Executive EV SUV Tier

Business Plan Addendum · UnyKorn Black · 5655 Peachtree Pkwy, Norcross, GA 30092 · 29 September 2026

MODELED, NOT ACTUAL. No vehicles in this tier have been acquired and no operations have begun. Vehicle prices, ranges and features were checked against manufacturer websites and fueleconomy.gov on 29 September 2026. Day rates and utilization are planning assumptions to be validated against signed accounts and Atlanta black-car rate cards. Nothing in this document is an offer of securities.

1. What this tier adds

The existing plan runs certified pre-owned Tesla Model Y units at roughly $210 per day. The Executive EV SUV tier adds chauffeured, all-electric luxury SUVs for the work a Model Y cannot win: airport arrivals for executives, stadium and sponsor hospitality, hotel VIP blocks and principals. These routes are modeled at roughly two to three times the Model Y day rate and are the routes Waymo's intown geofence does not serve (interstates, Hartsfield-Jackson, perimeter corridors).

- Higher revenue per vehicle: modeled gross of $105,000 to $225,000 per year versus $63,000 for a Model Y.
- Seven-seat capacity (Vistiq, Escalade IQ, R1S, Gravity, EQS) lets one vehicle carry a full delegation.
- Brand fit with the 'Black' positioning: Cadillac and Maybach are what corporate and VIP buyers expect.
- A bridge to autonomy: these vehicles earn on the corridors now and hand them to autonomous units as they are approved.

2. Verified vehicle specifications

US starting MSRP excluding destination. EPA range unless marked. Hands-free systems still require a supervising driver.

Vehicle	From (MSRP)	Range	Seats	Charge port	Driver assist
Cadillac Escalade IQ	$127,405	465 mi (Cadillac est.)	7	CCS1 + NACS adapter	Super Cruise (hands-free)
Cadillac Vistiq	$77,500	305 mi EPA	7 (6 w/ captain's chairs)	NACS native	Super Cruise (hands-free)
Cadillac Lyriq	$59,400	326 mi EPA (RWD) / 319 (AWD)	5	NACS native (2027)	Super Cruise (hands-free)
Tesla Model X (CPO)	CPO market; last new list ~$99,990	352 mi EPA (AWD) / 335 (Plaid)	5, 6 or 7	NACS native	FSD (Supervised)
Maybach EQS 680 SUV	$180,000	300 mi EPA	5 (4 w/ Executive Rear Seat pkg)	CCS1 + NACS adapter	DISTRONIC + Active Steering Assist (hands-on)
Lucid Gravity	From $79,900 (Touring); $98,900 (Grand Touring)	337 mi (Touring) to 450 mi (Grand Touring) EPA	5 std, 7 optional	NACS native	DreamDrive 2 (hands-free w/ Pro)
Rivian R1S	$83,990	300 to 410 mi EPA (by battery/wheels)	7 (6 w/ captain's chairs)	NACS port (MY2026+)	Universal Hands-Free (subscription)
Mercedes EQS 550 SUV	$112,450 (EQS 400 from $89,950)	317 mi EPA	5 std, 7 optional	CCS1 + NACS adapter	DISTRONIC + Active Steering Assist (hands-on)

- Tesla Model X: production ended in 2026. Sourced as certified pre-owned or remaining inventory, like the Model Y tier.
- Escalade IQ range (465 mi) is Cadillac's estimate; the EPA has not rated it. Escalade IQL is $130,405 / 460 mi (est.).
- BMW iX was considered and excluded: BMW ended US sales after model year 2026.
- Mercedes offers no 2027 'EQS 580 SUV'; the EQS 550 SUV is the top non-Maybach trim.

3. Per-vehicle economics (modeled)

Assumptions match the published pro forma: driver pay 35%, energy and maintenance 8%, platform 3% of fare (46% variable). 300 operating days per year. Insurance $12,500/vehicle/year, the site's human-driven benchmark, because this tier is chauffeured. 15% cash down, balance financed at an indicative 9.5% APR over 60 months (not a lender quote). Contribution is before shared fixed overhead ($18,000/month fleet-wide in the base plan).

Vehicle	Price modeled	Day rate	Gross / yr	Contribution	Debt svc / yr	DSCR	Break-even day rate	DSCR at 70% rate
Tesla Model Y LR (CPO, baseline)	$31,400	$210	$63,000	$21,520	$6,726	3.20x	$119	1.68x
Cadillac Escalade IQ	$127,405	$650	$195,000	$92,800	$27,293	3.40x	$246	2.24x
Cadillac Vistiq	$77,500	$450	$135,000	$60,400	$16,602	3.64x	$180	2.32x
Cadillac Lyriq	$59,400	$350	$105,000	$44,200	$12,725	3.47x	$156	2.14x
Tesla Model X (CPO)	$99,990	$450	$135,000	$60,400	$21,420	2.82x	$209	1.80x
Maybach EQS 680 SUV	$180,000	$750	$225,000	$109,000	$38,559	2.83x	$315	1.88x
Lucid Gravity	$98,900	$425	$127,500	$56,350	$21,186	2.66x	$208	1.68x
Rivian R1S	$83,990	$400	$120,000	$52,300	$17,992	2.91x	$188	1.83x
Mercedes EQS 550 SUV	$112,450	$500	$150,000	$68,500	$24,089	2.84x	$226	1.83x

Reading the table: every vehicle covers its own loan and insurance at well under its assumed day rate (see the break-even column), and still covers debt service with the day rate cut by 30%. The Cadillac Vistiq and Lyriq show the strongest coverage because their prices are lowest relative to the routes they serve. Model X is modeled at its last new list price as a conservative ceiling; certified pre-owned units will cost less.

4. Recommended acquisition sequence

- Phase A (first): 2 × Cadillac Vistiq + 1 × Cadillac Escalade IQ. Cash down $42,361; financed $240,044; modeled contribution $213,600/yr against $60,497/yr debt service (3.53x). Vistiq brings native NACS and seven seats at the best coverage; the Escalade IQ is the flagship lenders and sponsors recognize.
- Phase B: Tesla Model X (CPO) as units appear, because it runs on the Tesla Fleet API already live in the dispatch console; Cadillac Lyriq for single-client corporate accounts.
- Phase C: Mercedes-Maybach EQS 680 SUV only against a signed VIP, principal or sponsor contract that covers its payment.
- Alternates: Lucid Gravity (longest range, native NACS) and Rivian R1S (7 seats, NACS) if Cadillac lead times or pricing slip.

5. How the tier plugs into the rest of the system

System	How the SUV tier connects	Status
Norcross depot charging	Native-NACS models (Vistiq, Lyriq, Model X, Gravity, R1S) use the planned Tesla stalls; CCS1 models (Escalade IQ, Maybach, EQS) use the 50 owned Tritium cabinets or a NACS adapter.	Planned; no bays installed
Tritium GRID sleeve	Gives the CCS1 vehicles a charging home and puts owned inventory to work (Path C in the upgrade-paths memo).	Chargers in TN warehouse
Dispatch console / telemetry	Tesla models connect through the Tesla Fleet API today. GM, Mercedes, Lucid and Rivian need OEM fleet telematics integrations.	Tesla live; others planned
Lender facilities	Same EFA/TRAC structure as the Model Y tier: first title lien per vehicle, 15–20% down. Adds limousine-specialist lenders (see capital addendum).	Outreach not started
35 / 40 / 25 split	SUV fares follow the same OPEX / debt & expansion / treasury design as rides and chargers.	Designed, not deployed
$UBK FLEET sleeve	Titled SUVs would sit in the FLEET collateral sleeve alongside Model Y and CyberCab, subject to counsel.	In structuring

System	How the SUV tier connects	Status
BlackPass / $UBKR	Obsidian VIP members get Maybach and Escalade IQ priority, which gives the loyalty tiers a tangible benefit.	Designed
Insurance	Chauffeured vehicles price at the human-fleet rate, not the autonomous discount. Premiums for $100k+ vehicles need a specific quote.	Quote needed

6. Items to confirm before purchase

- Dealer quotes, destination fees and fleet incentives for each model (MSRPs above exclude destination).
- Commercial auto insurance quotes for vehicles over $100,000, and Georgia DPS limousine carrier requirements.
- GVWR from each door sticker if Section 179 treatment is intended (curb weight already exceeds 6,000 lb for Escalade IQ, Maybach and EQS). Tax treatment is for your CPA.
- OEM fleet-telematics access for GM, Mercedes, Lucid and Rivian before non-Tesla vehicles join the dispatch console.
- Market validation of day rates against Atlanta black-car and corporate account pricing.

Sources

Cadillac Escalade IQ: https://www.cadillac.com/electric/escalade-iq · Cadillac Vistiq: https://www.cadillac.com/electric/vistiq · Cadillac Lyriq: https://www.cadillac.com/electric/lyriq · Tesla Model X (CPO): https://electrek.co/2026/04/01/tesla-model-s-x-production-over-only-inventory-left/ · Maybach EQS 680 SUV: https://www.mbusa.com/en/vehicles/model/eqs/suv/eqs680z4 · Lucid Gravity: https://lucidmotors.com/gravity · Rivian R1S: https://rivian.com/r1s · Mercedes EQS 550 SUV: https://www.mbusa.com/en/vehicles/model/eqs/suv/eqs550x4 · EPA ranges: fueleconomy.gov. · Vehicle photos on the website: Wikimedia Commons, credited per image.