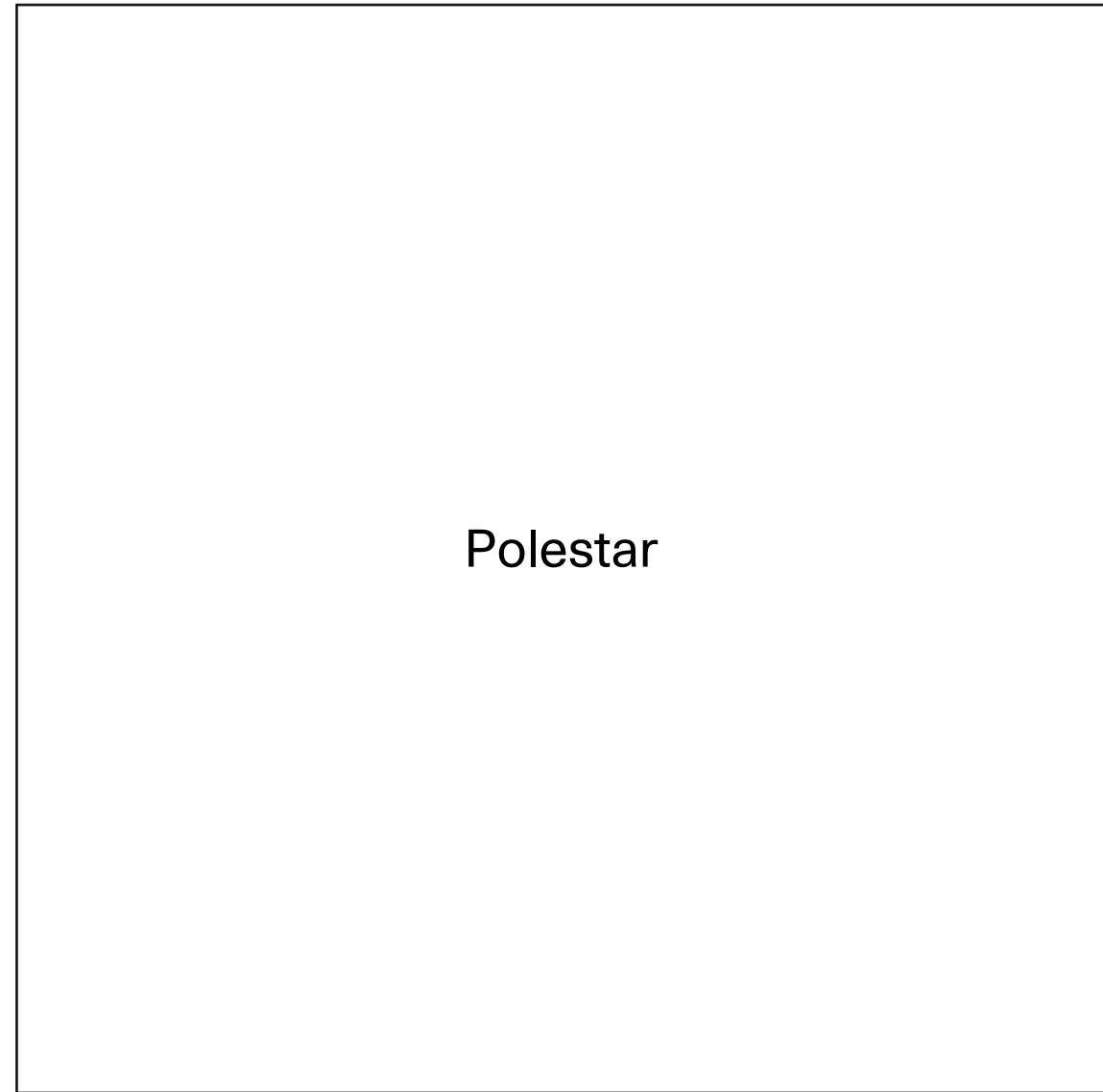


IKEA

A square full of consumer
experiences of the brand



A square full of consumer experiences of the brand



A square with very few consumer experiences of the brand

A safer journey

A wonderful & scary journey

What is in that
square?









Product Sustainability Declaration

—
Design towards zero

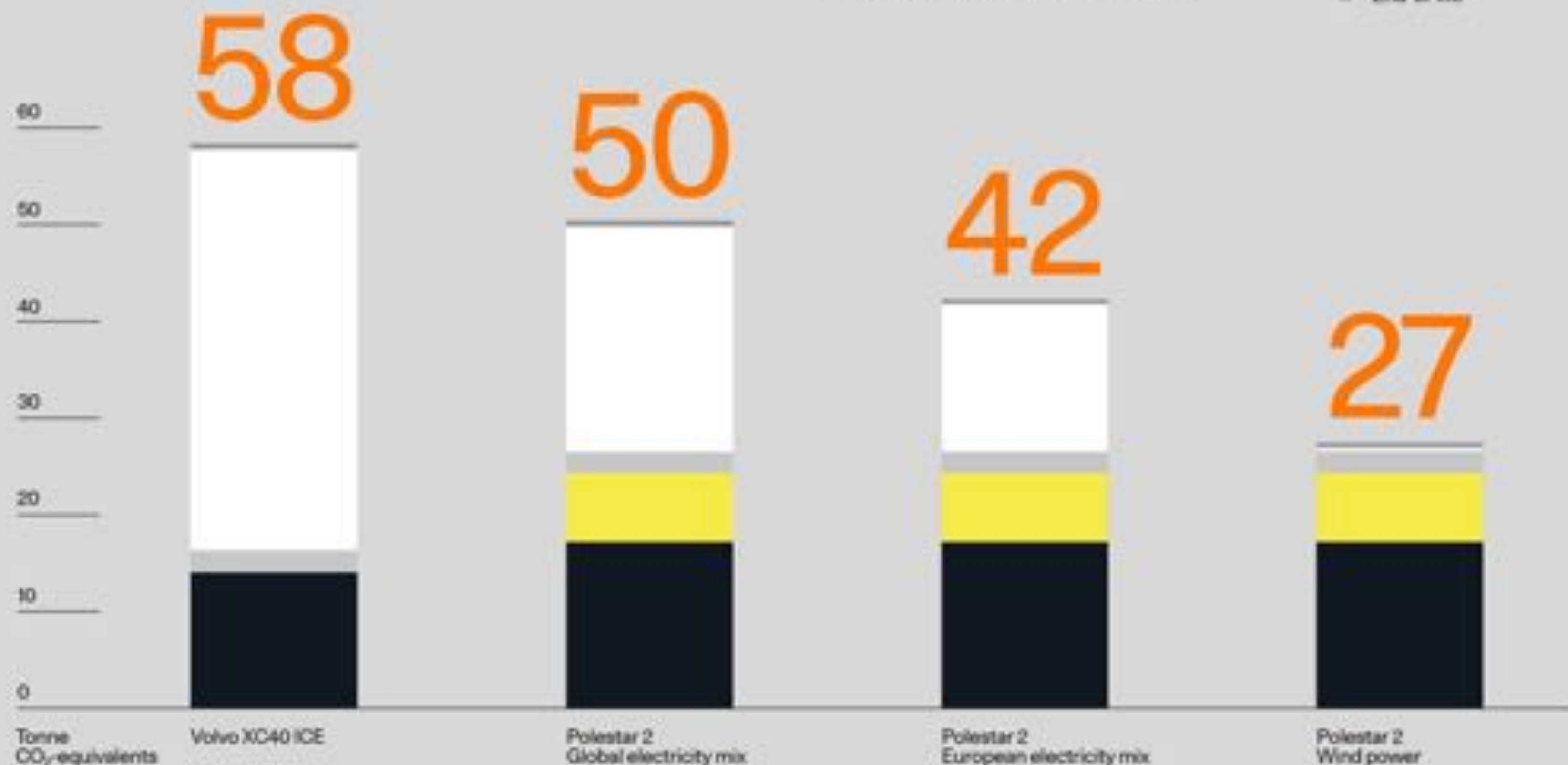
Polestar 0 Project

—
0 tCO₂e

Figure 1

Carbon footprint for Polestar 2 and XC40 ICE, with different electricity mixes in the use phase used for Polestar 2. Results are shown in tonne CO₂-equivalents per functional unit (200,000 km lifetime range).

- Materials production
- Li-ion battery modules
- Manufacturing
- Use phase
- End-of-life



This is Polestar

Film, "Join the Polestar journey":
<https://www.youtube.com/watch?v=Lvls9-V-yPo>

Why does Polestar
look like this?

**We wanted to create
something different**

We have defined this to
three focus areas

Polestar

Design
Sustainability
Innovation

Polestar



Minimal
New global campaign

Film Polestar Minimal TVC: <https://www.youtube.com/watch?v=Fjy4vJvZF8M>

This in Polestar















We got our inspiration from
outside of the car industry

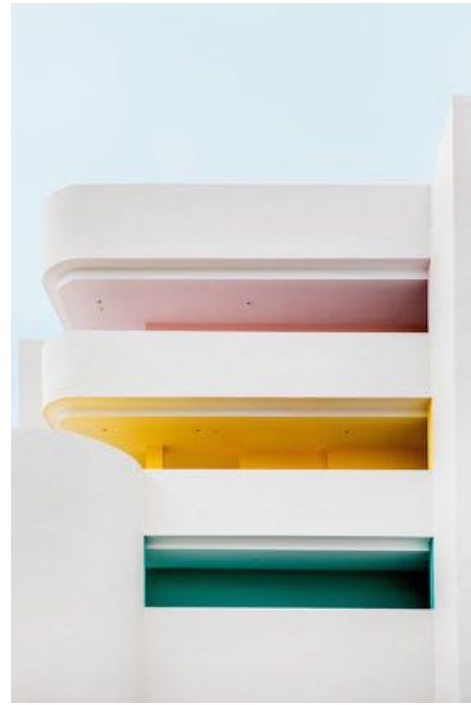


Think small.

Small text block containing fine print or product details, including a small circular logo on the right side.

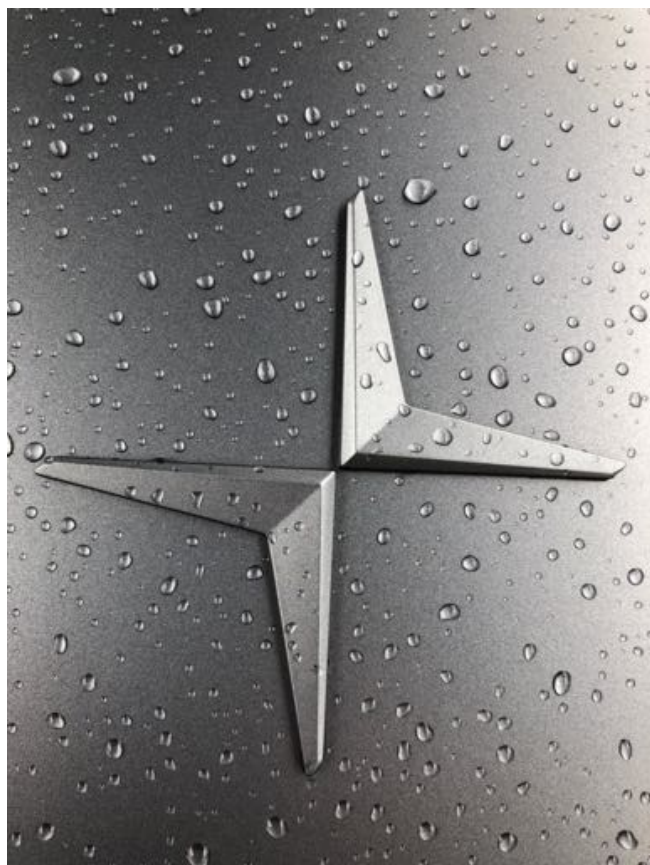


CELINE









Polestar 2
Battery Electric Vehicle
78 kWh / 300 kW

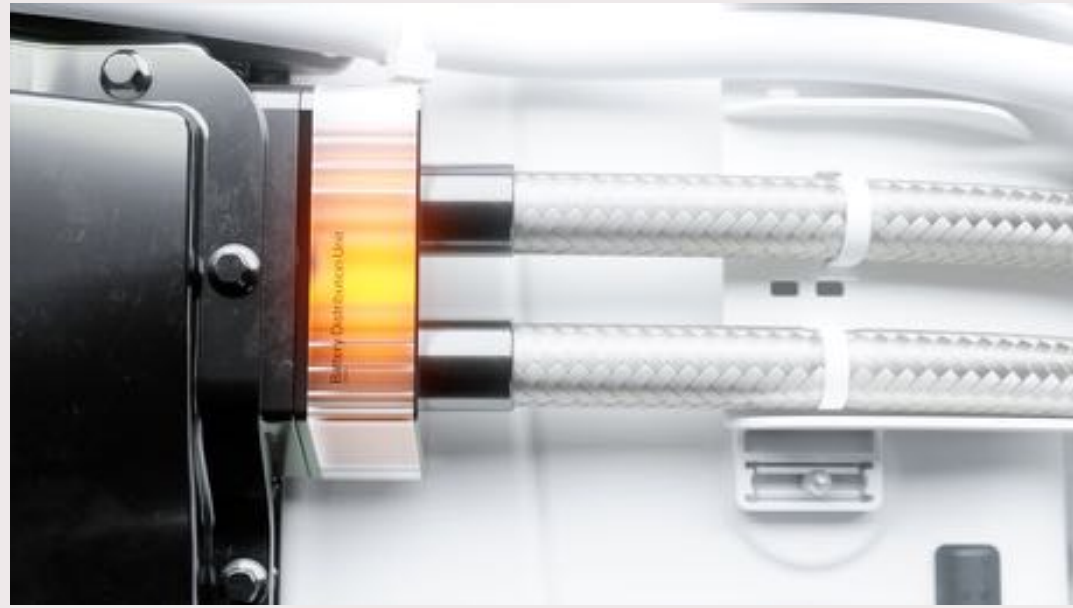
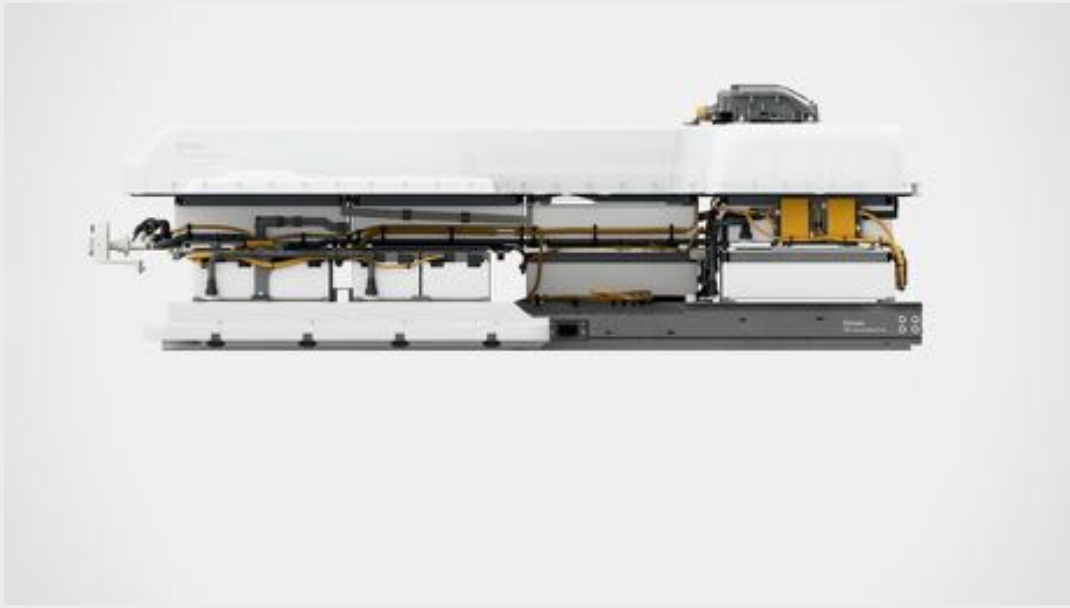


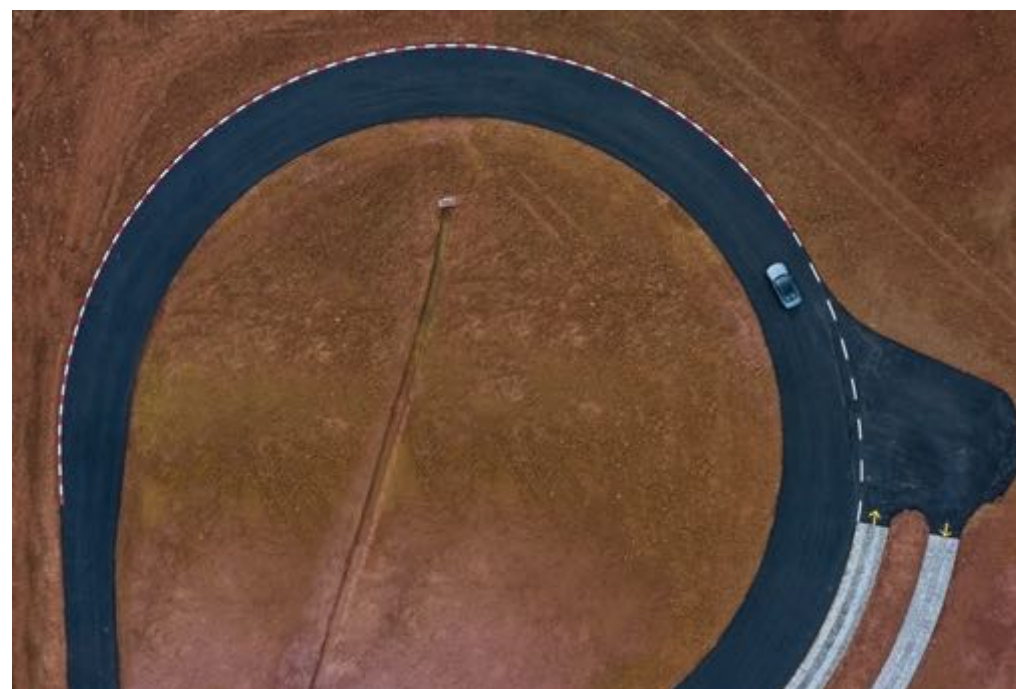
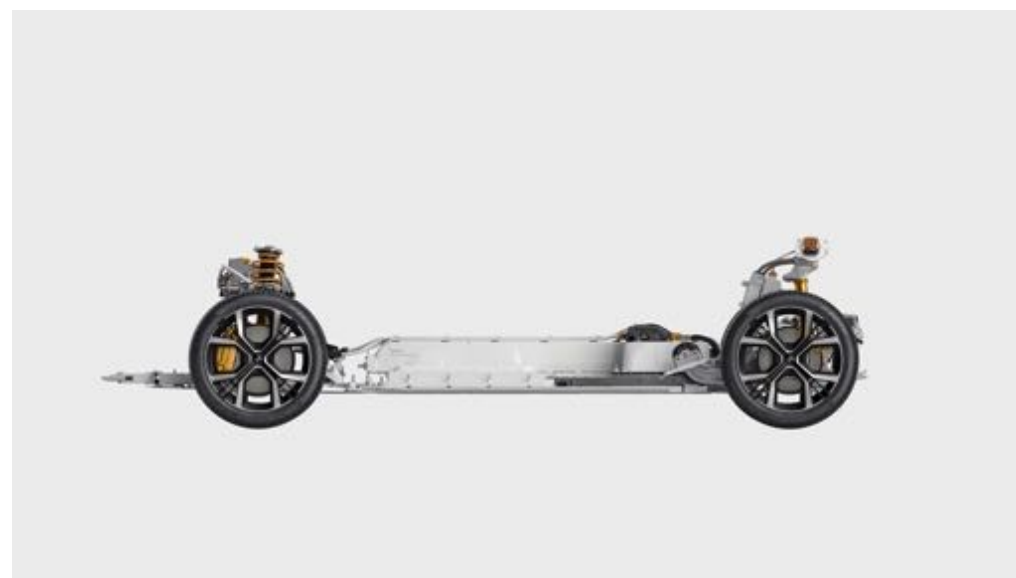


“The child of an iPhone and a Storm Trooper.
(in the best possible way)”

Forbes







Marketing communications

—

Some examples



Goodbye petrol stations

—
Polestar 2

polestar.com





Goodbye Spring commute
with
Polarstar 2

Advertisement



Advertisement

SvD PERFECT GUIDE

En omfattande guide till Sveriges bästa bilar
och motorcyklar. Utvalda favoriter och
hjälpfulla råd.

Wolke & Partners
Äntligen
utemöbler, utvalda
favoriter och hjälp
hjälpfulla råd



Goodbye Normal
Polestar 2

polestar.se





Goodbye combustion engine

Goodbye combustion engine. You started off loudly with a roar scaring the bejesus out of everyone. And even though people were scared, you were so special. People took care of you like you were their own child with that newborn smell, making people go crazy. Some even euphoric. You were a bit slow at first but naturally caught up. You carried presidents, rushed pregnant women to hospitals and starred in films. There have been songs about you, and rightly so. You've outrun sprinters and even cheetahs. Traveled in both air and at sea, through thick snow and desert storms. You even mowed a few lawns. Connected people from all over the world, towns and neighbourhoods. And people connected to you too. It seems like almost everyone has their own personal story about you. Some even got you as a tattoo. But sometimes things must end for something better to come along, and you must be exhausted. So cheers to you who kept going for a solid 137 years, a legacy louder than a thousand engines. Let's all have a moment of silence.

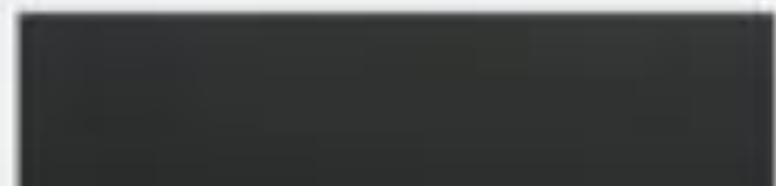


© 2014 Ford Motor Company



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Polestar 2
—
Silent in a loud world
100% electric.





Polestar
—
Shanghai 2021
上海



Polestar
—
SU04
—
SU04

Stockholm International Film Festival 2021
—
The world's first In-Car Film Festival





Phygital Experiences

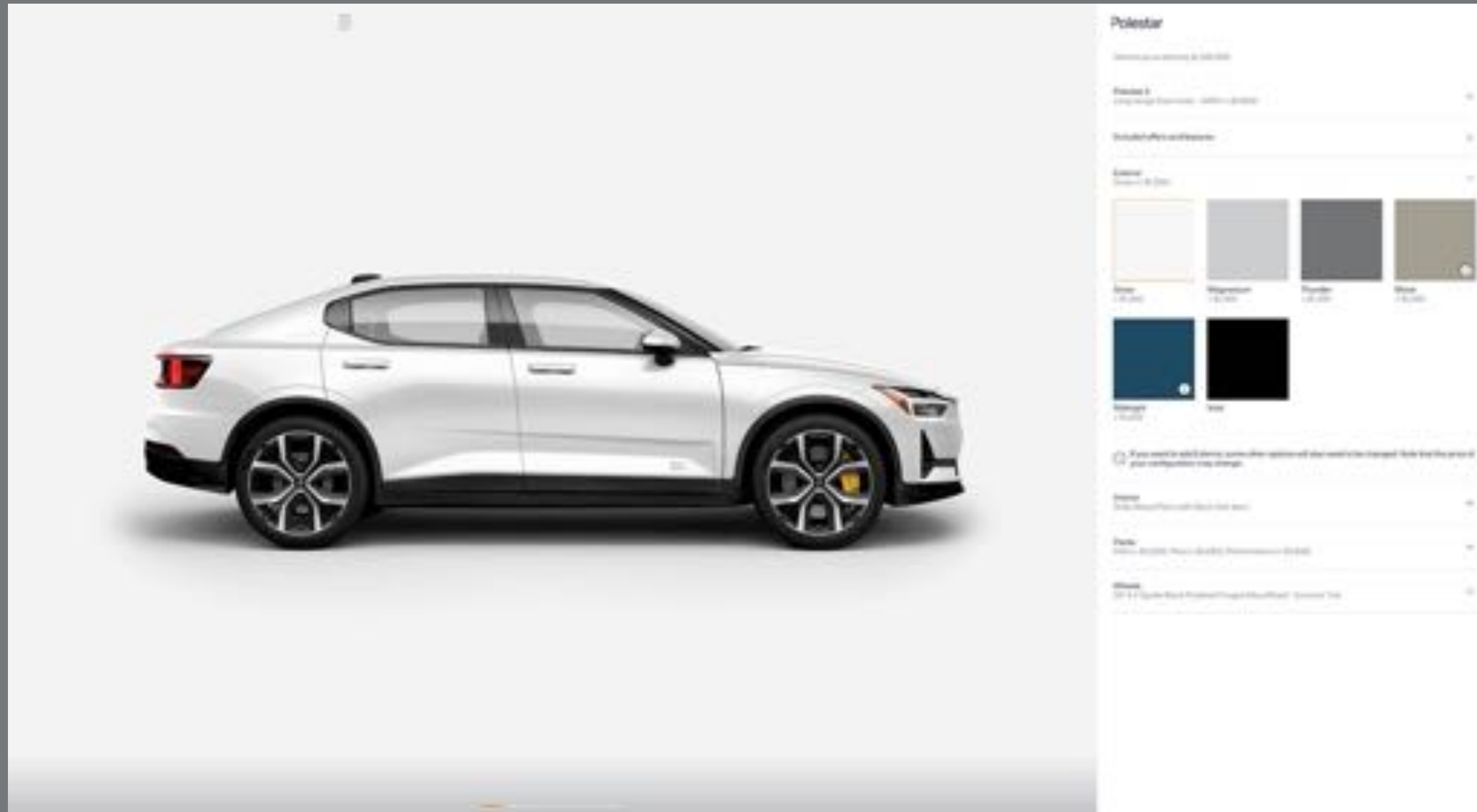
polestar.com

Design and order yours



polestar.com

Design and order yours



Polestar Space

—

A guided customer experience



**We don't push
sales in store**











Film; Polestar Space
Not available



Consumer choose on where
and when they want to do
their purchase.

And always on their own
device

Some insights

Polestar

—

Some insights

1. Know your products – both strengths and weaknesses
2. Be distinct and act big
3. Build your brand to secure confidence and digital conversion
4. Be clear in your messaging
5. Provide an analog option in your digital customer journey.
6. Try (and fail) and learn. Make it even better next time.

