

BRAND VISION

STAR, headquartered in Greenville SC (USA), is a well-engineered, high performance low-speed electric vehicle that delivers an unforgettable driving experience.

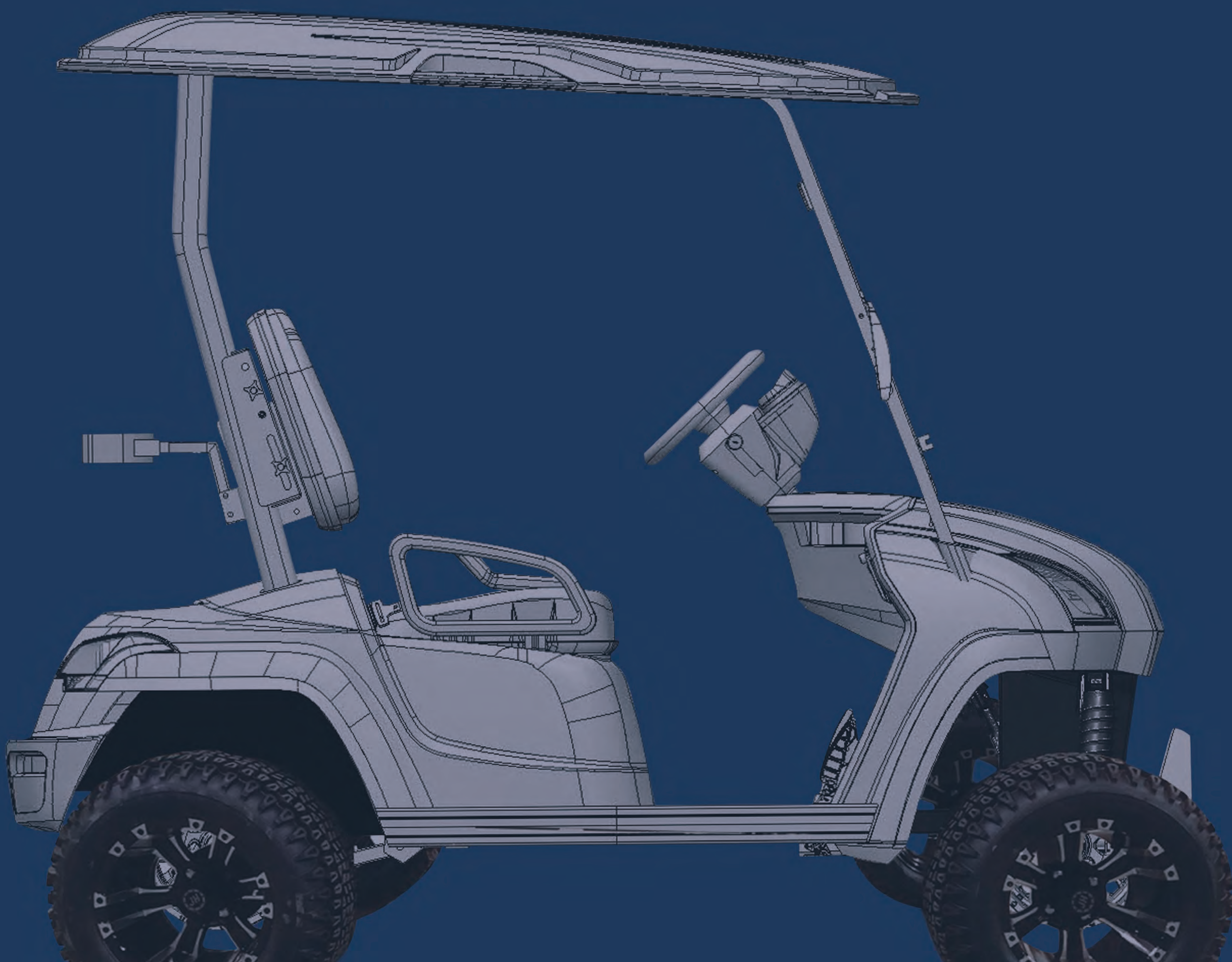
STAR is built for people first with the most powerful drive system in its class.

STAR has a modern automotive, customer inspired, ergonomic design that allows you to customize your driving style to your personal preference.

STAR electric vehicles are engineered to fit your lifestyle. Whether on the road or the golf course, the vehicles are designed and manufactured with every detail purposefully planned for comfort and performance.

STAR offers extraordinary styling, state of the art technology and automotive components providing exceptional value and best in class safety features.

STAR has more amenities than any other low speed vehicle, making it a perfect Eco-Friendly driving choice, offering an amazing opportunity for a day of fun and laughs that will create memories for a lifetime.



BRAND PURPOSE

To deliver world class electric vehicles providing comfort, safety and a superior driving experience.



Product

style | designed for your lifestyle |
comfort and ride | luxury | feature rich



Personality

innovative | beautiful | modern | leader | smart



Core Values

safety | modern features | great design |
function | performance | quality



STYLE. PERFORMANCE. FUN.