

DESIGNERS & MANUFACTURERS · PREMIUM ELECTRIC KARTS

# LIL ZOOMERS

BUILT FOR COLLECTORS.  
NEVER BUILT AS A TOY.

ESTABLISHED  
JANUARY 2025

PRODUCTION  
LIMITED RUNS

EVERY BUILD  
CHASSIS-**No**



● GENOS R1 · BLACK



● GENOS R1 · RED



● GENOS R1 · PEARL WHITE

# A COLLECTOR OBJECT COMPANY THAT HAPPENS TO BE ELECTRIC.

## CATEGORY POSITION

**NO ESTABLISHED PREMIUM LEADER. LIL ZOOMERS  
SITS ALONE AT THE TOP OF THE CATEGORY.**

**LIL ZOOMERS is a collector-focused electric vehicle brand** for enthusiasts who value craftsmanship, exclusivity, and automotive culture. We build limited-production collector objects intended to be driven, displayed, and passed down.

Every unit is precision-finished. Every detail is intentional. Each vehicle is engineered like a full-size car, produced in limited chassis-numbered runs, and positioned alongside performance watches, limited-production motorcycles, and halo vehicles.

- A ENGINEERED, NOT TOY-GRADE**
- B LIMITED PRODUCTION, BY DESIGN**
- C CHASSIS-NUMBERED, COLLECTED**
- D BUILT TO BE PASSED DOWN**

# GENOS R1

Engineered like a full-size car. Scaled, not simplified, for its envelope.

| TOP SPEED | SUSPENSION | DAMPING   |
|-----------|------------|-----------|
| 60 MPH    | DBL W'BONE | ADJ. coil |

- **Full-vehicle suspension architecture:** double-wishbone geometry front and rear with damping-adjustable coilovers at every corner.
- **Made to order:** every build is configured to the owner's specification and carries its own chassis number.
- **Collector positioning:** limited allocations per run preserve scarcity and long-term desirability.



● CHASSIS Nº R1-001 • GUNMETAL



● CHASSIS Nº R1-002 • BLUE



● CHASSIS Nº R1-003 • GREEN

UNDER THE HOOD

REAL HARDWARE • PHOTOGRAPHED IN PRODUCTION

# THE ENGINEERING IS THE PROOF.



• DRIVETRAIN • MACHINED GEAR CASE



• LIL ZOOMERS COILOVERS • ON THE LINE



• ROLLING CHASSIS • PRE-BODY

# CRAFT OVER SPEC SHEETS.

## PROFESSIONAL-GRADE

Professional-grade components throughout, assembled to automotive-adjacent standards rather than toy-grade specifications.

## BUILT TO LAST

Designed to be driven, displayed, and passed down as a durable collector object rather than a seasonal product.

## SCARCITY BY DESIGN

Production is intentionally capped at fewer than 5,000 units annually. A strategic decision, not a manufacturing limitation.

# SCALED. NOT SIMPLIFIED.

# BESPOKE BY DESIGN. *EXCLUSIVELY YOURS.*

Custom paint, livery, wheels, and interiors are executed in-house on every build. This design capability is the core of the marque: it is what makes each kart a commission, and it is the engine behind co-branded and licensed editions.

CUSTOM PAINT

COMMISSIONED LIVERIES

WHEEL PROGRAMS

TRIMMED INTERIORS

ONE-OFF BUILDS



# BUILT IN AMERICA.

# DENVER, COLORADO ★

**Assembly is transitioning to Denver, Colorado.** A domestic manufacturing story that resonates with collectors and aligns with brands that value provenance.

- **Improved quality control** with assembly under one roof.
- **Supply chain oversight** and shorter, more reliable lead times.
- **Classified as an off-road recreational vehicle**, with production intentionally kept low.

# ATTENTION, EARNED.

The LIL ZOOMERS audience was built entirely on content that travels: real builds, real craft, no paid media. It skews adult automotive enthusiast, the same profile that buys, and it shows up in the comments asking how to order.

## 187<sub>K+</sub>

INSTAGRAM FOLLOWERS ON THE  
FLAGSHIP ACCOUNT

## 151<sub>K+</sub>

FACEBOOK FOLLOWERS, FULLY  
ORGANIC

## 135

POSTS. BUILT ON CONTENT THAT  
TRAVELS

## \$0

PAID ACQUISITION. GROWTH IS  
FULLY ORGANIC

### HIGH-NET-WORTH ENTHUSIASTS

Car collectors and performance enthusiasts, motivated by craftsmanship and exclusivity rather than utility or price.

### GARAGE CULTURE

The same buyers who invest in halo vehicles, limited-edition watches, and collector-grade pieces.

### THE MARQUE, EDITORIAL

An editorial arm extends the brand beyond social: stories, engineering features, and ownership culture.

# PARTNER WITH THE MARQUE.

01

## LICENSED & CO-BRANDED EDITIONS

For licensors and brands: limited, chassis-numbered editions carrying your marque, executed by our in-house livery and design program. Jointly designed, numbered, and sold with scarcity. Shared livery, badging, or design language.

02

## BRAND ACTIVATIONS & FLEETS

For clients and venues: branded kart fleets for corporate events, venues, and experiential campaigns. We design the livery, build the fleet, and support the activation. Joint presence at collector and enthusiast events.

03

## ALLOCATION-BASED DISTRIBUTION

For dealers and distributors: a forming network of wholesale accounts, managed on an allocation model that protects scarcity, margin, and the marque. Territories are limited by design.

Every partnership is high-touch, proposal-based, and selective by design. We would rather do a few things at the standard of the marque than many things at the standard of the market.

START THE CONVERSATION

# BUILD WITH US.

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DIRECT TO THE FOUNDER & CEO

LILZOOMERS.COM @LILZOOMERS\_OFFICIAL