



Tesla Motors

May 2011

21st Century Technology

Record-breaking EV by every measure

Performance 0-60; 3.7 sec.*

Range 245 miles

Development Cost \$125MM

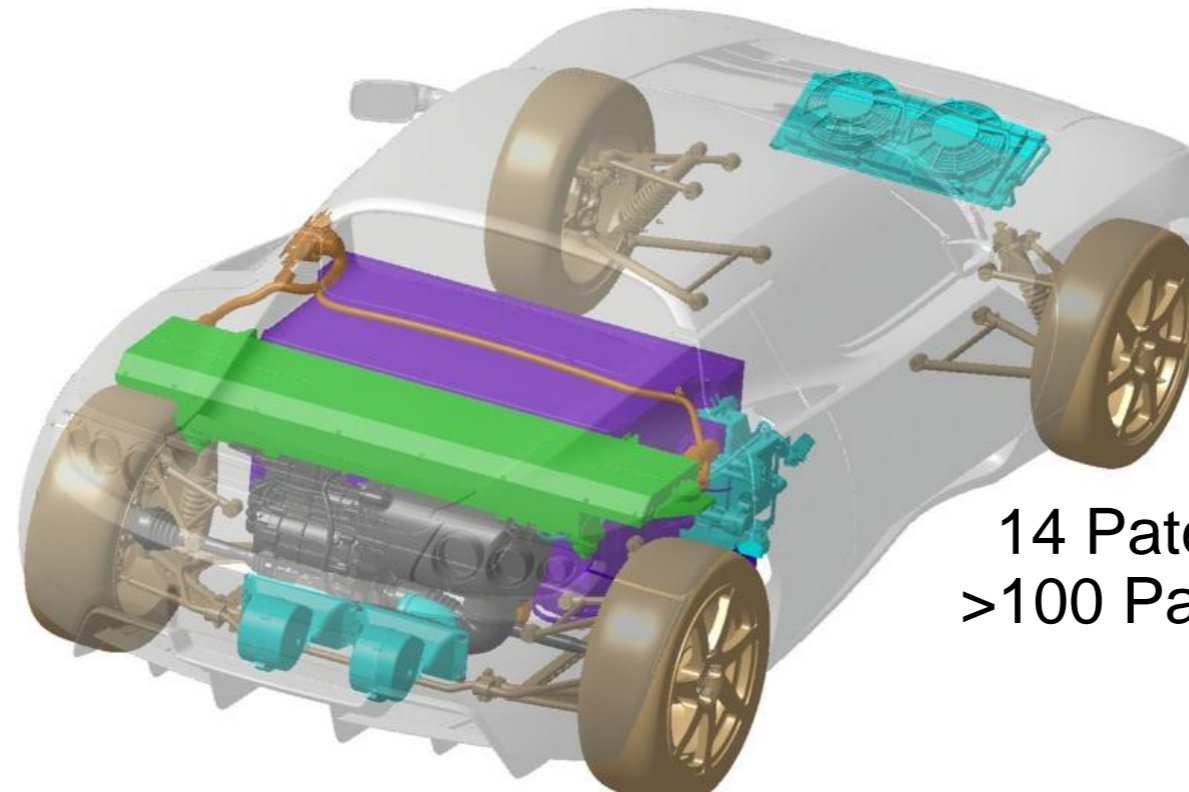
Time Launched 3 models in 2 years



*Roadster Sport



Disruptive Technology



14 Patents Issued
>100 Patents Pending

Battery Pack

- > Large battery pack and high energy density
- > Charge balancing and cooling
- > >100k mile/7 year life expectancy

Power Electronics

- Bi-directional inverter
- On-board charging
- Universal connector

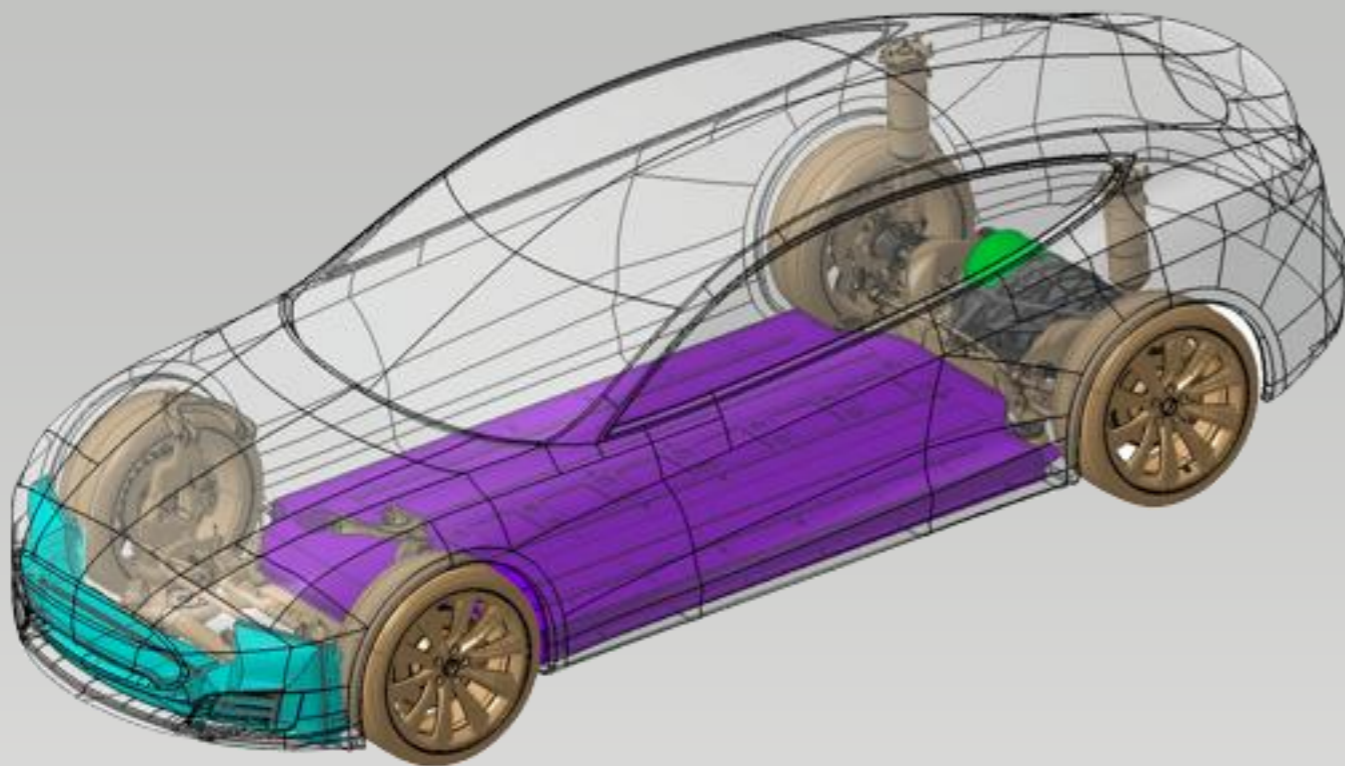
Motor

- Instant peak torque
- 3 phase design with 87% average efficiency

Control Software



Relentless Innovation



Performance & Cost Improvements from Roadster to Model S*

Battery Pack*		Power Electronics*		Motor*	
Continuous Power	↑ 45%	Liquid Cooled		Liquid Cooled	
Energy	↑ 25%	Continuous Current	↑ 50%	Continuous Power @ 70mph	↑ 100%
Module Volumetric Energy Density	↑ 45%	Reduction in Power Loss at Continuous Current	↑ 20%	Top Speed	↑ 15%

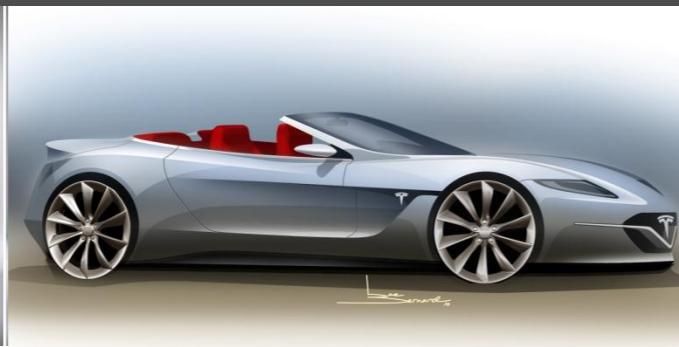
*Planned. Metrics reflect 230-mile range Model S.



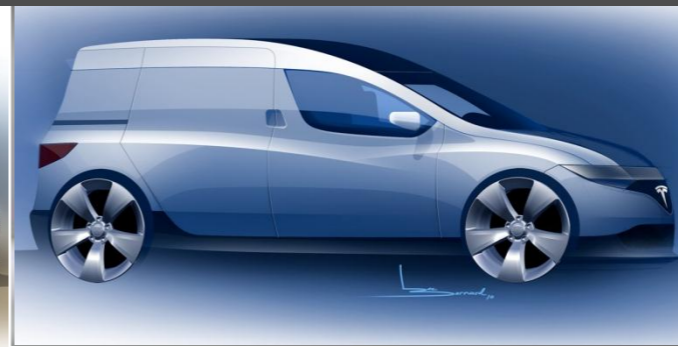
Platform for Broader Market Opportunity



Sedan



Cabriolet



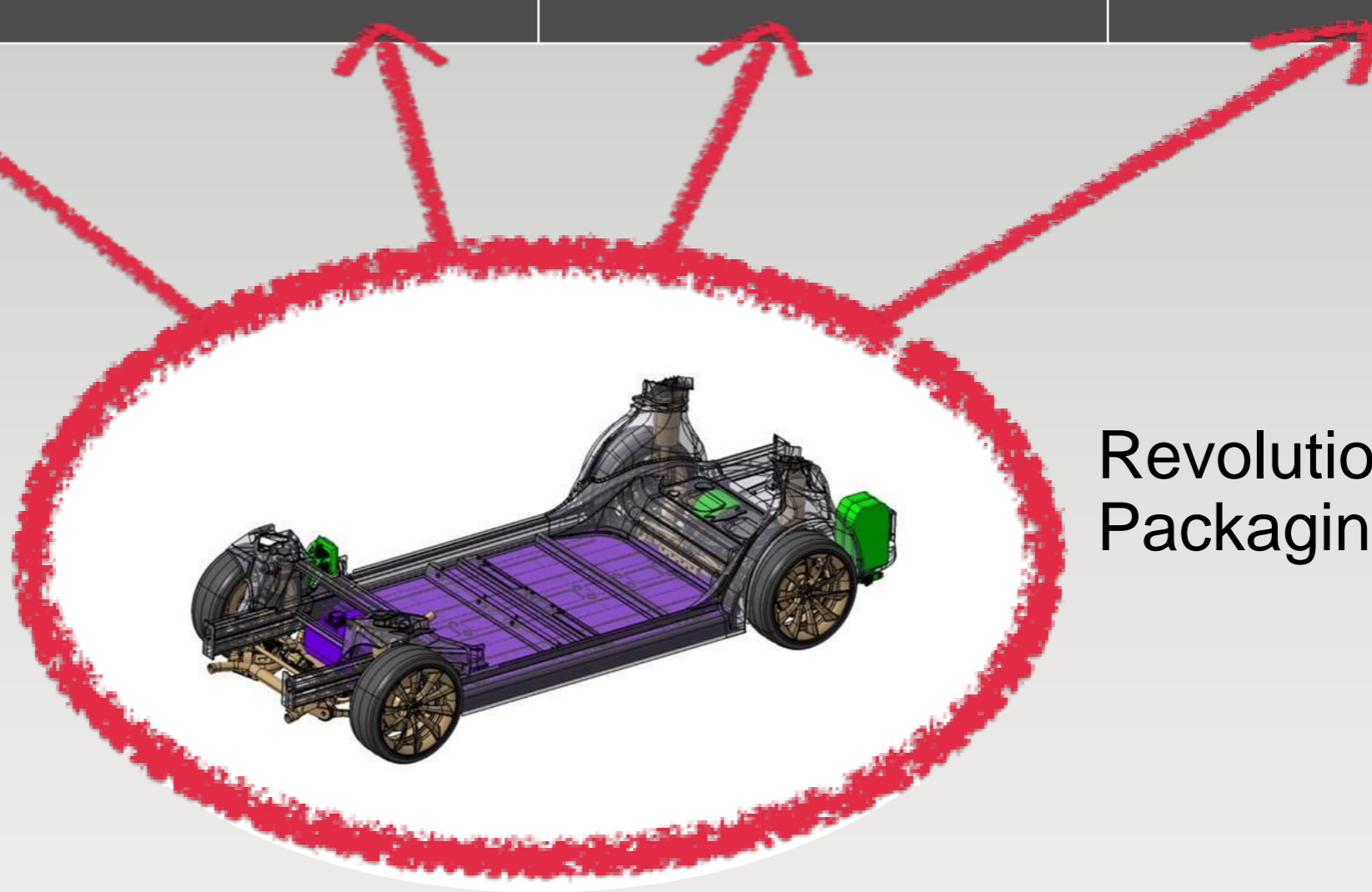
Van



Crossover/SUV

Common
Powertrain

Adaptable
Common
Platform



Revolutionary
Packaging



Rapid Execution

Vehicles

Roadster	Roadster Sport	Right-hand Drive	Model S
			
> 0-60: 3.9s	0-60: 3.7s Active Suspension Premium Interior	UK & Asian Markets	Up to 300 miles Mass Market*

Powertrain

2008	2009	2010	2011	2012
SMART Development		SMART Production	A-Class Development	A-Class Production
		Freightliner Development		Powertrain 3.0*

*Projected



Significant Technology Lead

Maximum Miles per Charge



Battery Cost in \$/kWhr



*Estimated
+EPA 2-cycle city/highway test



Proven Success



“Explodes off the line pulling like a small jet plane...”

Jason Cammissa, Automobile Magazine

4 Million Customer Miles Driven

Department of Energy



\$465MM Loan Facility

DAIMLER



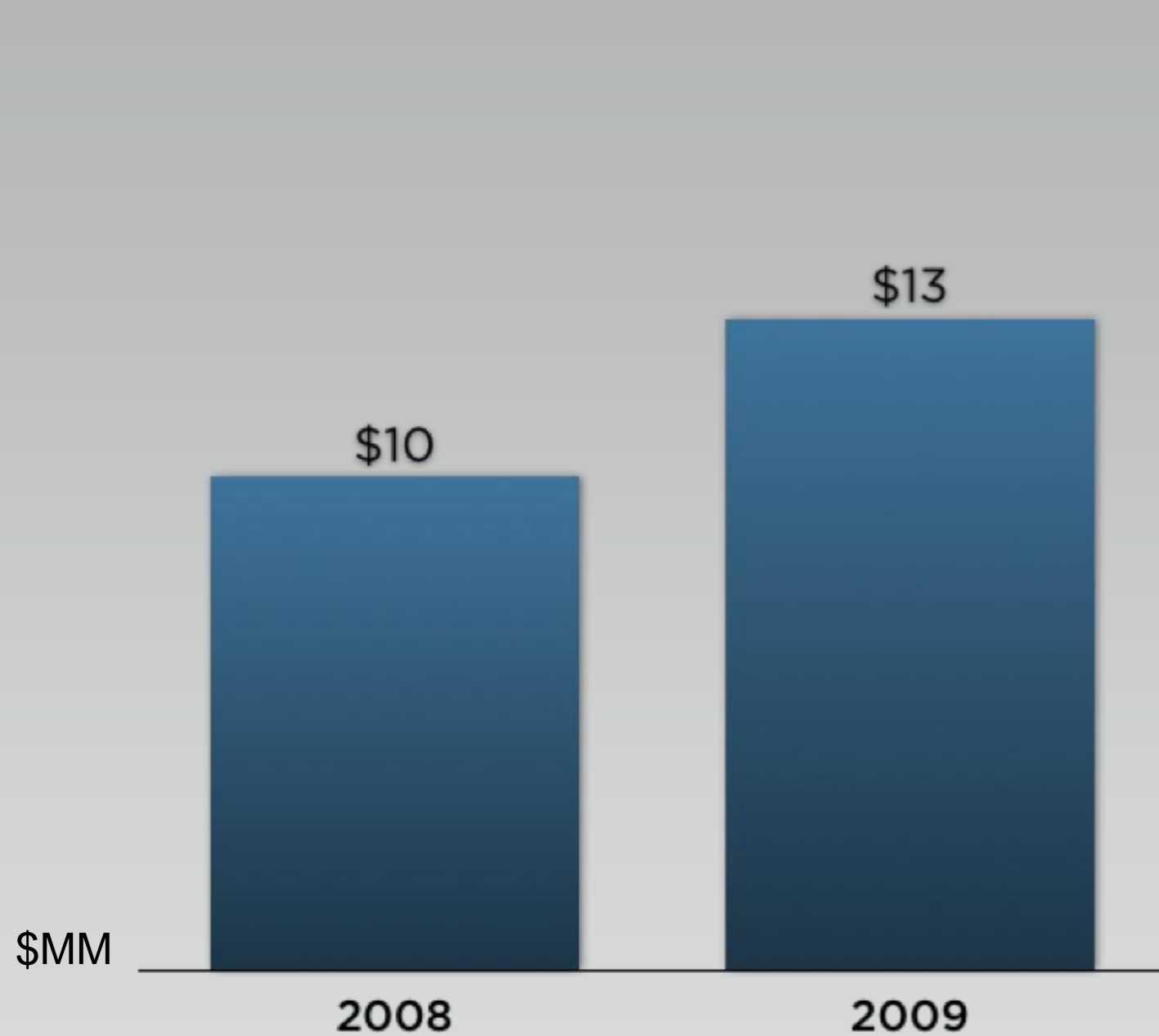
Investor and Customer





TOYOTA

Investor



Growth in Powertrain Business*



 Mercedes-Benz	A-Class EV Battery Packs and Chargers
	EV Vans Battery Packs
	Fortwo Battery Packs and Chargers
 TOYOTA	Strategic Relationship Potential Future Powertrain Opportunity

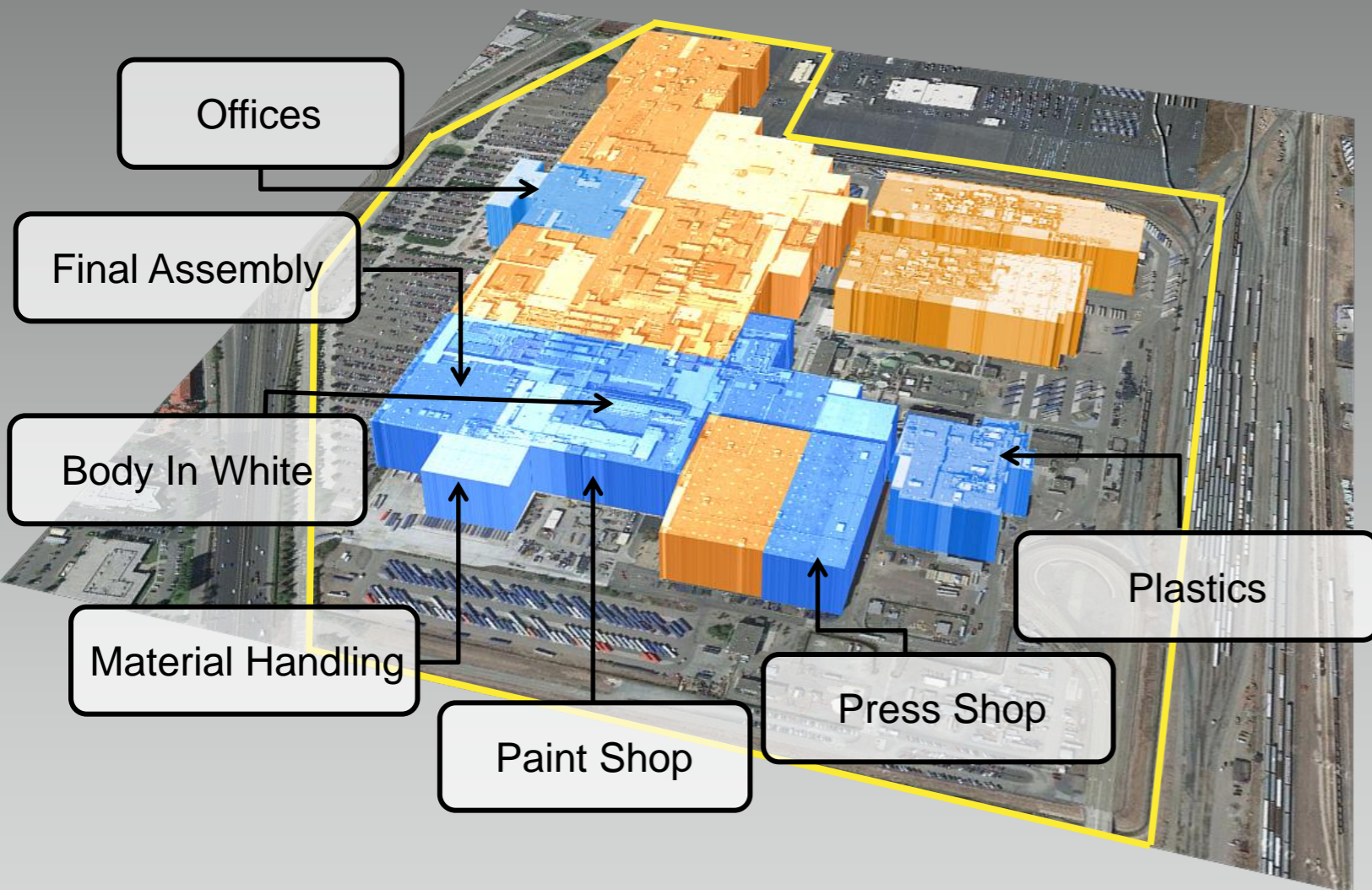
*Payments for powertrain R&D and Sale of powertrain components





Executing on Model S

Freemont, CA*



> \$42MM, purchased from NUMMI

> 207 Acres, ~5MM sq. ft.

> Offers several advantages for Model S production

> Ideal for Gen III EV

 Model S Facilities

 Future Programs

*Illustrative Drawing



Model S: Path to Success



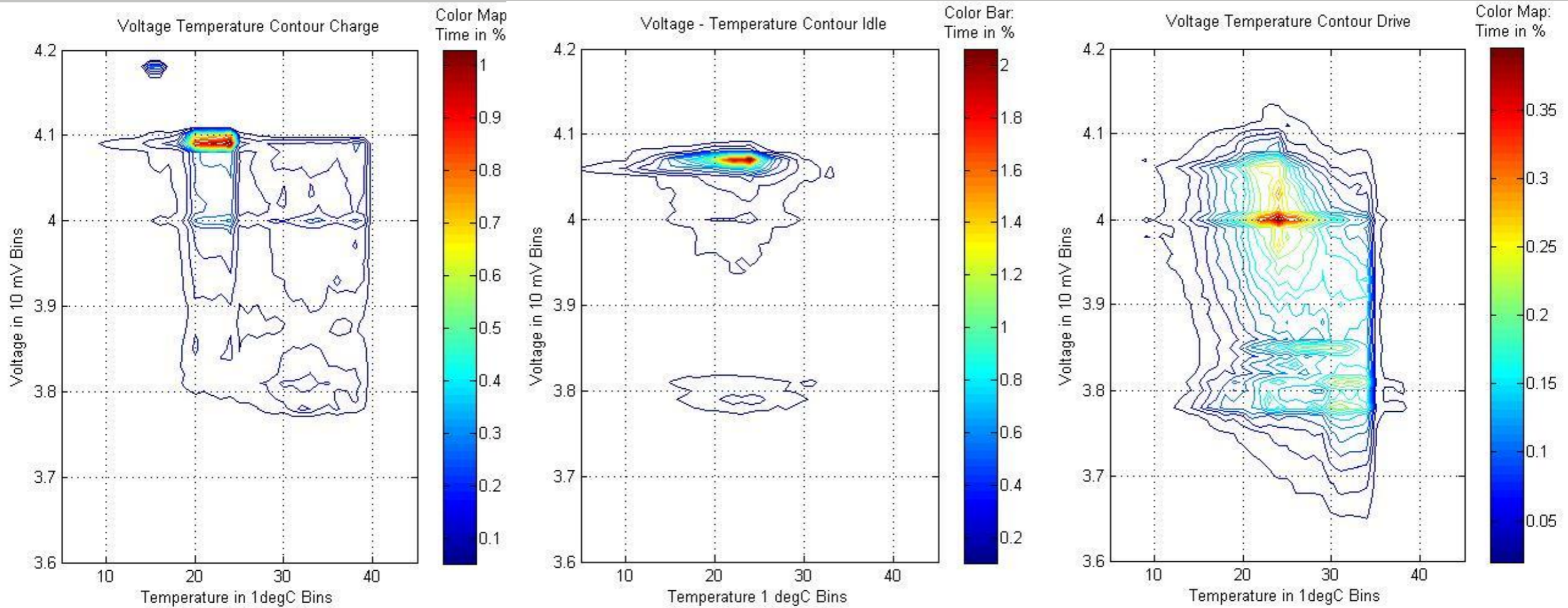
Engineering*
Mfg*

	2010	2011	2012
Engineering*	Alpha build External body design and engineering Safety and structural design	Beta build Crash test program begins	Production validation Release candidate build
Mfg*	Supplier sourcing Site preparation	Stamping facility online Paint shop operational Installation of tooling equipment	Deliveries begin 20,000 units annually

*Planned



Roadster Vehicle Data



185k hrs in Charge Mode
(10% of total time)

2.48M hrs in Idle Mode
(88% of total time)

51k hrs in Drive Mode
(2% of total time)

Packs are stored at benign temperatures and typically less than 100% SOC

Cabin A/C is ON 9.8% of the time during drive

