

PriestmanGoode reveals behind-the-scenes design process at Design Frontiers

Leading design consultancy PriestmanGoode will reveal the behind-the-scenes workings of its design process at Design Frontiers at Somerset House, during this year's London Design Festival. The exhibition 'Please Don't Feed the Designers' is a recreation of the innovate company's design studio. A team of designers, from product designers to materials specialists and virtual reality visualisers, will be able to show visitors the thinking, research, prototyping and design that has established PriestmanGoode as the world's leading transport and aviation design studio.

The centerpiece of the exhibition is the first visual of PriestmanGoode's initial concept for Hyperloop Transportation Technologies (HTT). The design will continue to be developed over the course of the exhibition, allowing visitors to see first hand the design considerations that go into creating the future of transport.

HTT commissioned PriestmanGoode to produce a design vision, to ensure the passenger experience lies at the heart of the project. HTT is working with the leading composite fuselage manufacturer Carbures SA on the construction of the Hyperloop Passenger Capsule.

"Working at the frontiers of the future of transport is at the core of what we do at PriestmanGoode. Hyperloop is one of the most exciting developments in transportation in over a century, and developing the next generation transportation system has the potential to transform the way we travel across countries and connect the world. We keep the user at the heart of everything we do, and know how to create environments that benefit the individual as well as the collective." Paul Priestman, Designer and Chairman of PriestmanGoode explains "I'm especially interested in improving mass transit with upgrades to our public transportation systems which will improve the everyday lives for millions of people around the world."

Dirk Ahlborn, CEO of HTT stated that "Hyperloop Transportation Technologies approached PriestmanGoode for their expertise in designing public transport systems all around the world. The key to the programme's long



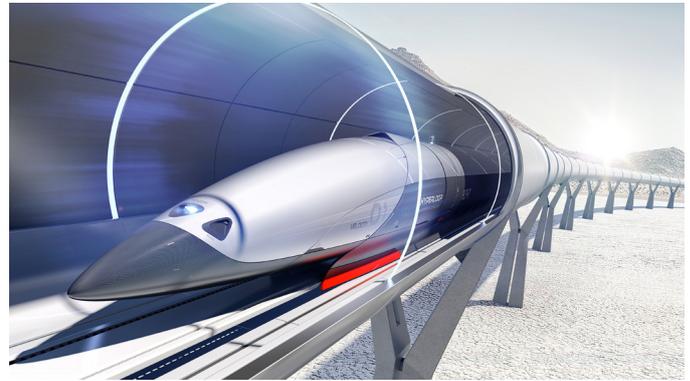
term success is ensuring Hyperloop provides a convenient, comfortable and practical environment for its passengers."

HTT's passenger capsule will be manufactured using Vibranium™, a proprietary material developed by HTT to ensure passenger safety. HTT is manufacturing the capsule in collaboration with Carbures S.A. (MaB: CAR), who is a leading expert in fuselage and advanced materials construction in both aeronautics and aerospace sector. Carbures S.A. began construction of HTT's Passenger Capsule earlier this year. The final specs for the capsule are:

- Length: 30 meters (98.5 feet)
- Diameter: 2.7 meters (9 feet)
- Weight: 20 tons
- Passenger capacity: 28-40
- Speed: Up to 1223 km/h (760 mph)

The designs will accommodate between 28-40 passengers, but the exact configuration of the Hyperloop capsules will vary depending on the needs of the individual carrier. The cabin interior will include large dynamic display virtual windows in the side panels and ceilings, to provide passenger information, and will also incorporate entrance areas, passenger accommodation for food and beverage services, as well as toilets.

PriestmanGoode will continue to develop its initial concept design of the HTT Hyperloop at Design Frontiers, during the London Design Festival 18-24 September 2017.



NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies. Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

www.PriestmanGoode.com

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About HTT

Hyperloop Transportation Technologies Inc. (HTT) is an innovative transportation and technology company focused on realizing the Hyperloop, a system that moves people and goods at unprecedented speeds safely, efficiently, and sustainably. Through the use of unique, patented technology and an advanced business model of lean collaboration, open innovation and integrated partnership, HTT is creating and licensing technologies.

Founded in 2013, HTT is a global team comprised of more than 800 engineers, creatives and technologists in 52 multidisciplinary teams, with 40 corporate and university partners. Headquartered in Los Angeles, CA, HTT has offices in Abu Dhabi and Dubai, UAE; Bratislava, Slovakia; Toulouse, France; Barcelona, Spain. HTT has signed agreements in California, Slovakia, Abu Dhabi, the Czech Republic, France, Indonesia, Korea and India.

HTT is led by co-founders Dirk Ahlborn (CEO) and Bibob Gresta (Chairman) and a senior management team of experienced entrepreneurs and professionals. For more information or media enquiries, contact press@hyperloop.global or visit <http://hyperloop.global/>.

About Carbures S.A.

CARBURES (MaB: CAR) is a technological industrial group specialized in the manufacturing of composite parts and structures and in designing engineering systems, which operates in the aerospace, automotive, civil works, railway and security industries. CARBURES has almost 1,000 employees that operate in 18 plants in seven countries (China, Germany, Mexico, Poland, France, Spain and the US) from three continents: America, Asia, and Europe. carbures.com

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