*LOCAL MOTORS, LOCAL MOTORS, USA*



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| *Picture source https://localmotors.com/*  ***GENERAL INFORMATION*** | |  |
| **Project name** | Local Motors | |
| **DE type** | Production (DP)  Design (DD) | |
| **Producer/provider** | Local Motors | |
| **Designer** |  | |
| **Start (year)** |  | |
| **State** | On-going | |
| **Project location** | USA | |
| **Source of information** |  | |
| **Link to videos** |  | |
| **Main contact** |  | |
| **E-mail** |  | |
| **Website** | https://localmotors.com/ | |

***SYSTEM CHARACTERISTICS***

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| **SYSTEM CONFIGURATION:** |  |
| **Provider/s (role)** | Local Motors provides online platform for community to contribute in the innovation, development and design of the products. Local Motors provides the Microfactories for local manufacturing. |
| **Customer/s (type)** | Contributors: enthusiasts, hobbyist innovators, designers, engineers, fabricators and other professionals.  Small or large enterprises who needs custom designed small scale produced vehicles. |
| **S.PSS CHARACTERISTICS:** |  |
| **Unit of satisfaction** | Valorization of design/engineering/business contributions fro contributors.  Locally and custom made products for customers who purchase vehicles. |
| **Type of S.PSS** | Hybrid:  Type I: Product-oriented PSS: adding value to product life cycle  Type II: Use-oriented PSS: enabling platform |
| **Offered product/s (related producer/s)** | The manufacturing and prototyping tools and facilities in the microfactories are produces by various manufactures, managed by Local Motors. |
| **Offered service/s** | Local Motors provides the online platform and microfactories for co-creating, manages contributions/compensation.  Microfactories provide maintenance for all Local Motors vehicles. They take care of any problems that may arise. |
| **Ownership of the offered product/s** | LM owns the manufacturing facilities. Each contributors assign their commercial rights in their contribution to the owner of the original work, provided that they are compensated if the product is sold |
| **DE access payment** | Users don’t pay but gets paid for their contributions if there is revenue out of that. |
| **DE system configuration** | Distributed Design, Decentralized Production |

***DESCRIPTION***

Local Motors (LM) is a motor vehicle manufacturing company focused on low-volume manufacturing of open-source motor vehicle designs using multiple microfactories. Their products include the Rally Fighter automobile and Racer motorcycle, various electric bicycles, tricycles, children’s ride-on toy cars, radio-controlled model cars and skateboards. They 3D print some components. Rally Fighters have used co-creation techniques, whereby products are designed cooperatively with end users, as part of its designing phase. Their website is a community focusing on engine vehicle innovation. The content is co-created by the users of the community who discuss designing, engineering and building innovative engine vehicles. In the Local Motors website, designers, engineers, fabricators and enthusiasts can submit their ideas, receive feedback, and develop their designs.

The Microfactory is also open to anyone. Using the tools, parts, and the interactive online build manual, anyone who can construct their own vehicle in the Microfactory with help from the Local Motors team. There are three microfactories at the moment (Phoenix AZ, Las Vegas NV, Crystal City VA) but they are planning to increase the number to 100 Microfactories around the globe in the next 10 years.

The licensing and compensation is explained in the website as “When you publish your original work, you are the owner of that work under Creative Commons Attribution… When you submit your ideas or your own work to someone else's original work and add value to it, you assign your commercial rights in your contribution to the owner of the original work, provided that you are compensated if the product is sold. Excluding this one important difference, your submission is still covered under the Creative Commons BY-NC-SA license… When we sell the product, we will compensate you according to your level of contribution to the product. The more you contribute, the more you could earn if those products are sold… When co-created products are sold, a percentage of revenue is reserved for all of the contributors”

***SUSTAINABLE BENEFITS***

**Environmental Benefits**

*System life optimization: Local Motors manages the prototyping and production facilities and the tools in the microfactories optimizing their lives. Besides, provide maintenance for all Local Motors vehicles so it’s their responsibility to increase their life cycle.*

*Transportation/distribution reduction: They create locally made solutions and produce products for local needs reducing the transportation and distribution of the products.*

*Resource reduction: In the microfactory, the scale of the production is small which can help resource reduction.*

**Socio-ethical Benefits**

*Favor/integrate the weaker and marginalized: The service helps to integrate the weaker and marginalized to the development of the products letting them get compensations.*

*Improve social cohesion: The service creates a community where the consumers and professional develop products and ideas together.*

*Empower/enhance local resources.: The microfactory can be more oriented to use the local resources in compression to the production in the large more centralized factories.*

**Economic Benefits**

*Market position and competitiveness: The company produces small scale custom made vehicles which differentiates their market position and increase their competitiveness for custom made vehicles.*

*Profitability/added value for companies: Their small scale production and community based innovation model help them produce more innovative products and increase their profit.*

*Added value for customers: The company work with customers to produce custom vehicles that addresses to their specific needs.*

*Long term business/development risks: Since the scale of the production is small in the microfactories, there are less business and development risks.*