**Positioning**

ZENNergy is evidently a company that wants to position itself to be a major supplier to the large car manufacturers. The expertise and information from dedicated research and development has allowed ZENNergy to jump ahead of the curve and potentially become a supplier of the company’s drivetrain technology components to OEMs that allow for a more environmentally friendly vehicle for consumers who want a car that could be used for local grocery shopping or going to the gym, as opposed to manufacturing a single product. Currently, car manufacturers are looking to create their own type drivetrain technology to create a more environmentally friendly vehicle. ZENNergy has a competitive advantage over other car manufacturers by being the first company to have access to this advanced technology.

As a positioning statement, the drivetrain technology produced by ZENNergy is targeted towards environmentally friendly drivers who want to change the world into a better place, by providing an electrical drivetrain that lets cars run on batteries, vehicles won’t exhaust fumes and gases that pollute the air we breathe in, which are perfect for use to go to the gym or buying groceries.

**Product**

ZENNergy previously wanted to create a vehicle that runs fully on batteries. However, if ZENNergy continued with that approach, they would not be able to