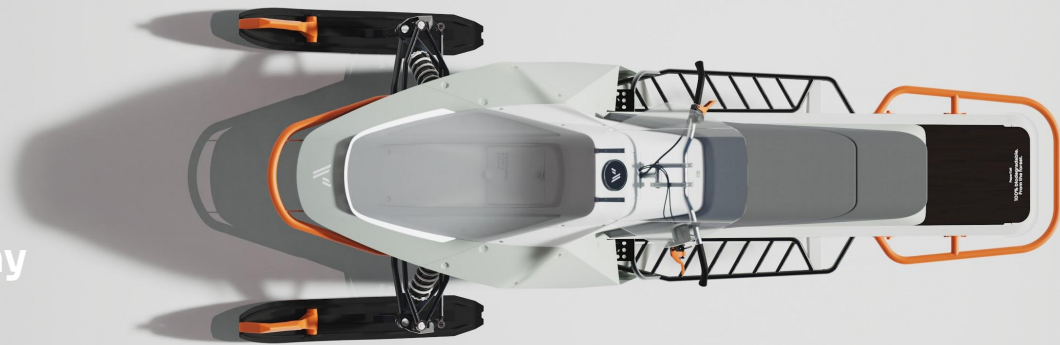
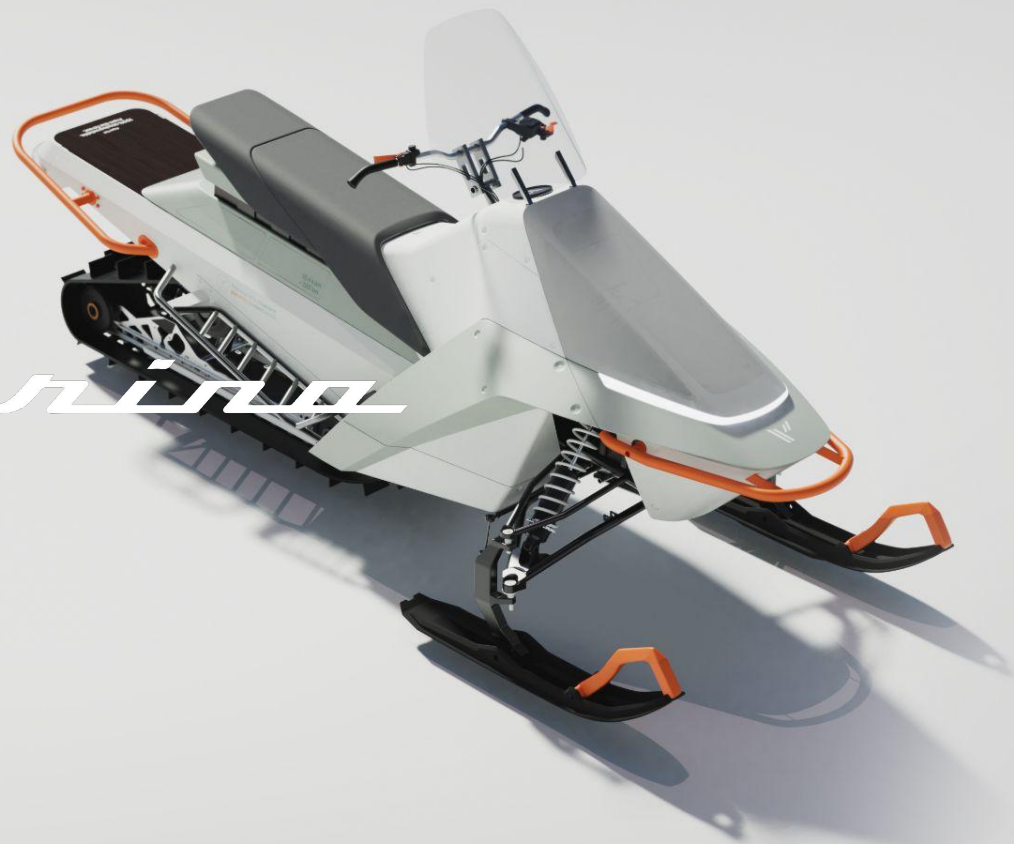




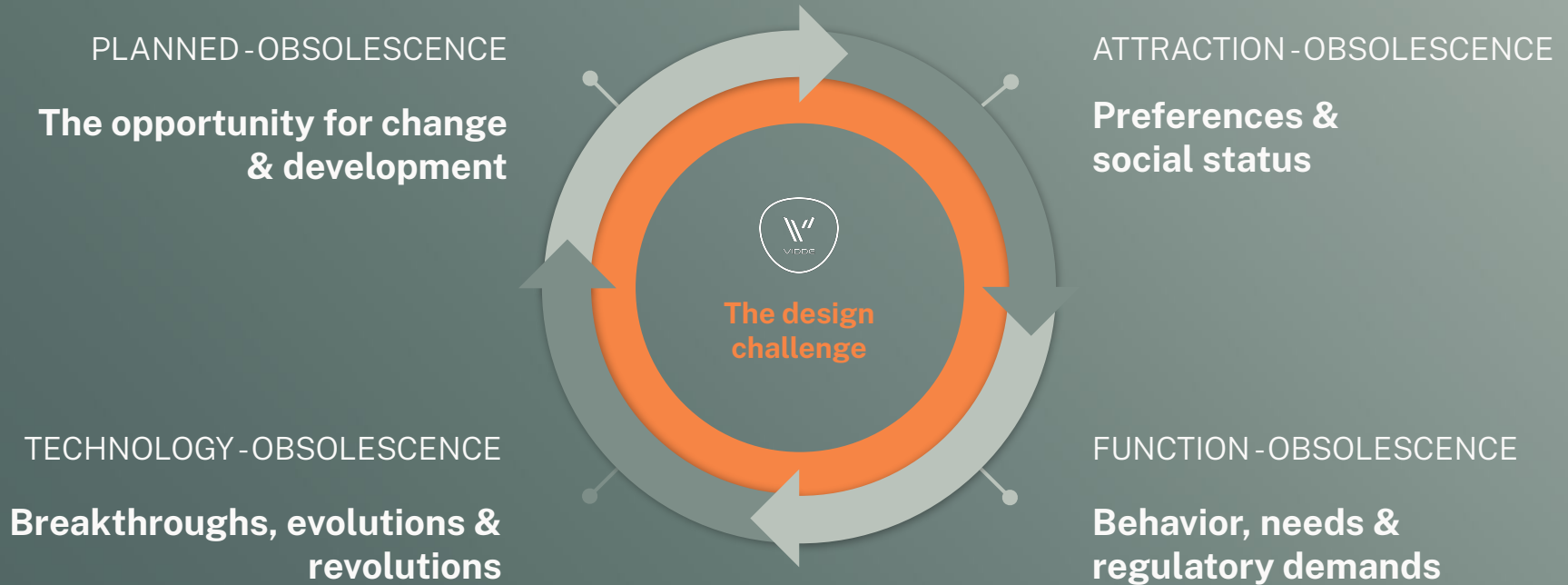
Designed for a **circular economy** where financial and material values are **preserved and used effectively** over a long period of time by **aligning** our **business and design** logic toward **extended product longevity.**



pininfarina



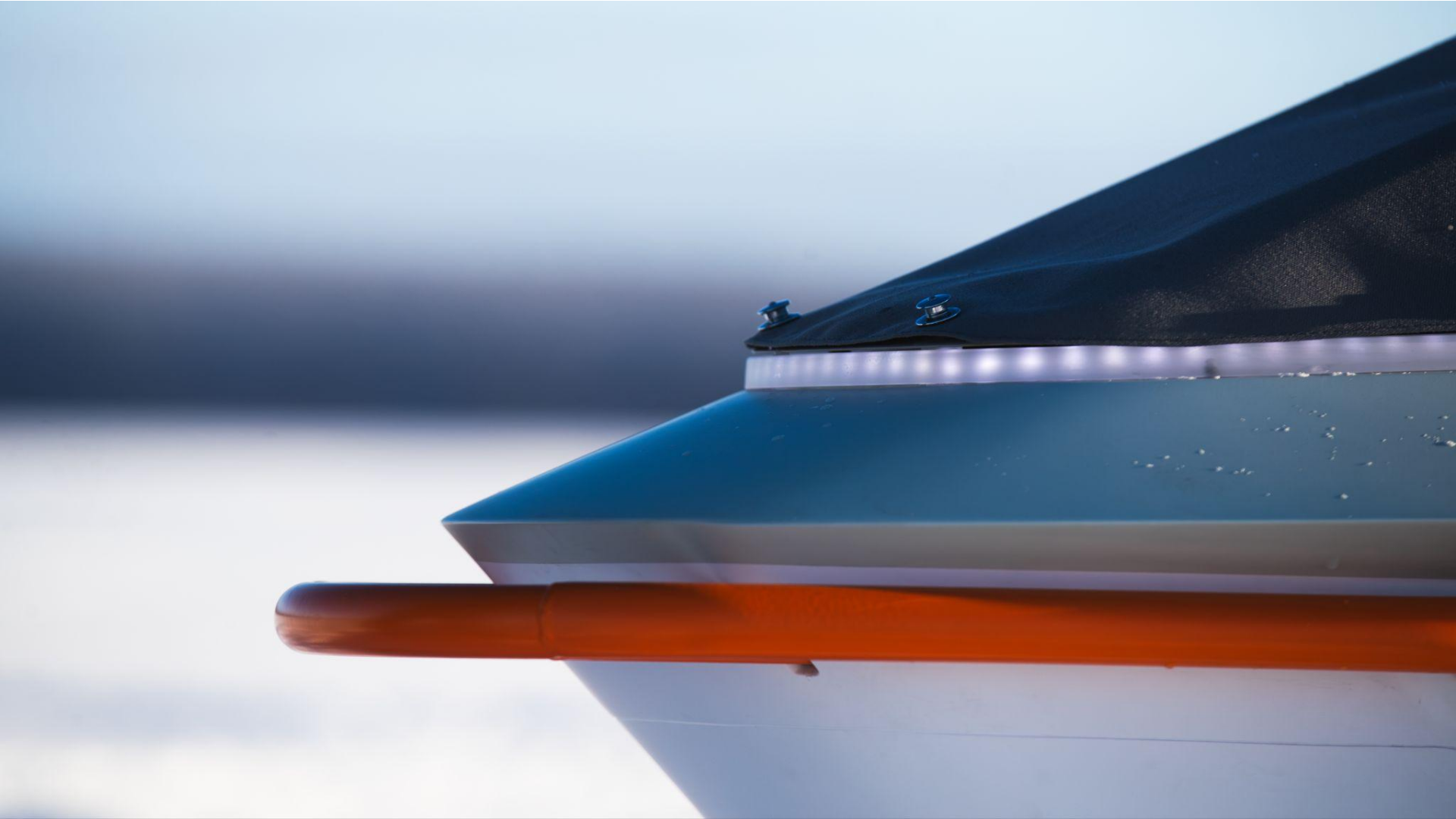
Designed to last



The image features a close-up of a PaperShell product, which is a dark, textured, rectangular object with a white border. It is resting on a light-colored surface. The product has a white logo on its top surface that reads "PaperShell" and "100% biodegradable. From the forest." Below the main text, there is a small graphic of a tree. The background is a blurred, light-colored surface, possibly snow or sand. The overall lighting is bright and natural, suggesting an outdoor setting.

S PaperShell

PaperShell
100% biodegradable.
From the forest.



18,4 kWh
~ 100 km

The world's cleanest,
electric snowmobile.



Social Context, Society & Potential

Vidde User Experience

Engagement & Acquisition

Usage Over Time

Visual Appeal

Relevance to User

Usage Delight

Look & Feel

Core Functionality

Modular Functionality

Servicing & Upgrading

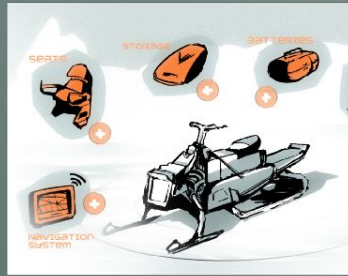
Driving Experience



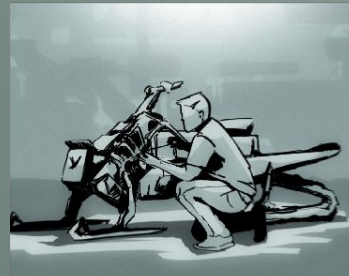
Creating an impactful first appearance communicating Vidde's sustainability mission



Core functionalities that are aligned with user's expectations and even go beyond



Modular functionalities to allow users to customise the snow mobile to their needs, but also ease maintenance



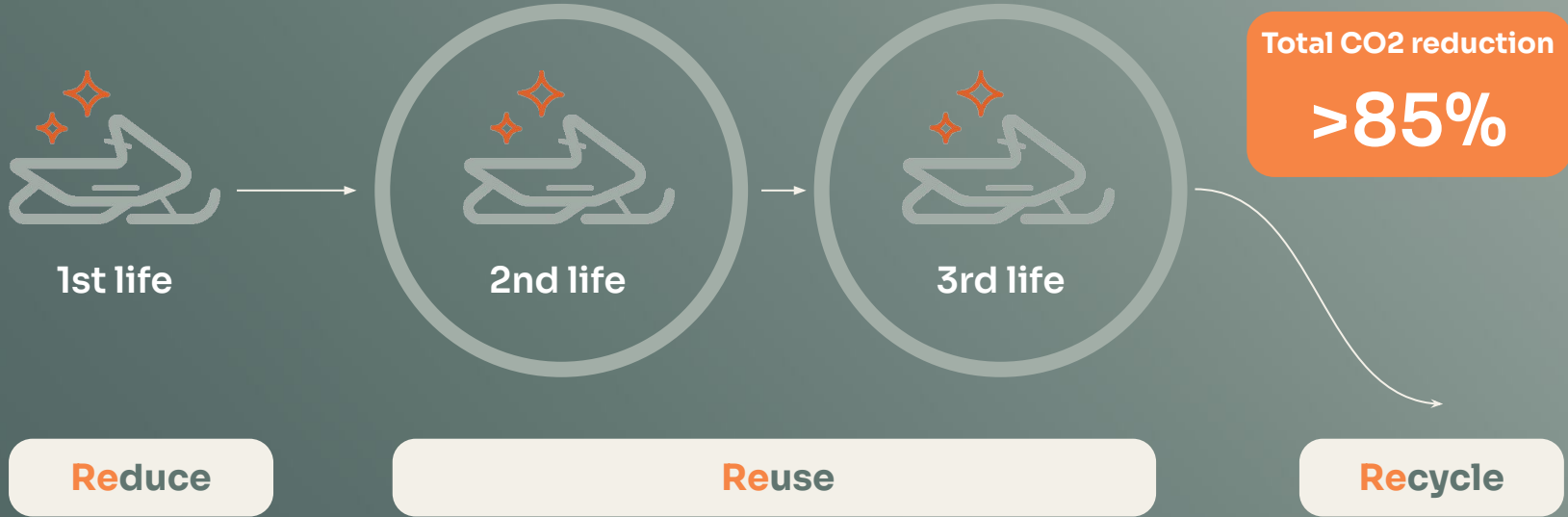
Ensuring a quick, effective and efficient servicing experience as well as allowing for second life



Ensuring a versatile and delightful driving experience for the different targets and their drivers

Business model & Value Chain

Circular approach preserve value & emissions





Industry 4.0

Vidde NXT:
Develop next generation components

Vidde ONE
Prolong product lifespan

Re-Vidde:
Reuse high impact components

Vidde ALFA:
Electric drivetrain

Vidde Snowmobile

85% emission reduction



World's first circular, **electric** snowmobile

