

Tesla Motors Presentation

California Transportation Commission



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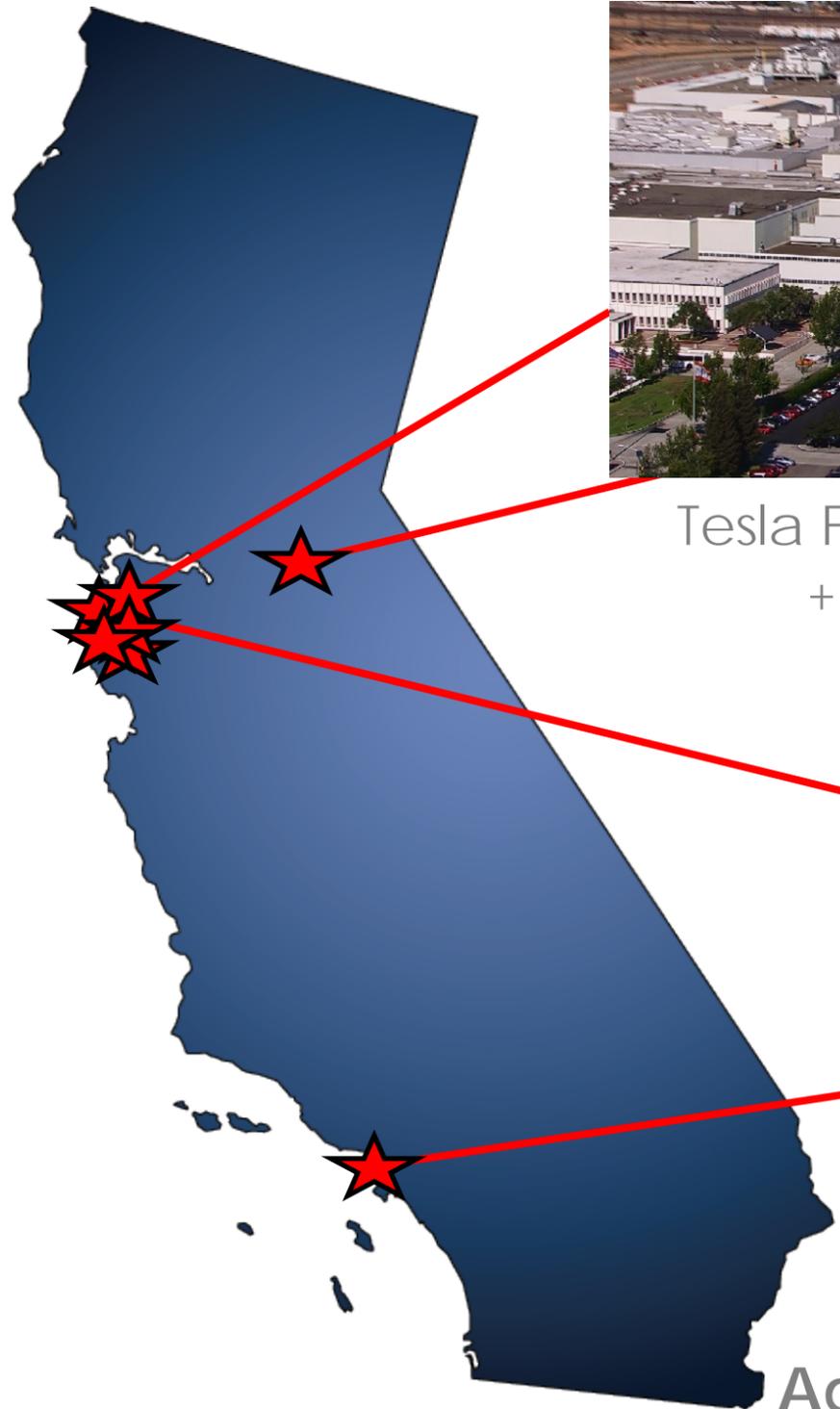
Our Mission

To accelerate the world's transition to sustainable transportation and energy solutions.



California's Automaker

Major Employment Centers



Tesla Factory – Fremont, CA
+5,000 employees



Tesla Manufacturing – Lathrop, CA
+350 Employees



Tesla HQ – Palo Alto, CA
+1,500 Employees

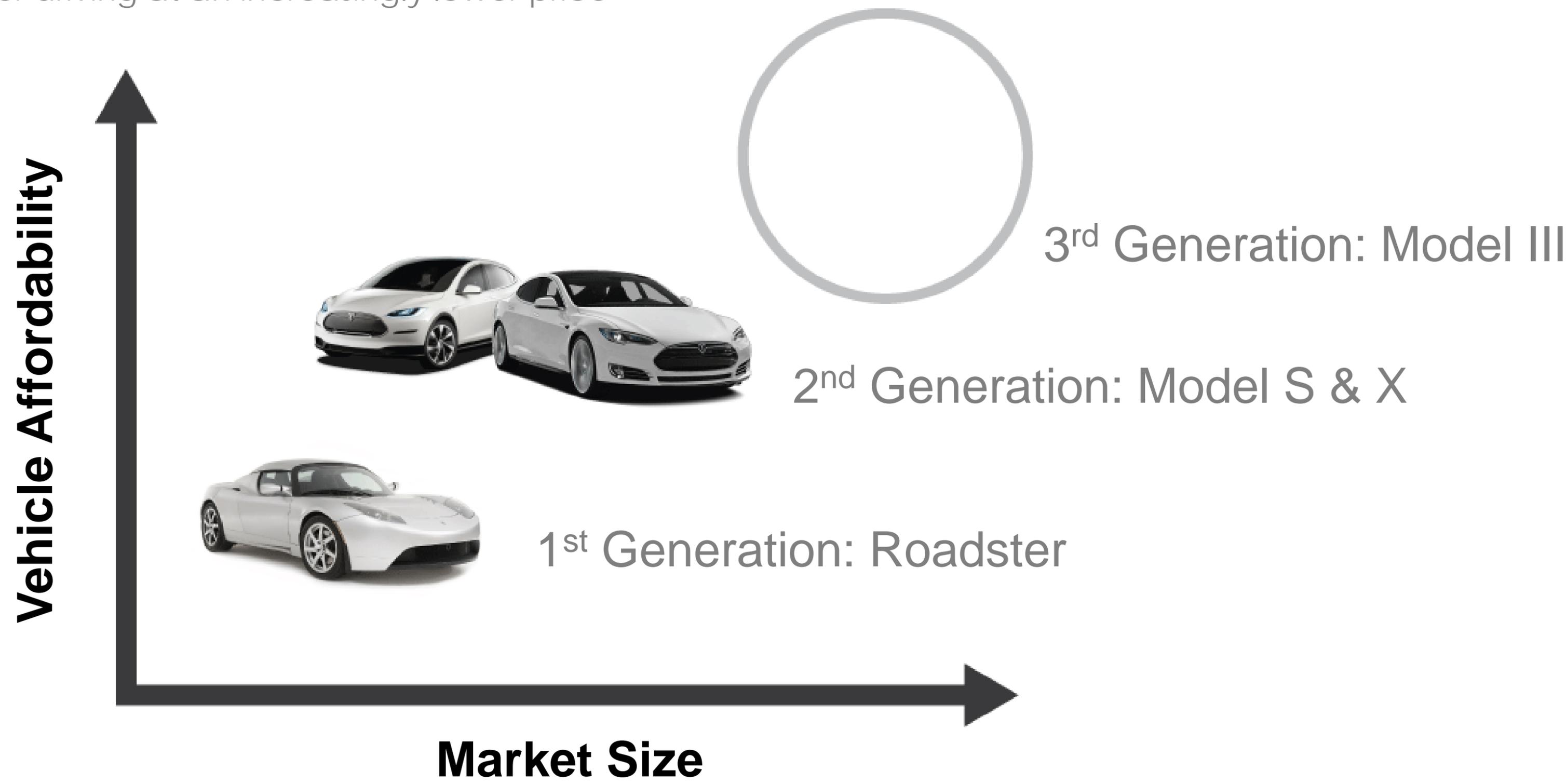


Tesla Design Center – Hawthorne, CA
+200 Employees

Additional employment areas: Fremont, Sunnyvale, Newark, Sales & Service

Product Roadmap – Elon's "Secret Plan"

Better driving at an increasingly lower price



The Model S

TESLA



Automobile

2013 AUTOMOBILE OF THE YEAR



Consumer Reports

BEST CAR EVER TESTED



HIGHEST SAFETY RATING
IN AMERICA

THE NATIONAL HIGHWAY TRAFFIC
SAFETY ADMINISTRATION

The Model X



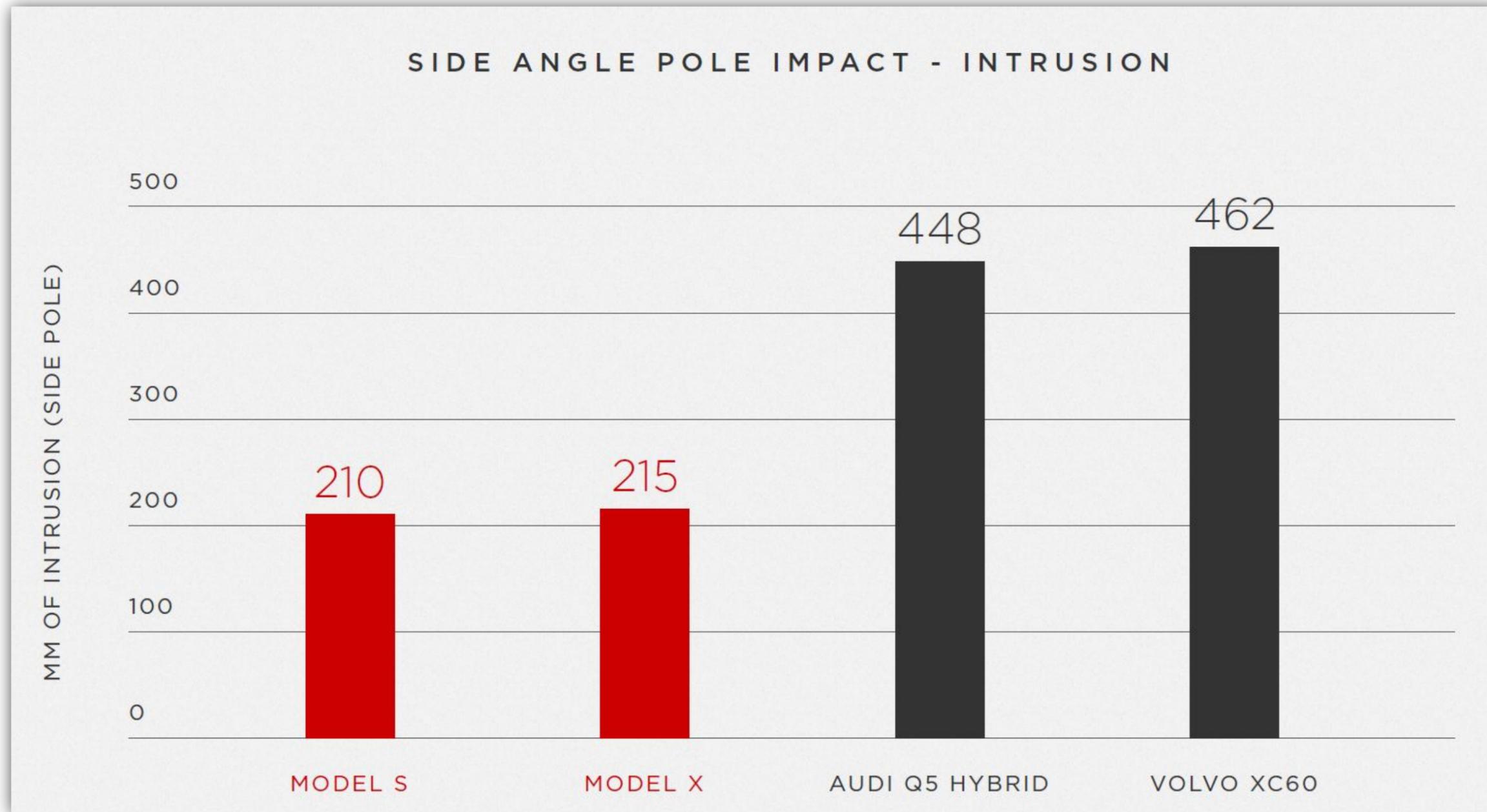
EPA estimated range of 250 miles per charge

- 0-60mph in 3.2 seconds
- Dual Motor AWD
- Towing capabilities
- Seating for seven, plus storage



Safety First Design

Side Impact Occupant Compartment Intrusion



**Model X has yet to be officially tested by NHTSA. Results shown are based on Tesla Internal testing (same protocol) at facility where NHTSA completes its tests.*

Safety First Design



MODEL X
SIDE INTRUSION



NEXT BEST
RATED SUV

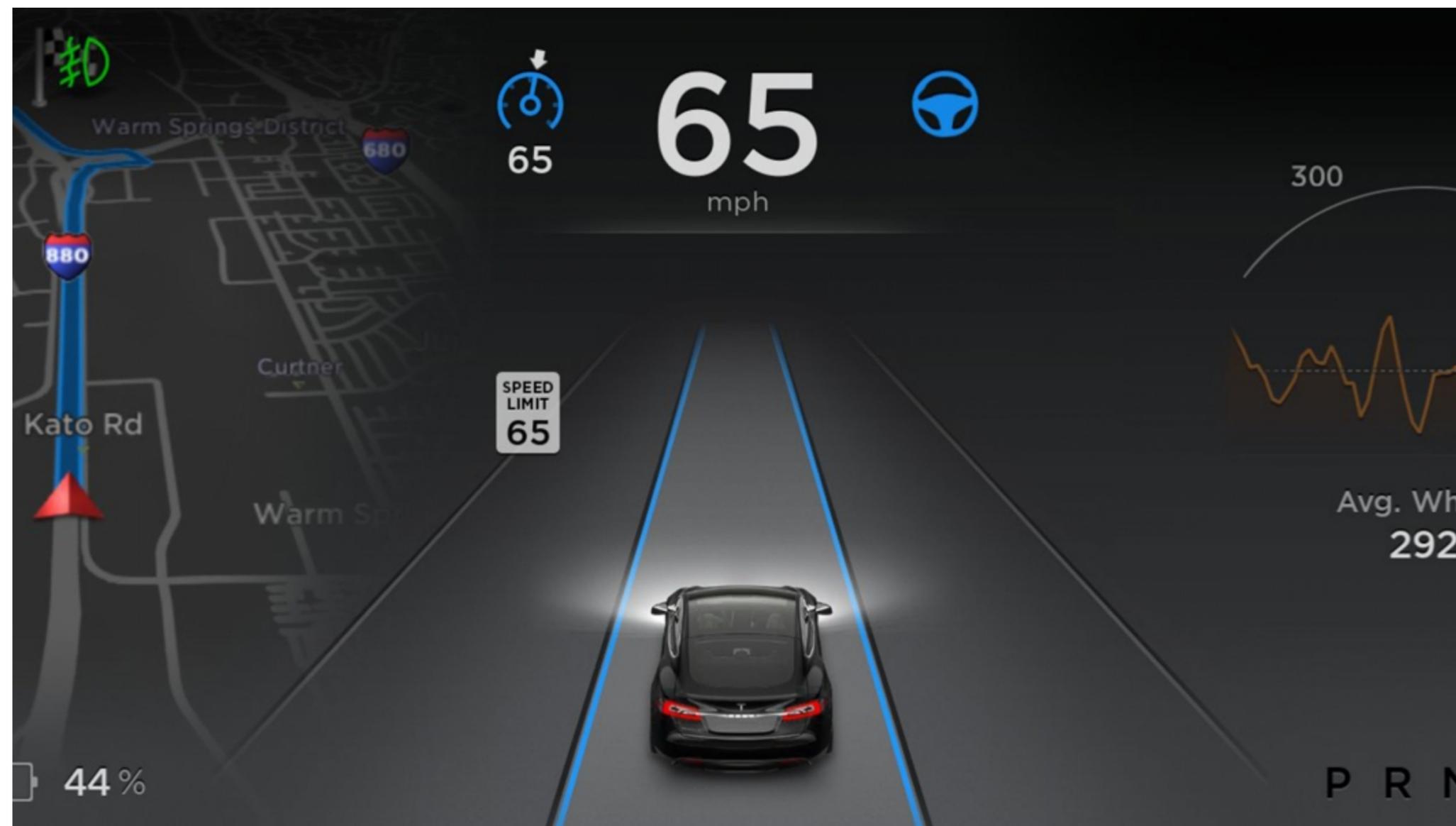
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Autopilot

Advanced Safety Systems progressively enabled via over-the-air updates

7.0 Features:

- Side Collision Avoidance
- Automatic Lane Changing
- Automatic Parallel Parking
- Automatic Steering w/ traffic aware cruise control



Autopilot uses a combination of cameras, radar, ultrasonics, GPS and high resolution digital maps to comprise a mutually reinforcing system that pilots the Model S along the highway, staying within the lane, even in stop and go traffic.

Real time feedback from the Tesla fleet ensures the system is continually learning and improving upon itself.

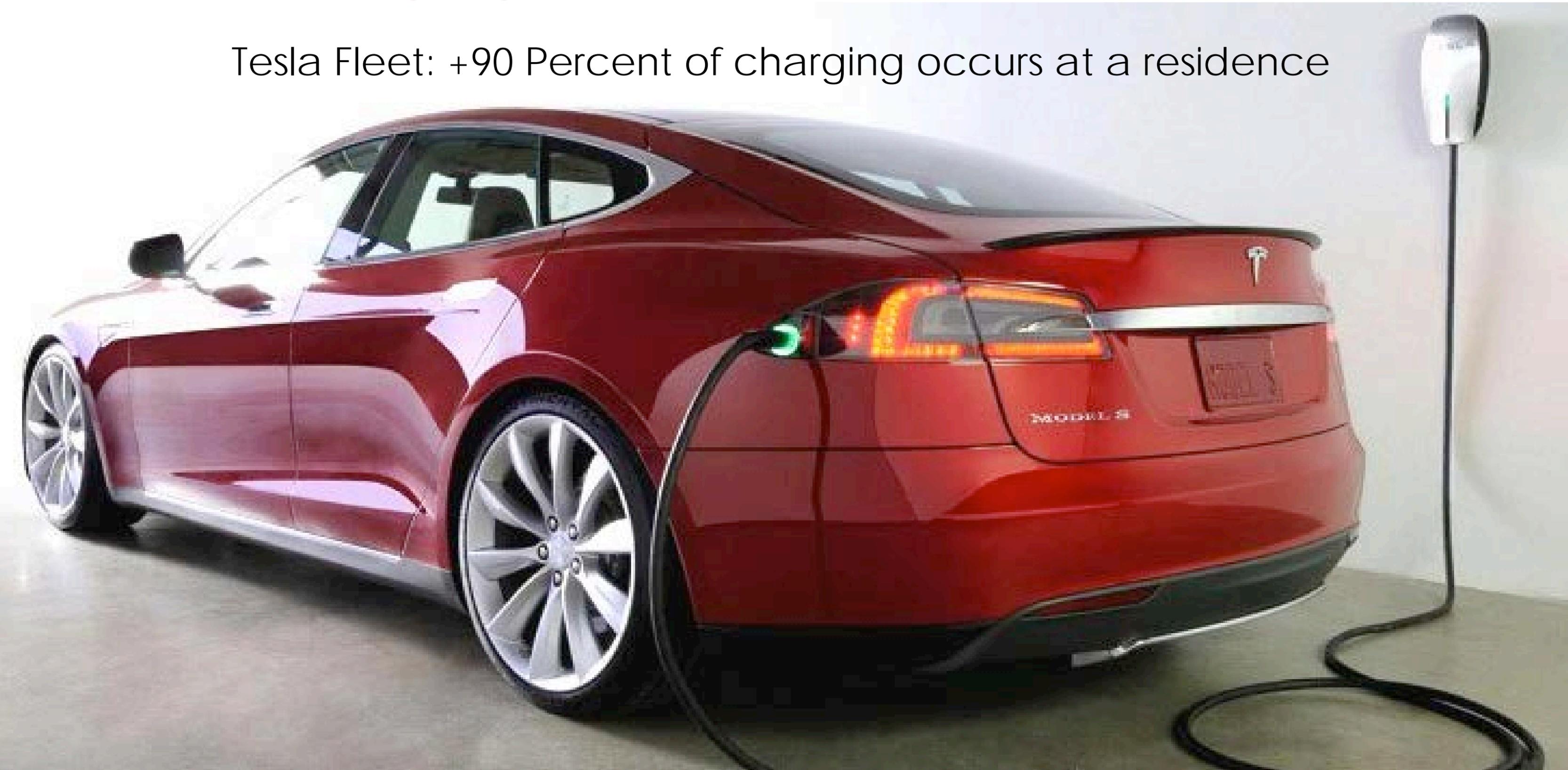
Tesla Charging Solutions



Home Charging

TESLA

Tesla Fleet: +90 Percent of charging occurs at a residence





Supercharger

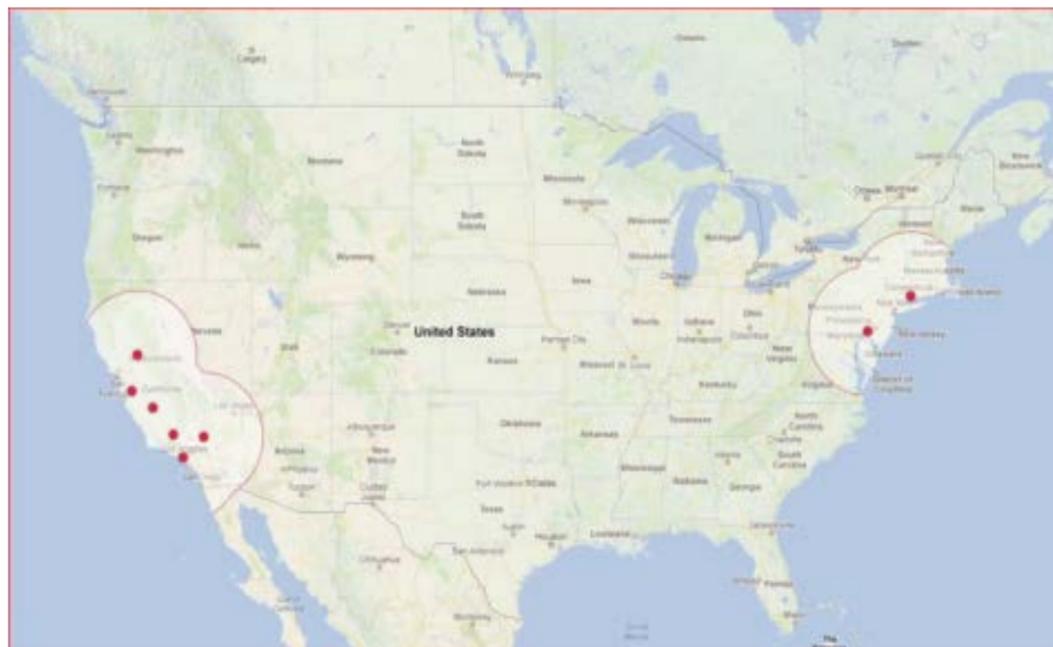
236 Million miles traveled **68** Million kWh Delivered **269** Million Lbs CO2 Offset **10** Million Gal Gas Saved

<400 Supercharger Stations worldwide
100% Privately Funded



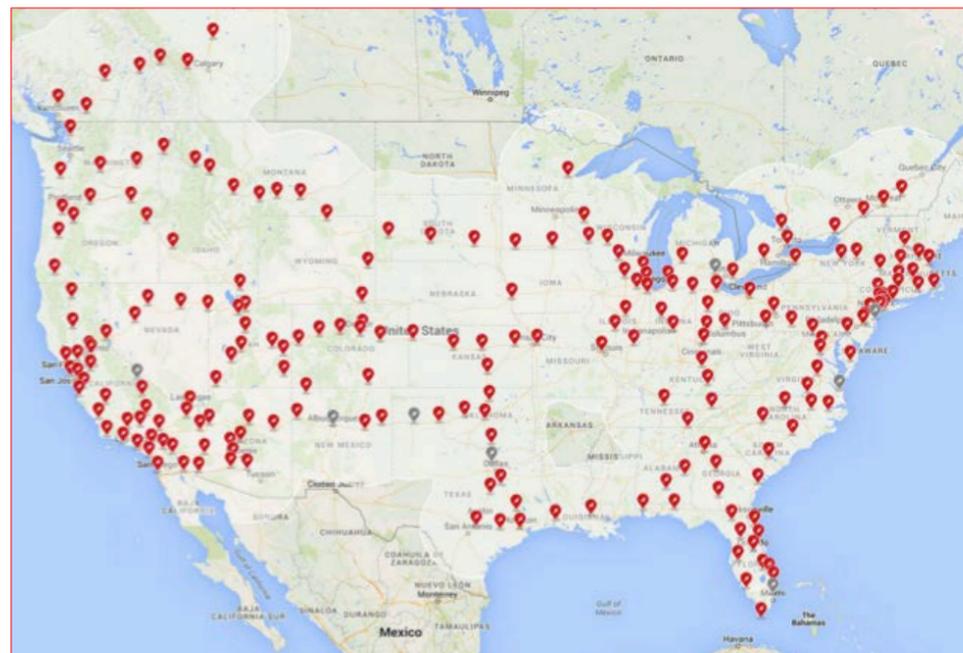
Supercharger Expansion

January 2013



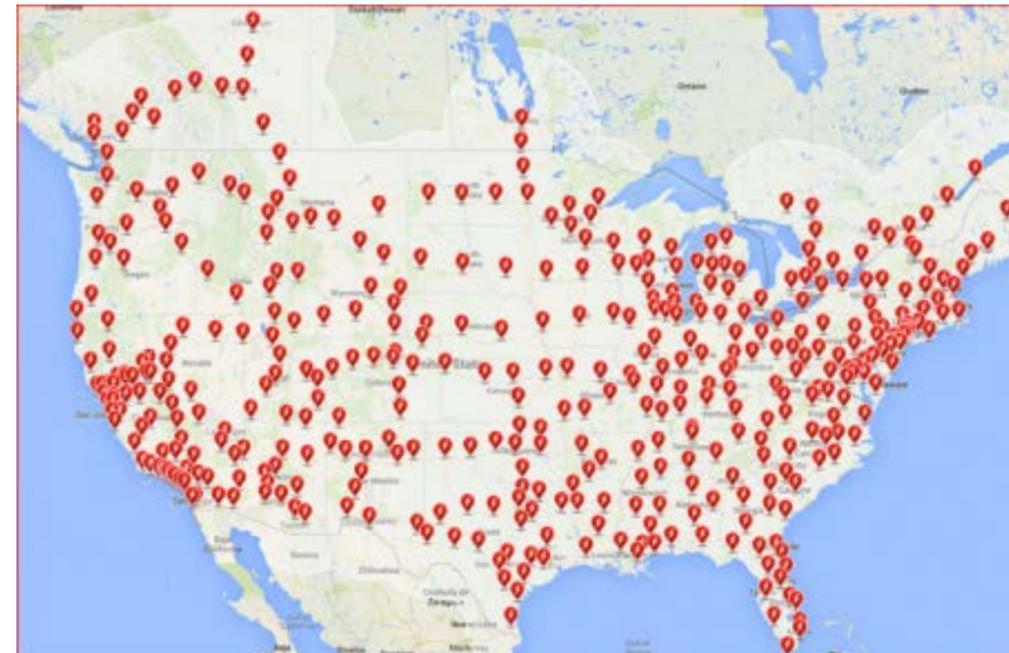
Jan 2013 8 stations & 850 visits
3,100 Model S (global)

October 2015



Sep 2015 242 stations & > 85,000 visits
> 75,000 Model S (global)

End of 2016



Dec 2016 >400 stations
> 200,000 vehicles (global)



Model S Released



Q3 2015: Model X Released



2016: Gigafactory Starts Production



2017: Model 3





Roseville, CA



Silverthorne, CO



Woodburn, OR



Bozeman, MT

“I will go out of my way to support businesses hosting charging stations. I even opened up a line of credit to support a bank hosting a station.” – Mark in Fullerton, CA

Destination Charging

To incentivize early-adopters, Tesla is offering free charging equipment to qualifying sites, as well as a possible subsidy for installation.



Over 1400 locations including:

- Grand Hyatt San Antonio
- The St. Regis Houston
- Silver Fox Steakhouse, Dallas
- The Ritz-Carlton, Naples Golf Resort
- South Coast Plaza Shopping
- Four Seasons Hotel Boston
- Dallas Marriott City Center
- Muskoka Bay Club
- Le Parker Meridien, Palm Springs
- Meadowood, St. Helena



Early Infrastructure Indicators



Sample Size

- +75K Vehicles on road (with 200 mile range or greater)
- +1 Billion Miles Driven
 - Small sample size – limited variables – substantial indicators

Home Charging availability is key

- +90% of charging occurs in the home
 - Building codes and prewiring for new construction is low hanging fruit
 - Multi-unit Dwellings, retrofits and existing construction should be key focus areas for policy and investment in near term

Distance Travel – Fast Charging

- Supercharger indicates private market solutions are available to enable all long distance travel routes
- Public funding can be used to spur increased coverage and route diversity
 - Focus should be “agnostic” infrastructure – Make Ready installs – to leverage private investment

Appendix



Tesla Model S Fleet

+75,000 owners...and growing

Fleet Statistics

- +1 Billion EV Miles Driven
- 570,000 Tons of CO2 Emissions Abated
- Highest Safety Rating in America (and Europe)

Recent Product Updates

- Dual Motor – Advanced AWD System
 - Increased Torque , Increased Range
- 70S – Base price returns to 70K w/10kwh more energy
- 90D - Option increases range by additional 6 percent
- Ludicrous Mode
 - 0-60 Seconds in 2.8 seconds



“Better than anything we’ve ever tested”
“99 out of 100 points”

Consumer Reports



Introduction to Electric Vehicle Charging

Time to charge	Slow (6-70 hours)	Fast (2-6 hours)	Fastest (<1 hour)
Power	<3kW @ 120V AC	3-30kW @ 240V AC	30-120 kW @ 480V DC
Standards	J1772 NEMA 14-50 common wall outlet	J1772 Tesla	Tesla CHAdeMO SAE Combo

California's Automaker

largest manufacturing employer in the State

The Tesla Team

- More than 9,000 Employees in the State
 - +60%** of employees self identify as an ethnic/racial minority
 - 25%** of manufacturing employees are Central Valley residents
 - Special programs to emphasize hiring of veterans and women in STEM fields
 - Tesla Motors was recently acknowledged as one of the "Best Places to Work for LGBT Equality" by the Human Rights Campaign.

Largest Concentration of Investment

- Tesla direct economic impact on California exceeds **\$3.3B**
- More than **40 percent** of Tesla suppliers are in California

Largest Sales and Service Presence

- More than **16,000 Vehicles** delivered in the State (Roadster/Model S)
- 18 Store/Service Locations / 15 Service Centers**
- In 2014, Sales Tax generated from CA vehicle sales exceeded **\$50 Million**

Introduction to Electric Vehicle Charging Standards

Tesla



DC and AC

120kW (DC), 22kW (AC)

Tesla

CHAdeMO



DC only

Up to 50kW (30kW typical)

Japanese Manufacturers
(Nissan, Mitsubishi)

SAE Combo



AC and DC

Up to 60kW

BMW, Volkswagen

J1772

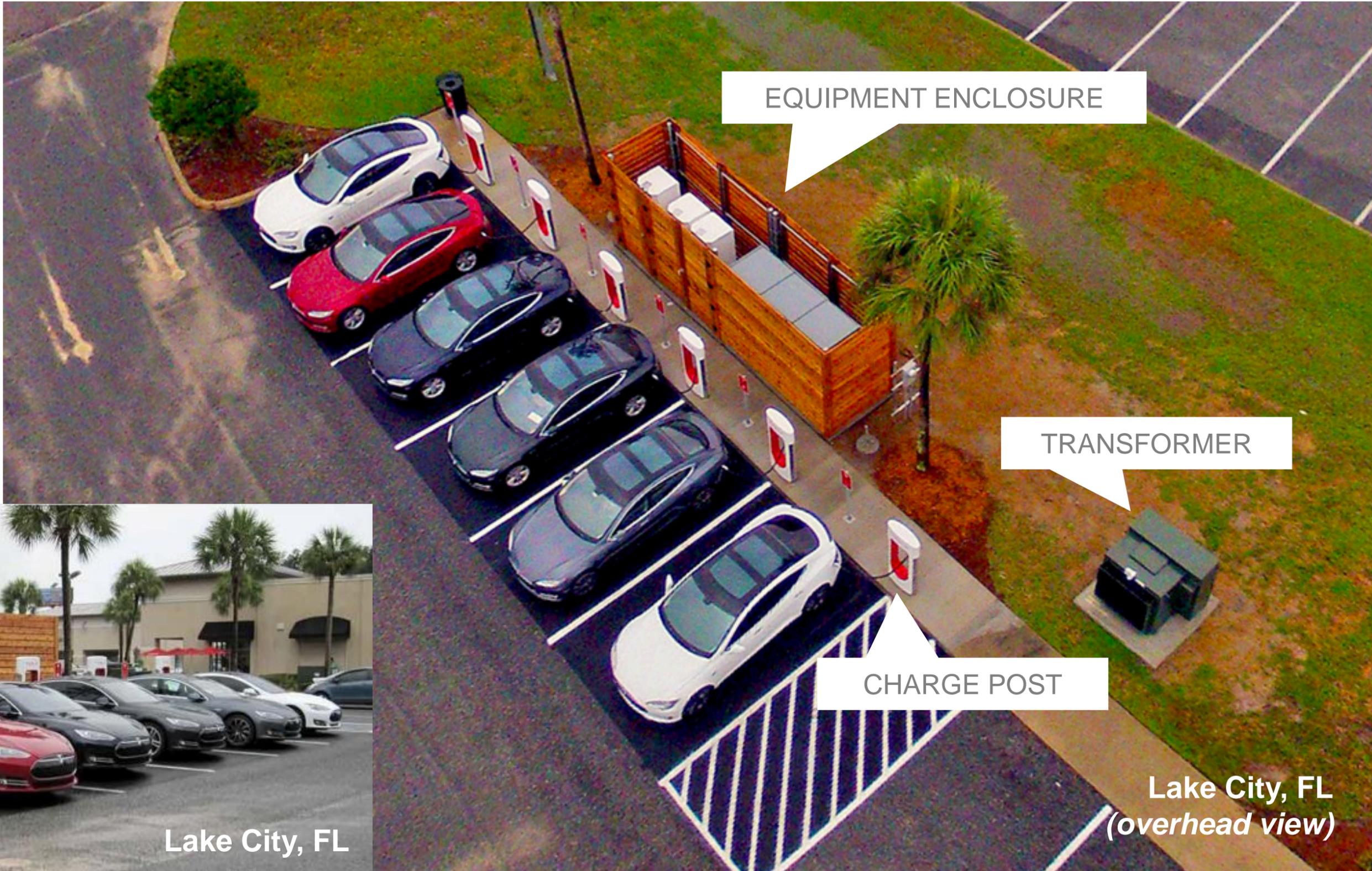


AC only

Up to 22kW (Tesla), 3-6kW
typical

All manufacturers

Supercharger Station Layout



Lake City, FL

Lake City, FL
(overhead view)