



thursday
1/28 5pm
715 café

Moderated by
IDEO’s Rickson Sun

Rickson will talk about the Long Design concept that starts with designs that deliver more value over time. A car that you build with your 16 yr old is one that you will want to keep forever because of the value to you increases with time.

A Local Motors car will be at the talk!



KNOWHOW

John B. Rogers, Jr.

President, CEO & Co-Founder of **Local Motors**

Local Motors is a next-generation car company that is changing the way cars are designed, built, and owned.

As a Marine, Jay gained first-hand understanding of the military involvement necessary to maintain an automotive world reliant on oil. With this understanding, Jay set his course to build a new sustainable car company that would produce lightweight and efficient vehicles while dramatically reducing waste and reliance on oil.

Local Motors now has the world’s largest community of car designers and engineers who embrace open collaboration to develop innovative cars for under-served, passionate enthusiast communities.

Local Motors builds vehicles 5x faster with up to 100x less capital investment than traditional auto makers.

