

# Lilium

A German company, operating from a flagship facility in Orlando, plans 14 ‘vertiports’ in Florida for its air taxi service.

**Lilium**, a German startup founded in 2015 by four engineering students at Munich’s Technical University, aims to slash travel time between cities using a seven-seat, electric jet that can travel upward of about 250 km on a single charge, cruising at 285 km/h.

The egg-shaped aircraft takes off and lands vertically, much like a helicopter, propelled by the thrust of 36 electric turbofan engines built into the plane’s four wings. The engines point downward during takeoff, then pivot 90 degrees into a horizontal position for forward flight. Unlike a helicopter, the Lilium Jet is ul-

tra quiet. From about 10 meters away, it’s about as noisy as a passing car, while at an altitude of about 200 meters, it’s only as loud as a dishwasher. Because it’s powered entirely by batteries, it’s also emissions free.

The company anticipates its aircraft will earn certification from the Federal Aviation Administration by 2024. It plans to launch its U.S. operations in 2025 at Lake Nona, a fast-growing area in southeast Orlando. If all goes according to plan, Lilium’s fleet of jets (manufactured in Munich) will one day zip passengers between 14 “vertiports” across Florida, with proposed locations in

## Why Florida?

- ▶ Good flying conditions
- ▶ A strong economy
- ▶ A “welcoming political environment”
- ▶ Lake Nona’s central location and proximity to Orlando International Airport along with the region’s growing aviation/aerospace and defense industry cluster

All of those advantages factored into Lilium’s decision to establish its shuttle service in Florida. “Florida is a phenomenal market because it combines a really big GDP, it’s the fourth-largest in the U.S., with great weather,” Alexander Asseily, Lilium’s chief strategy officer, told investors at a recent capital

markets day event.

In building its USD25-million flagship facility, Lilium will receive up to USD831,250 in tax incentives from Orlando. The company expects to bring 143 jobs to the region over the next five years paying an average salary of USD66,500.



Alexander Asseily



Co-founder and CEO  
Daniel Wiegand

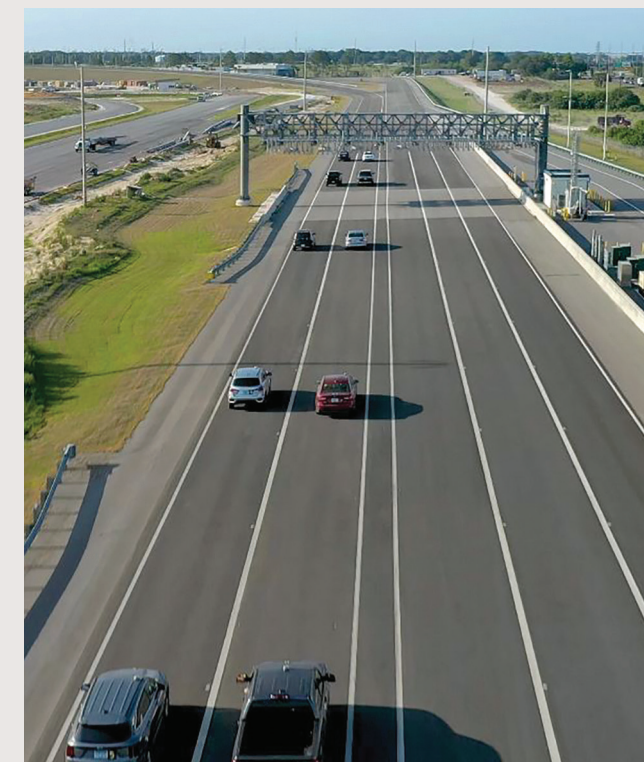
commitments from its partners to develop its Florida network.

The aviation startup, which went public in September 2021 through a USD584-million merger with Qell acquisition group, expects USD1 billion in annual revenue by 2026 after launching its networks in Germany and Florida, says Alexander Asseily, Lilium’s chief strategy officer. In Florida alone, the company predicts USD600 million in annual revenue when it’s up and running with 125 jets. Tickets are priced at about USD2.25 per mile, roughly USD150 for a 20-minute hop from Palm Beach to Miami.

Daniel Wiegand, Lilium’s CEO and co-founder, believes Florida consumers will find the cost worth it. “We will provide not only time savings, but the only form of non-automotive transport available for many routes between the key cities in the state,” he says.

In addition to operating the air taxi service, Lilium anticipates selling its USD2.5-million aircraft to companies and governments for cargo transport. The eVTOL (electric vertical takeoff and landing) vehicle startup also sees potential in serving as a “last-mile” connection to smaller cities where large commercial airlines don’t fly. Lilium recently inked a USD1-billion deal to sell 220 of its jets to Brazil’s Azul airline to reach remote areas currently serviced only by helicopter.

The company is planning at least 10 “vertiports” throughout the state.



SunTrax is the only high-speed driverless vehicle test track in the Southeast.

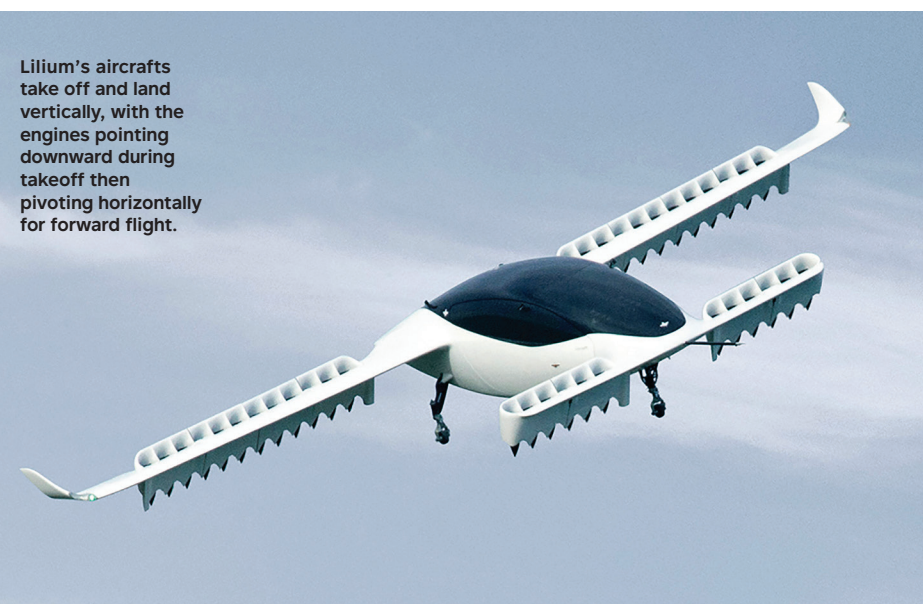
## RESEARCH ASSET

### SunTrax

Located off Interstate 4 between Tampa and Orlando near the campus of Florida Polytechnic University, SunTrax is a proving ground for self-driving cars and other vehicles of the future. The 2-km<sup>2</sup> complex — a joint project between the Florida Department of Transportation and Florida’s Turnpike Enterprise — was designed by the German engineering firm Tilke (which built Daimler’s test facility south of Stuttgart) and is the only high-speed autonomous vehicle testbed in the southeastern United States. Vehicles can zip around the facility’s 3.6-km oval track at up to 112 km/h, the maximum speed rate for Florida highways.

When the facility opens to the public in 2022, private companies will be able to lease state-of-art workshops and evaluate the performance of their connected and automated vehicles (CAVs) on a variety of test circuits, ranging from windy, hilly roadways to urban/suburban streets. One zone will simulate drop-off areas at airports and hotels. An indoor weather chamber will simulate rainstorms, fog, smoke and flying debris.

SunTrax also includes infrastructure for testing high-speed electronic tolling, driver-assisted truck platooning (DATP) and other types of intelligent transportation systems. Through a partnership with Florida Polytechnic University’s Advanced Mobility Institute, FPU students and faculty will have an opportunity to conduct research at the facility to solve today’s transportation challenges — and SunTrax plans to collaborate with other university partners across the state.



Lilium’s aircrafts take off and land vertically, with the engines pointing downward during takeoff then pivoting horizontally for forward flight.