



Tesla Motors
June 2013



Introduction to Tesla

“The overarching purpose of Tesla is to expedite the move from a mine-and-burn hydrocarbon economy towards a sustainable, solar electric economy.”

-Elon Musk | CEO and Chief Architect

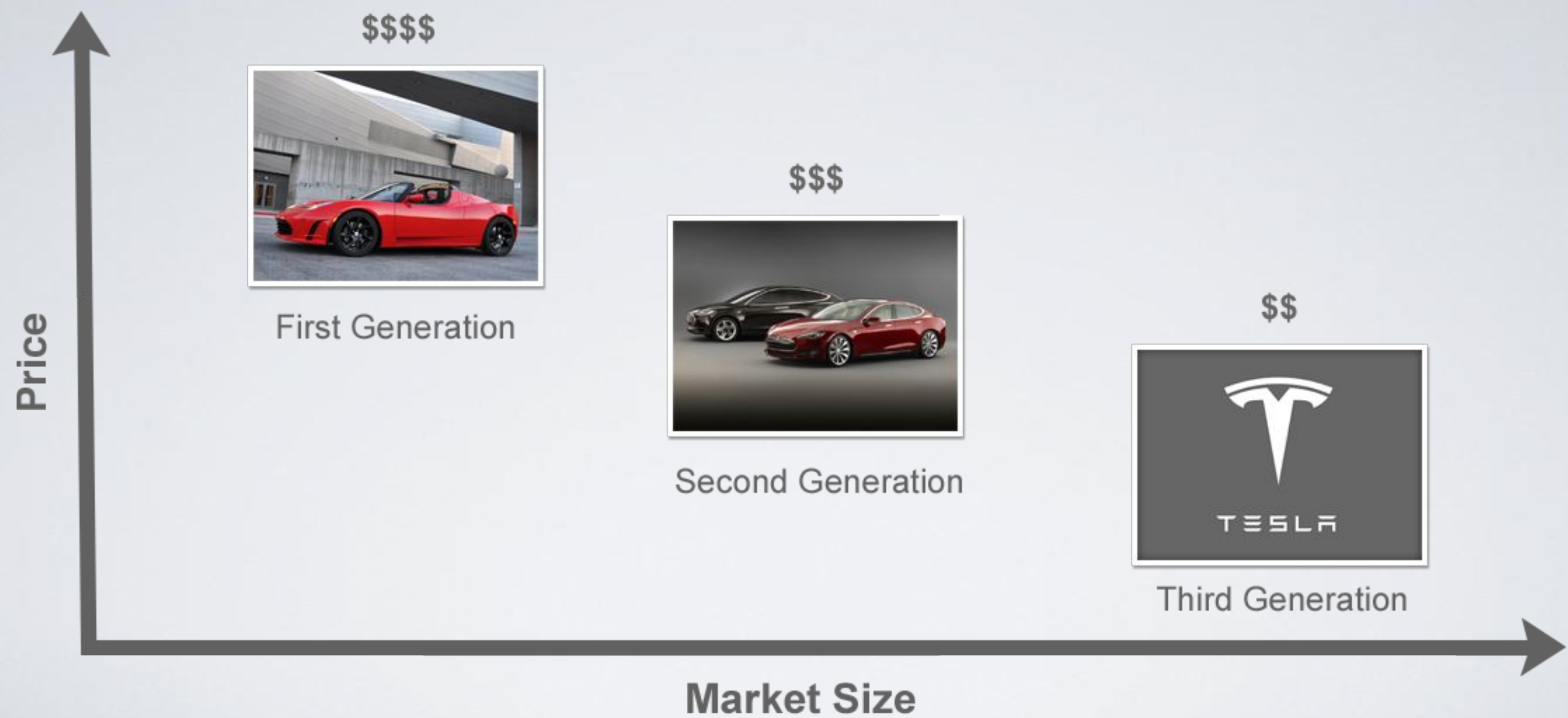


Tesla Strategy

1. Develop a high-end, high performance sports car to prove that electric vehicles are both stylish and efficient. Use the sports car to develop core intellectual property and patents.
2. Introduce a premium sedan that competes with brands like BMW, Mercedes and Audi
3. Produce hundreds of thousands of low cost premium electric vehicles for mass adoption



Tesla Product Strategy



Roadster



0 - 60mph: 3.9 seconds • Driving Range: 244 miles • Base Price: \$109,000

Millions of Electric Miles

| | | |
|-----------|-----------|------------|
| 2100+ | 31 | 60,000,000 |
| Roadsters | Countries | miles |



Model S - Most Awarded Car of 2013

Popular Mechanics

TIME

MEN'S JOURNAL



YAHOO!

POPSCI

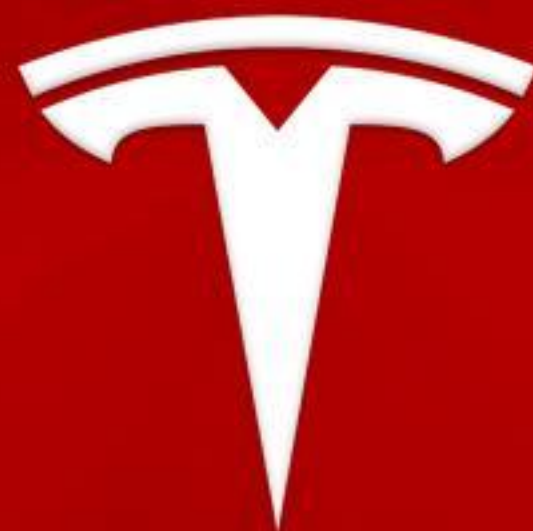
Automobile

ConsumerReports®

Tesla Sales Focus

1. Focus on monthly payments vs. total vehicle price
2. Engaging stores, low bar for test drives, simplified sales process
3. Stand behind the product with great warranties, service, and residual values



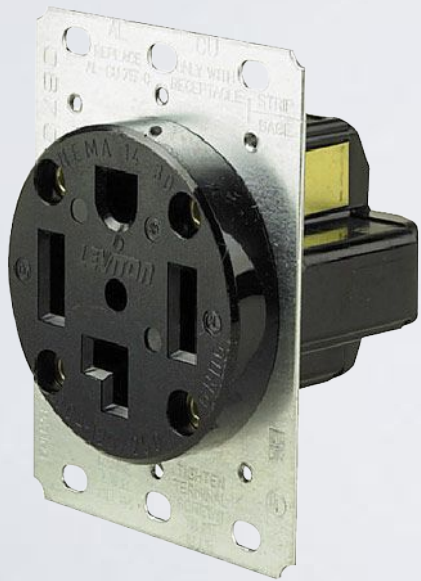


Charging

Model S Charging Vocabulary



110V Outlet



240V Outlet



Tesla
Mobile
Connector



Tesla
High Power Wall Connector



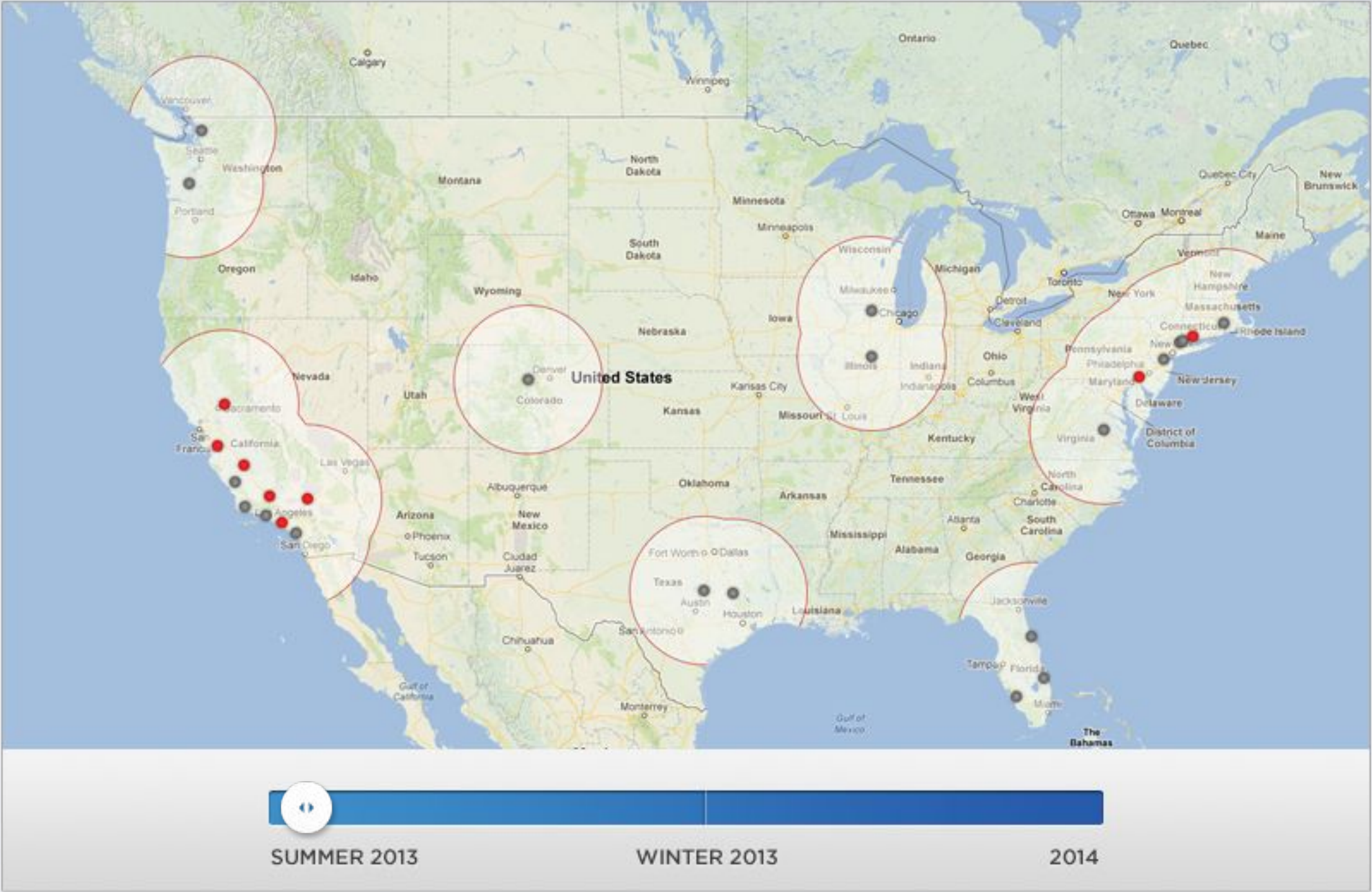
Twin charger(s)

Model S Supercharging

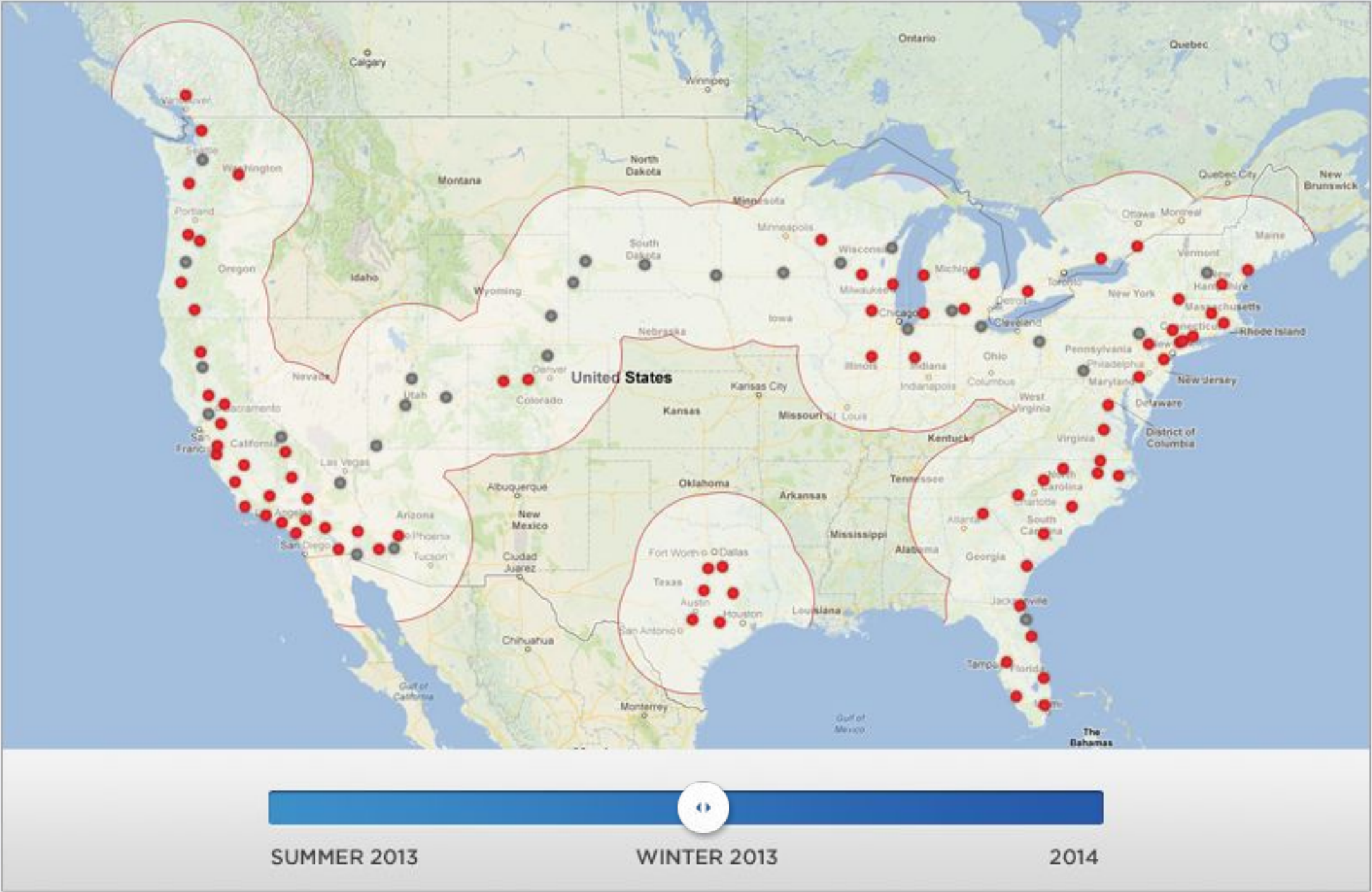
- Industrial grade, not available for home use
- Up to 120 kW input
- Up to 120 kW off-board charger
- Bypasses on-board vehicle chargers
- Fills battery directly



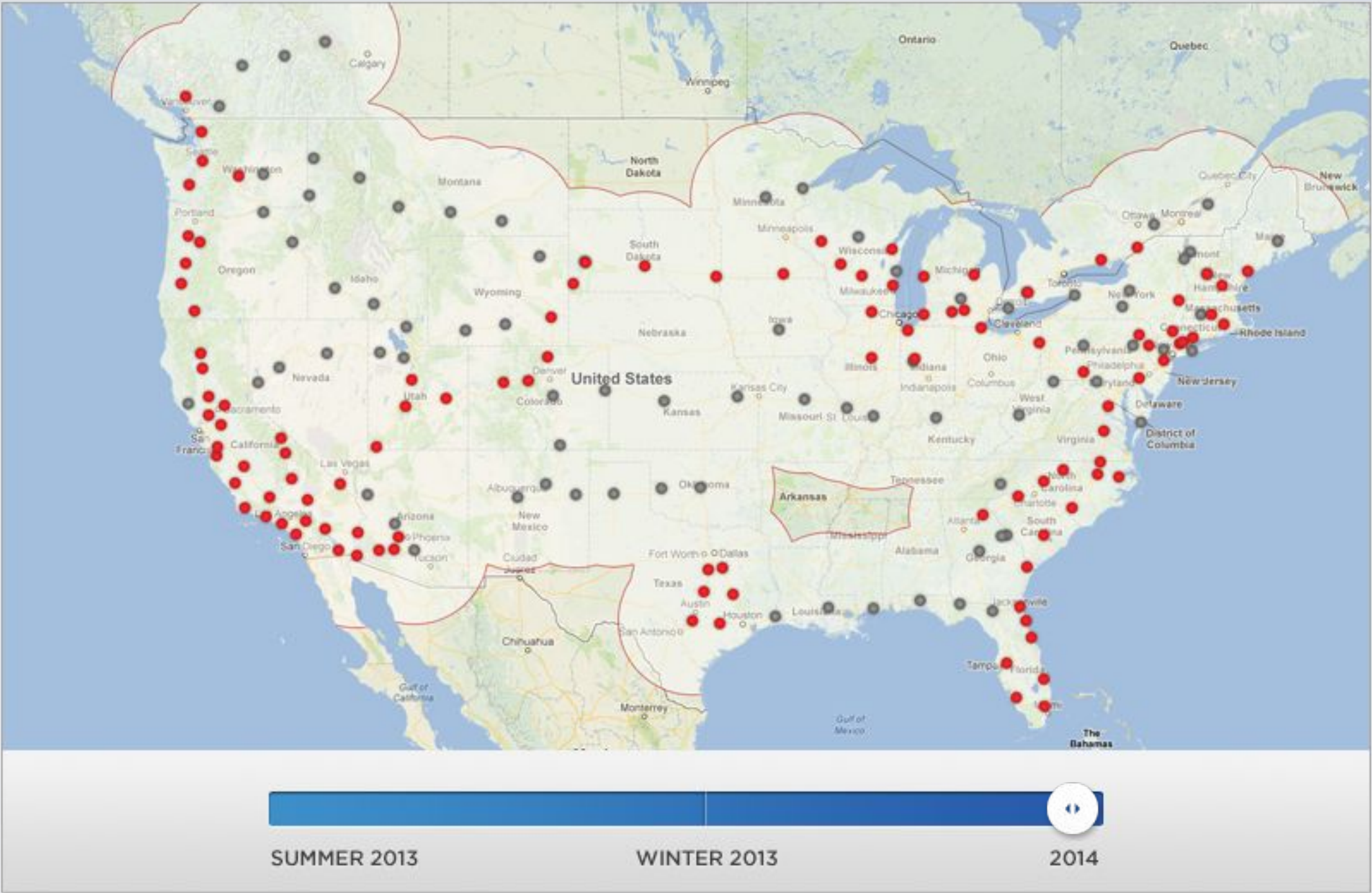
Supercharging Growth



Supercharging Growth



Supercharging Growth





THANK YOU!