AGENDA

• Who is Tesla Motors?
  – Products
    • Roadster
    • Model S
    • OEM Powertrain Products
  – Corporate Identity

• Challenges and Opportunities
Who is Tesla Motors?

**Tesla’s Mission:** Convert transportation energy use to electricity

“We won’t stop until every car on the road is electric.”

- Elon Musk

1. Tesla-branded electric vehicles: Roadster and Model S
Tesla Roadster

- Performance
  - 0-60 mph acceleration: **3.7 sec**
  - 288 HP / 295 ft/lbs Torque
  - 125 mph Top Speed
- Driving range:
  - **245 mi** (comb. city/hwy)
  - <$8 for a full charge
- Price: $101,500 (w/Federal tax credit)
- Full Federal Motor Vehicle Safety Standards (FMVSS) compliant
Motor:
- 3 Phase, 4-Pole AC Induction Motor
- Variable Frequency Drive
- 288 HP
- 295 ft/lbs Torque
- 14,000 RPM Redline
Roadster Powertrain

Battery:
• 56 kWh Storage Capacity
• 245 Mile Range
• 4 hour Recharge

Subsystems:
• Regenerative Braking
  – Engine Braking
  – 10-15% energy recuperation
• Brakes
  – Hydraulic with electric vacuum assist
Model S

Unveiled in March 2009

First deliveries 2012
Model S

Vehicle Specs:

- Seating for 7
- More cargo space than typical sedans
- Premium interior styling

- 160, 230, or 300 mile range pack
- 45 minute QuickCharge

- 0-60 in 5.6 seconds
- 120 mph top speed

- Leading electric powertrain
- 17-inch touchscreen with 3G connectivity
- Amazing aerodynamics
Tesla Model S
WHO IS TESLA MOTORS?

Tesla’s Mission: Convert transportation energy use to electricity

2. Tesla electric powertrains to partner OEMs

 Courtesy smartusa.com

 Courtesy toyota.com

 Courtesy daimler.com

 Courtesy wired.com
WHO IS TESLA MOTORS?

Corporate Description:

- 7 years old and ~1,000 employees
- Successful IPO on June 29th, 2010
- Corporate headquarters based in Palo Alto, CA
- Factory in Fremont, CA
- Studio in Hawthorne, CA
- 18 Stores worldwide (9 in US)
Challenges and Opportunities

Challenges

• Public perception of electric vehicles
• Regulatory landscape
• Newcomer in automotive OEM space
• Transitioning from startup model
Opportunities

• Chance to change the automotive landscape
  – Desirable
  – Energy security
  – Environmental benefits
  – Setting the standards

• “Greenfield”

• Work with the best and brightest
  – People with a passion for the product and mission
  – Motivated, highly capable
  – Fast product development

• Governmental recognition
  – $465M DOE Loan
  – Tax credits, HOV privileges
“The stone age came to an end not for lack of stones
And the oil age will come to an end not for lack of oil”
— Sheikh Yamani, former OPEC Member
Thanks!

www.teslamotors.com

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