

ULA — Ultra Luxury Automotives

Press Fact Sheet · 2026

Brand: ULA — Ultra Luxury Automotives **Status:** Phase 01 · Capability validation **Founder & Chief Vision Officer:** Hasan Mutlaq **Headquarters:** United States · Hand built in America **Public site:** www.ula.to **Press contact:** concierge@ula.to

What is ULA

ULA is a new American ultra-luxury performance vehicle brand defining a new product category — the **ultra car**. The brand combines hypercar-grade performance, ultra-luxury craftsmanship, and software-defined multi-role behavior in a single vehicle architecture.

Lineup — six vehicles, one drivetrain doctrine

Vehicle

Anatum

Noctua

Asper

Mastodon

Behemoth

Eunectes

All figures are validation-target performance figures for the Phase 02 build program.

Pricing

- **Signature** — from \$330,280
 - **Ultra** — from \$1,330,280
 - **SCANT Signature** — from \$440,000 (atelier commission, max 69 units per family per year)
 - **SCANT Ultra** — from \$2,200,000 (atelier commission, max 13 units per family per year)
-

Powertrain doctrine — Apex 8

Every ULA vehicle uses a three-module hybrid architecture: - Dual-turbo V8 internal combustion (GM LT 6.2L or Ford 7.3L Godzilla, depending on platform) - Dual front axial-flux electric motors — one per front wheel - Integrated rear electric module - Engine disconnect clutch enabling pure-EV, charge-sustain, and full-hybrid attack modes - 800V architecture (Signature) / 1000V-class (Ultra)

Signature tier: 1,700 hp combined (700 hp ICE + 500 hp rear + 500 hp dual-front) **Ultra tier:** 2,800 hp combined (1,200 hp ICE + 800 hp rear + 800 hp dual-front)

Brand architecture — three companies

- **ULA — Ultra Luxury Automotives** — vehicle manufacturer
 - **SCANT — Atelier & Design House** — independent customization and commissioning
 - **Ultra Luxury Audio** — in-house audio subsidiary (28-speaker Signature / 33-speaker Ultra reference systems)
-

Production timeline

| Phase | Window | Milestone |
|-------------------|------------------|---|
| Phase 01 | Months 1-3 (now) | Capability validation, partner LOIs |
| Phase 02 | Months 3-9 | Contracts, capital formation |
| Phase 03 | Months 9-30 | Engine and vehicle co-development |
| Phase 04 | Months 30-36 | Pilot production |
| Phase 05 | Months 36+ | First customer deliveries |
| Stable production | Year 4 onward | 330 vehicles/year, ramping to 1,000+ by Year 5 of stable production |

Approved press assets

- **Brand Brochure (PDF, 35 pages, 6.9 MB)** — visual brand book
- **Founder Portrait (PNG)** — Hasan Mutlaq, Founder & Chief Vision Officer
- **Brand Logos (SVG)** — master lockup, crest monogram, monochrome variants
- **Brand Films (MP4)** — vehicle brand films (Anatum, Noctua, Asper, Mastodon, Behemoth, Eunectes) + lineup composition film
- **Hero Renders (PNG)** — three-quarter front views of all six vehicles in Ultra livery

For high-resolution renders or interview requests, contact concierge@ula.to.

Confidential business documents (executive summary, engine RFQ, financial model) are available to qualified investors and partners under separate NDA.

END OF FACT SHEET · 2026