



# Building the Cruise Brand

cruise

## What is Cruise?

Our mission is to build the world's most advanced self-driving vehicles to safely connect people with the places, things, and experiences they care about.

### **Self-driving.**

94% of crashes are caused by human error.

Cruise self-driving technology will eliminate driver error.

### **All-electric.**

29% of all emissions are from the transportation industry.

Cruise will always use a 100% electric vehicle fleet.

### **Shared.**

Today's cars are designed for the driver  
- not the comfort of passengers.

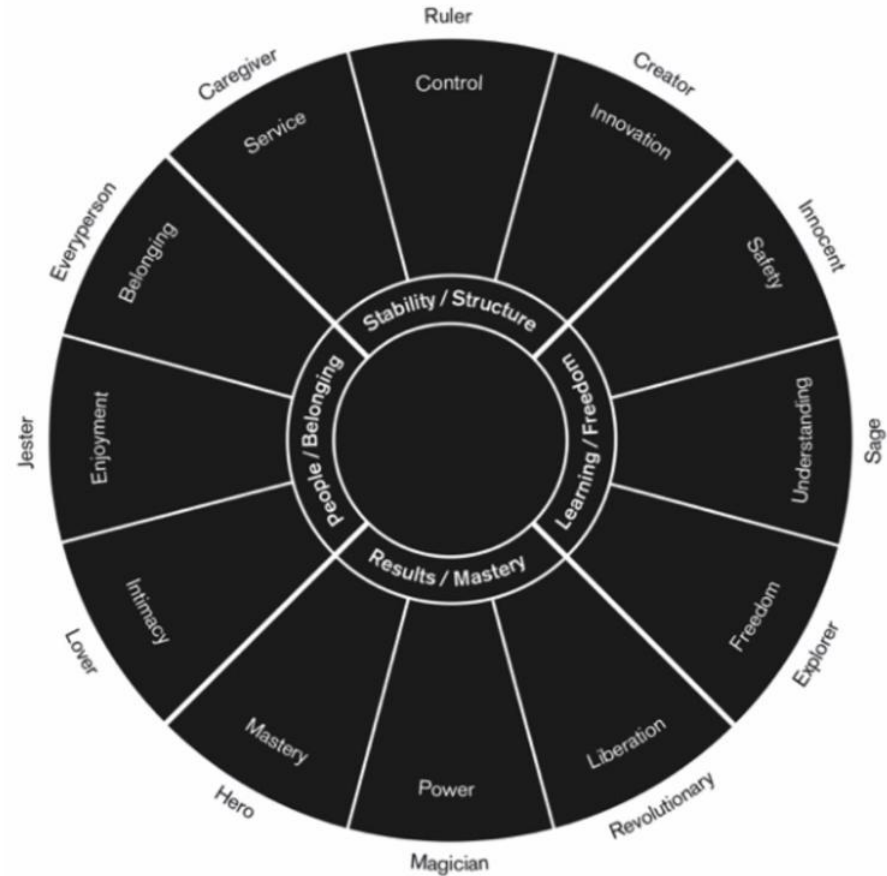
The Cruise Origin will be a shared experience  
purely designed around riders.



# Defining our Brand Fundamentals

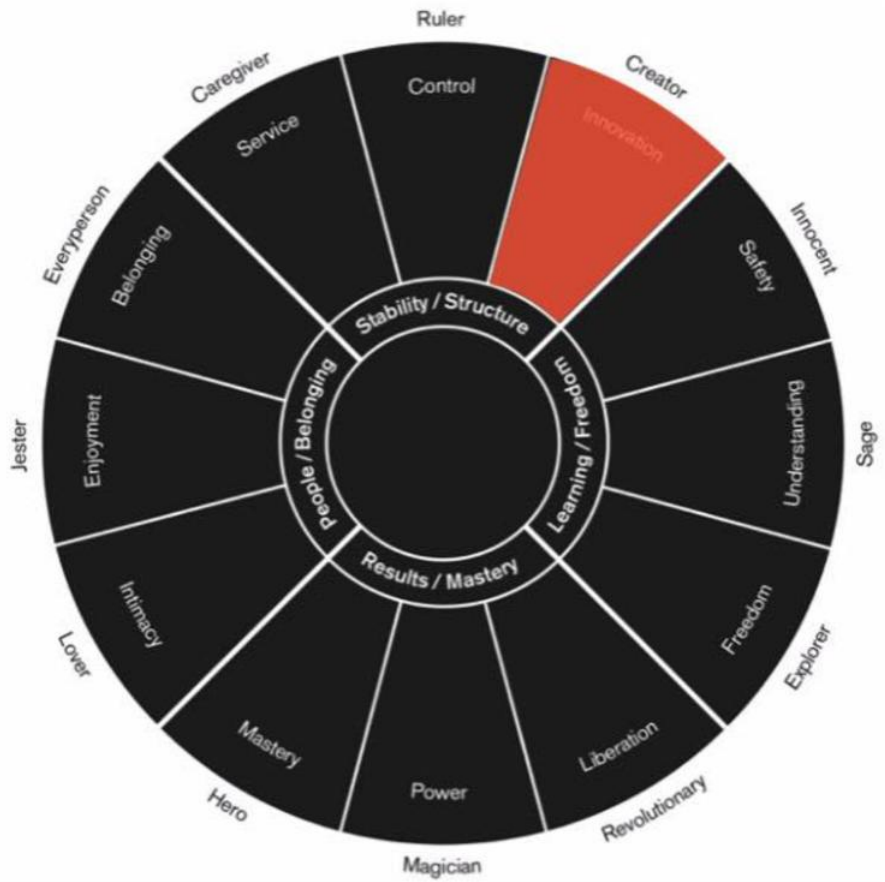
## What is an archetype?

- Archetypes give us a starting point for defining what drives us. This is the motivation, the soul of our brand.
- There are 12 basic archetypes, each with 6-7 sub-archetypes.
- Each archetype satisfies a universal, human need.



# Cruise is a “Creator Shaper” Brand

- The “creator” archetype is motivated to innovate with an intent to create a better way to provide stability and structure for society.
- For the sub-archetype, we chose the ‘shaper’. The ‘shaper’ isn’t about creation for its own sake, but creation with an intent to shape the future for everyone.
- Other creator brands include: Lego, Converse, Apple, YouTube.



# Creator Shaper

## DESIRE

Shape how people think, feel and act by creating something meaningful.

## STRATEGY

Make the old system obsolete by turning a vision into reality.

## FEAR

Standardization that doesn't lead to impact.

## PITFALL

Getting lost in perfectionism and our dogged pursuit of our mission can leave people feeling like we're cold and insensitive.

## GIFT

Creativity and imagination through vision, ingenuity, and futuristic thinking.

## MOTIVATION

"We live to shape the world of the future through innovation."

If you want to change the world, you can't do it alone.

We believe that companies don't transform things, people do. And real impact happens when we unleash the collective power of all people.

At Cruise, we understand the challenges of city living.

We understand that the cities we live in are not designed to deliver the quality of life we seek today. And so far, many innovations have resulted in negative consequences for the communities they were meant to serve.

This is why Cruise partners with people to drive life in our cities forward.

Cruise is a vehicle for change. A change that will save millions of lives on our roads, reshape our physical environment for the better, give back billions of hours of lost time, and restore real freedom of movement around every city in the world.

We are shaping a better quality of life in the cities we love, and it all starts in San Francisco.

# Purpose

Cruise partners with people to  
drive life in our cities forward



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# Impact

Save millions of lives

Reshape our physical environment

Give back billions of hours of time

Restore freedom of movement

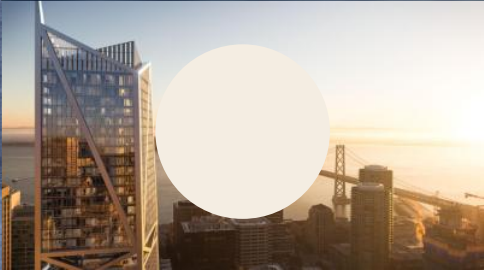
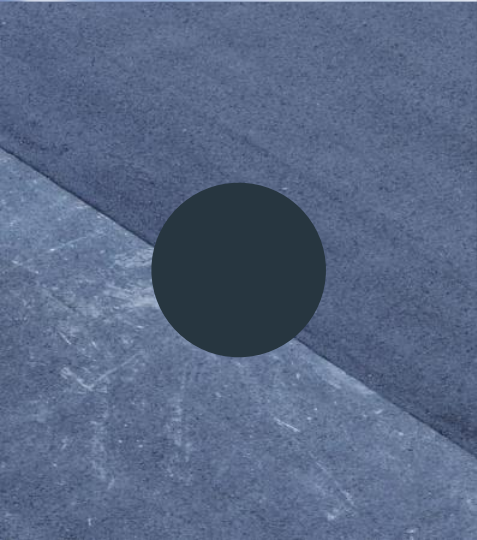


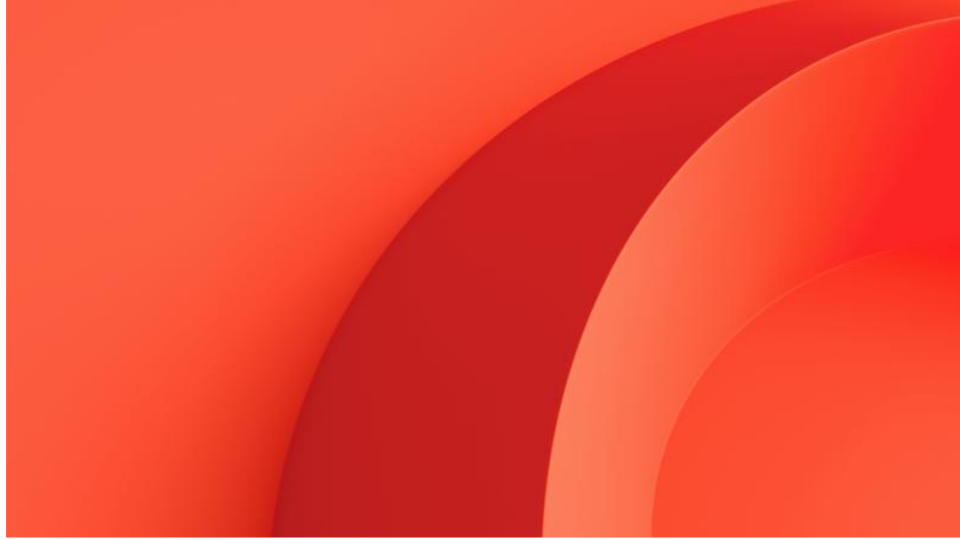
# Brand Identity



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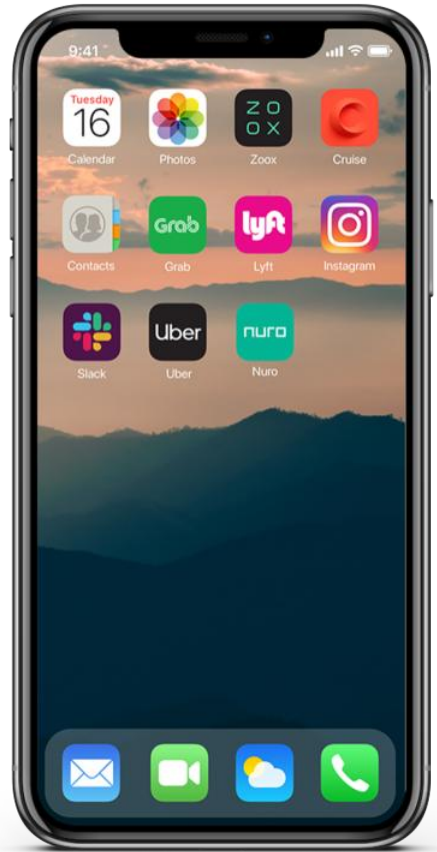
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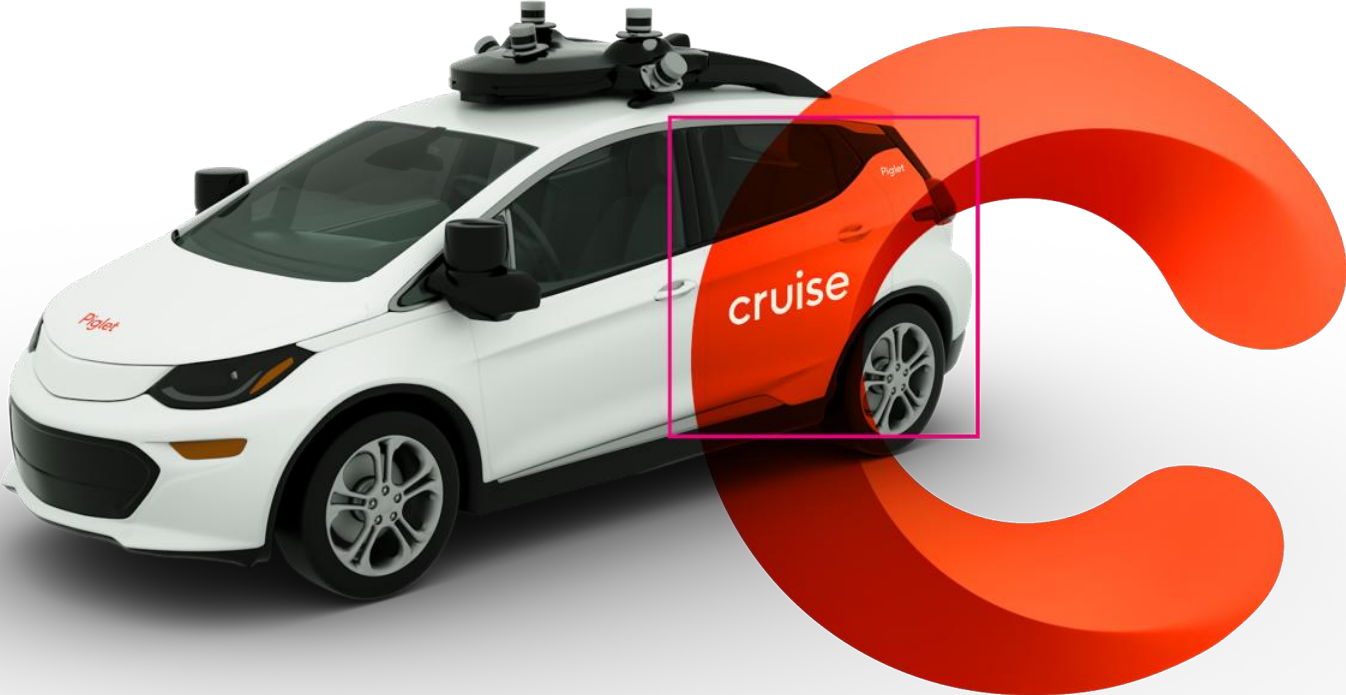






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# Brand in Action

# Here's what's happening while you're behind a Cruise.

To our beautiful, wonderful friends of San Francisco.  
Hello. We're Cruise. Maybe you've seen us around.

Right now, we're building an all-electric, self-driving  
car service and taking the time to get to know the city.  
We're learning. Following the rules. Going the speed limit.  
Looking both ways – twice. Charging. Exploring. Recharging.  
Figuring out the best ways, routes, and roads to safely drive  
humankind from here to there.

Because there's a real problem that needs solving. Just today,  
over 3,000 people will die in car accidents globally. And again,  
tomorrow. And again, the day after that.

So we're here in SF, doing our part to help make streets safer.

We're building cars powered by electricity, driven by no one.  
Technically speaking. Technologically speaking, there are  
thousands of smart, dedicated people driving the creation  
of the world's most advanced self-driving car.

So, if you find yourself frustrated by that Cruise in front of you  
taking a little longer to turn or coming to a complete stop at an  
empty intersection, we hope you'll agree it's worth it. Because  
soon, you'll be able to join us. Then together, we'll keep building  
a safer, cleaner world. And it all starts here, in San Francisco.

So, where to next?

**cruise**  
getcruise.com





CALIFORNIA  
ACADEMY OF  
SCIENCES

- Kendall Natural History Museum
- Marion Planetary
- Steinhart Aquarium
- Institute for Biodiversity Science and Sustainability

*Prouette*

cruise



cruise origin



cruise origin





# Forbes

## Cruise's Self-Driving Cars Typically Transport Employees; Now They're Delivering Meals To Those In Need



**Liane Yvkoff** Former Contributor ©  
Transportation

*I write about bleeding edge automotive technology.*

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t  
in



Cruise autonomous vehicles operators pick up boxes of food for distribution for the SF-Marín Food ... [\*] CRUISE

Before mandatory masks in public spaces, toilet paper shortages, and emergency orders to shelter-in-place—Cruise's fleet of self-driving vehicles were used primarily to shuttle engineers and employees between campuses and other locations in the Bay Area. The autonomous technology start-up paused its testing program and idled vehicles last month when employees began working from home due to covid-19, but recently it revived a portion of the fleet to serve the greater community.



Stand with SF  
**30,000** deliveries!

Thank you!