



TESLA

Investor Presentation

Best of Silicon Valley & Auto



Elon Musk

CEO - Product Architect



JB Straubel

CTO



Deepak Ahuja

CFO



Arnon Geshuri

VP - Human Resources



Jim Dunlay

VP - Hardware



Ricardo Reyes

VP - Communications



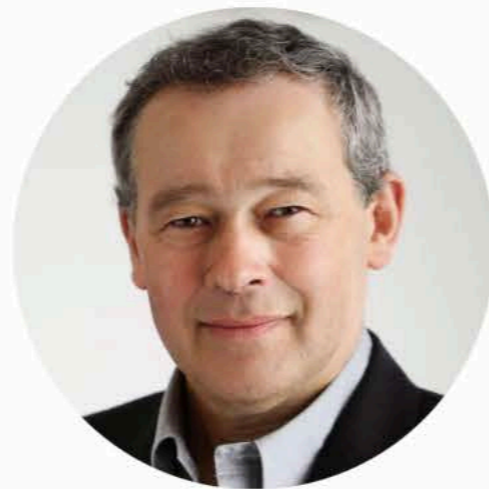
Franz Von Holzhausen

Chief Designer



Gilbert Passin

VP - Manufacturing



Peter Rawlinson

VP & Chief Engineer



George Blackenship

SVP - Sales



John Walker

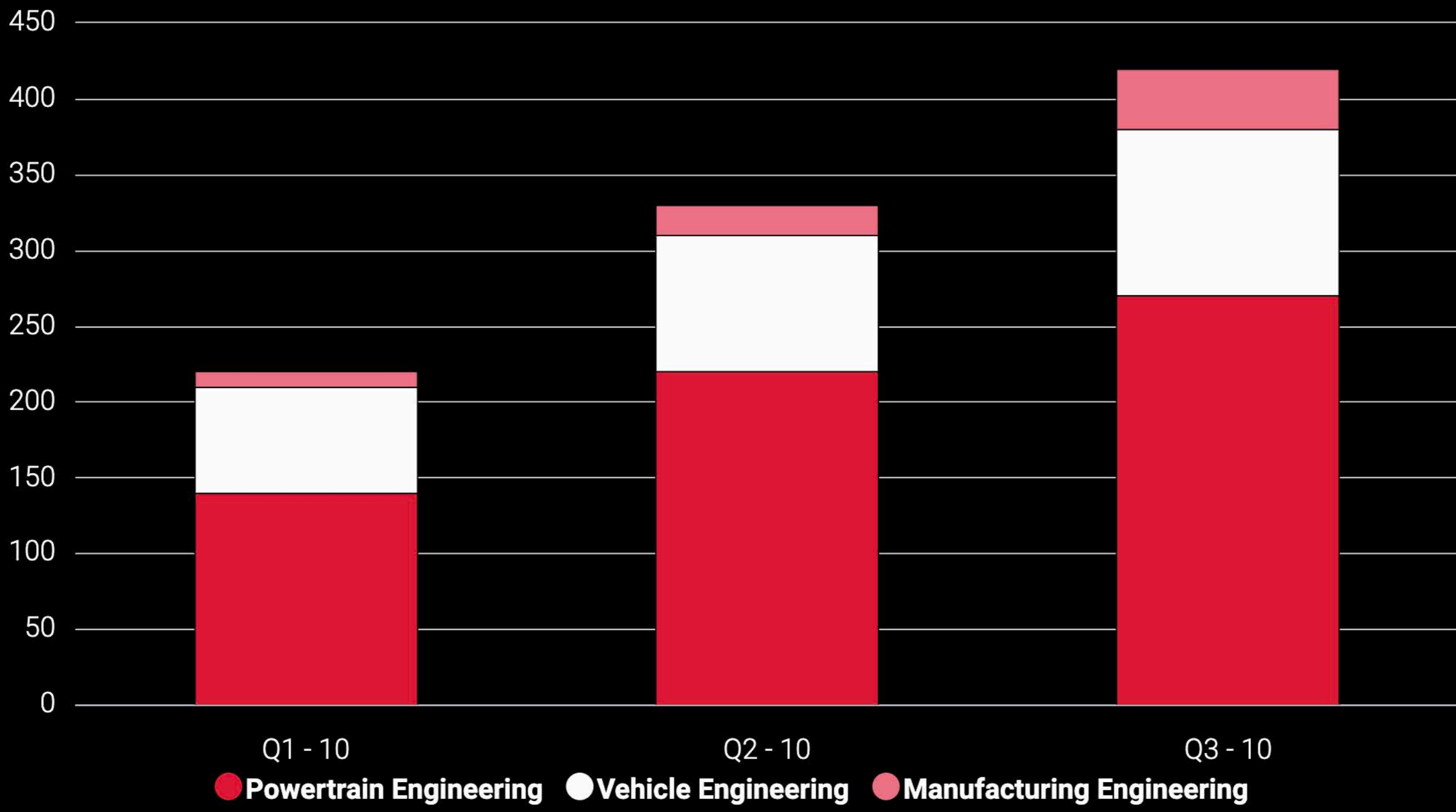
VP - NA Sales



Cristiano Carlutti

VP - EU Sales

Engineering Team Growth



Includes employees and contractors

Toyota



\$50M investment at IPO

Executed \$9M contract for RAV4 EV

Executed development contract

- Developing full integrated powertrain with battery, charger, motor, gearbox and control software
- Expecting revenue of \$60M

RAV4 EV Development progressing

- Delivering early prototypes since July
- Prototype revealed in November at LA Auto Show

Negotiating supply agreement for production of RAV4 EV





\$30M investment in Q4 2010

Builds Upon long standing relationship

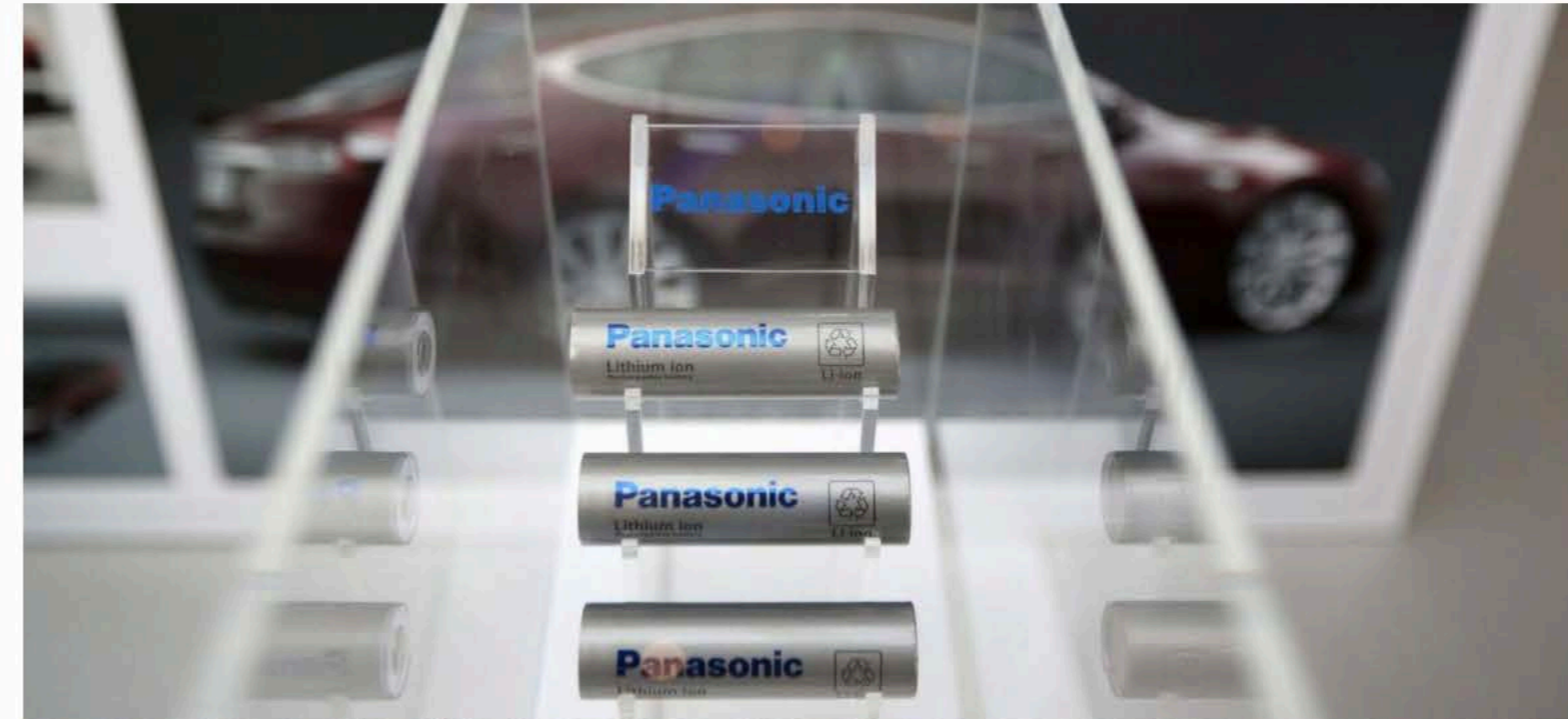
No requirements to use Panasonic cells exclusively

Custom 18650 automotive cell in development

- Improved cycle life
- Improved Performance
- Improved safety
- Lower cost

“ Tesla leads the auto battery pack industry.
We are honored to be working with them

Munhessa Ikoma, Panasonic CTO



Daimler



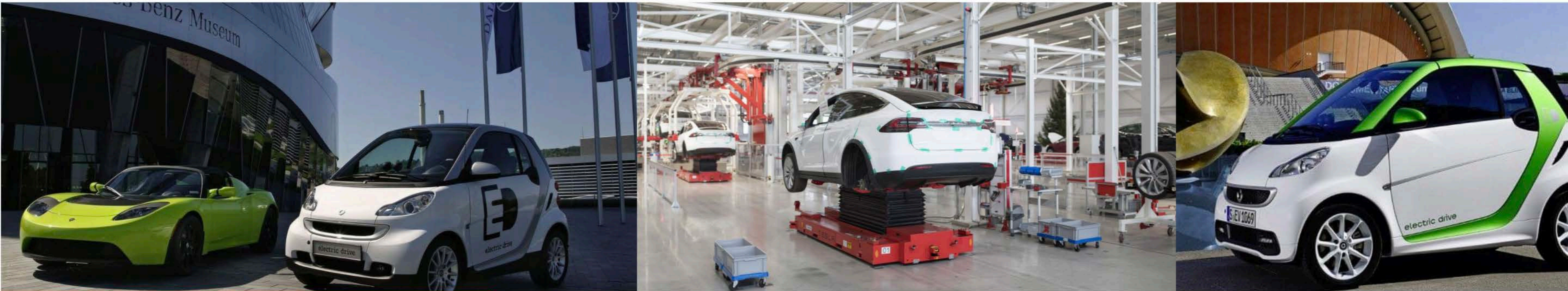
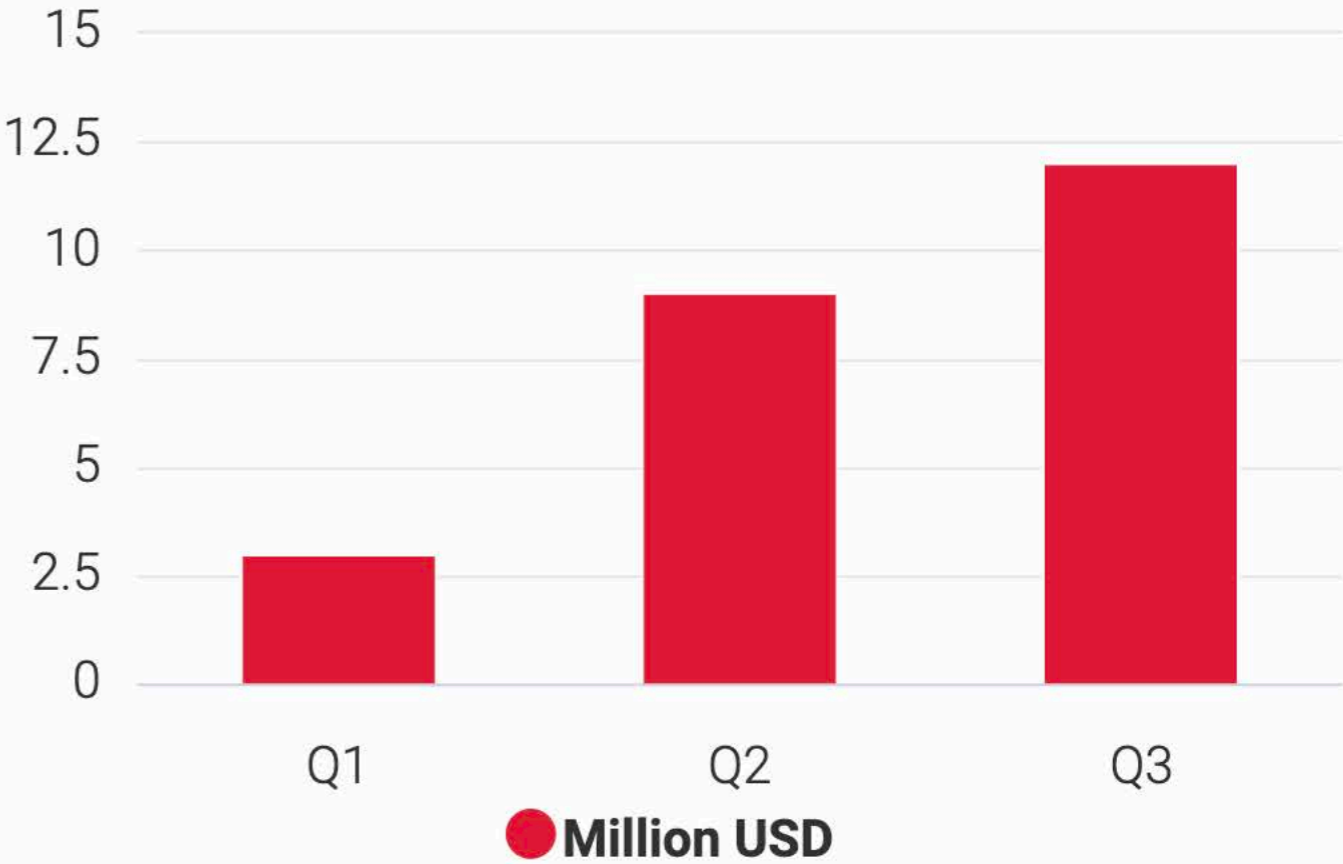
Smart for two electric drive

- Order for 1500 vehicles
- Shipping production battery packs and chargers since late 2009

Mercedes A Class electric vehicle

- Order 500 vehicles expected
- Completed all development milestones in Q4 2010
- Now shipping production battery packs and chargers

Overall Sales to Daimler



Roadster **Leading the Way**



Over 1400 Roadsters on the road in 31 countries

New stores in Tokyo, Copenhagen, Milan, Newport Beach and Paris.

Over 8 million miles driven



Tesla **Model S**

20K Units Annually - 1% Share of Premium Global Market

In a class of **its own**



Features

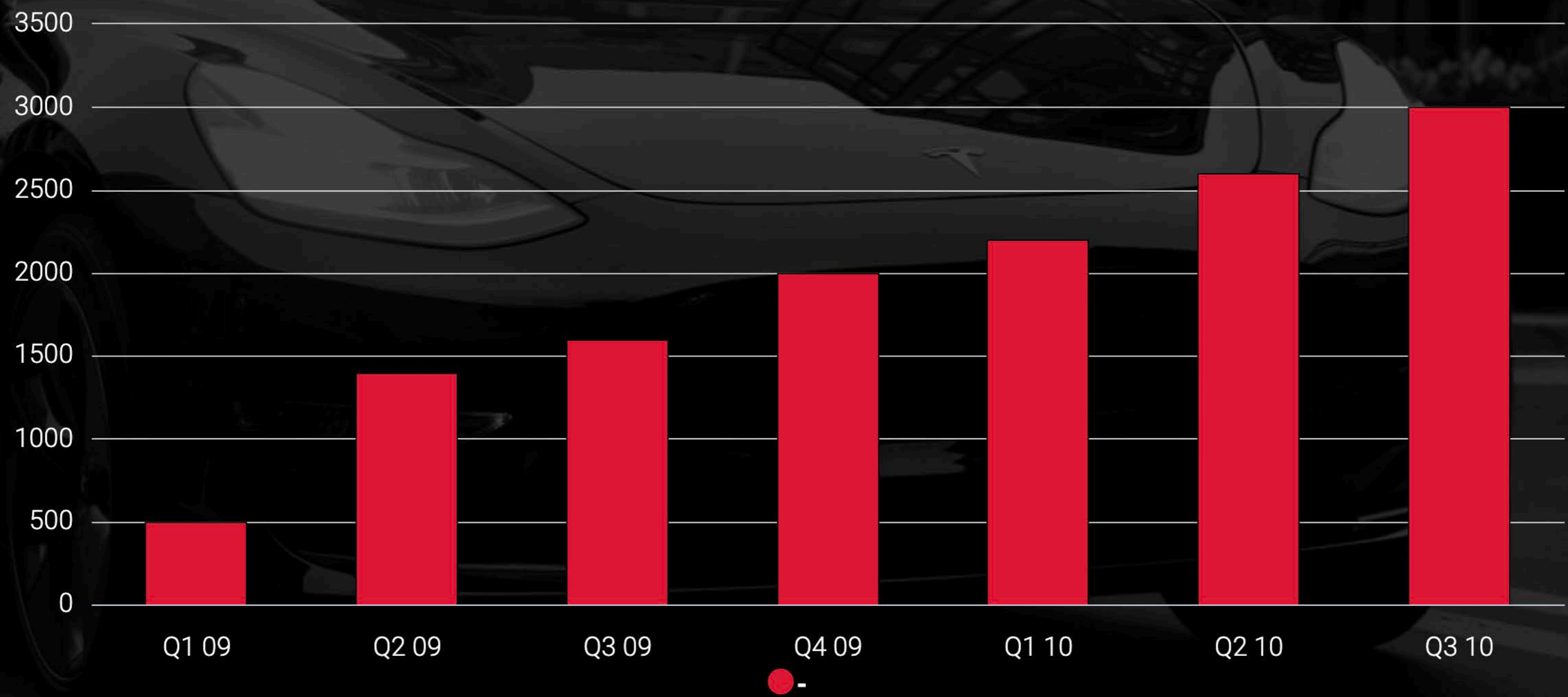
- More cargo than any other sedan
- 5 star crash rating
- 17 inch 3DFX touch screen computer
- 4G Wireless connectivity
- Applications Platform

Performance

- Up to 300 miles per charge
- 45 minute quick charge
- Rapid battery swap
- 0-60 mph under 6 seconds
- Exceptional handling



Cumulative **Model S** Reservations



Note: Sales team not actively focused on getting Model S reservations minimum \$5000 reservation price

Platform for **Broader Market Opportunity**



Sedan

Cabriolet

Van

Crossover/SUV

Common
Powertrain

Adaptable
Common
Platform



Revolutionary
Packaging

Progressing on **Model S**



2010

- Alpha Build
- External body design & engineering
- Safety and structural design
- Supplier Sourcing
- Site Preparation

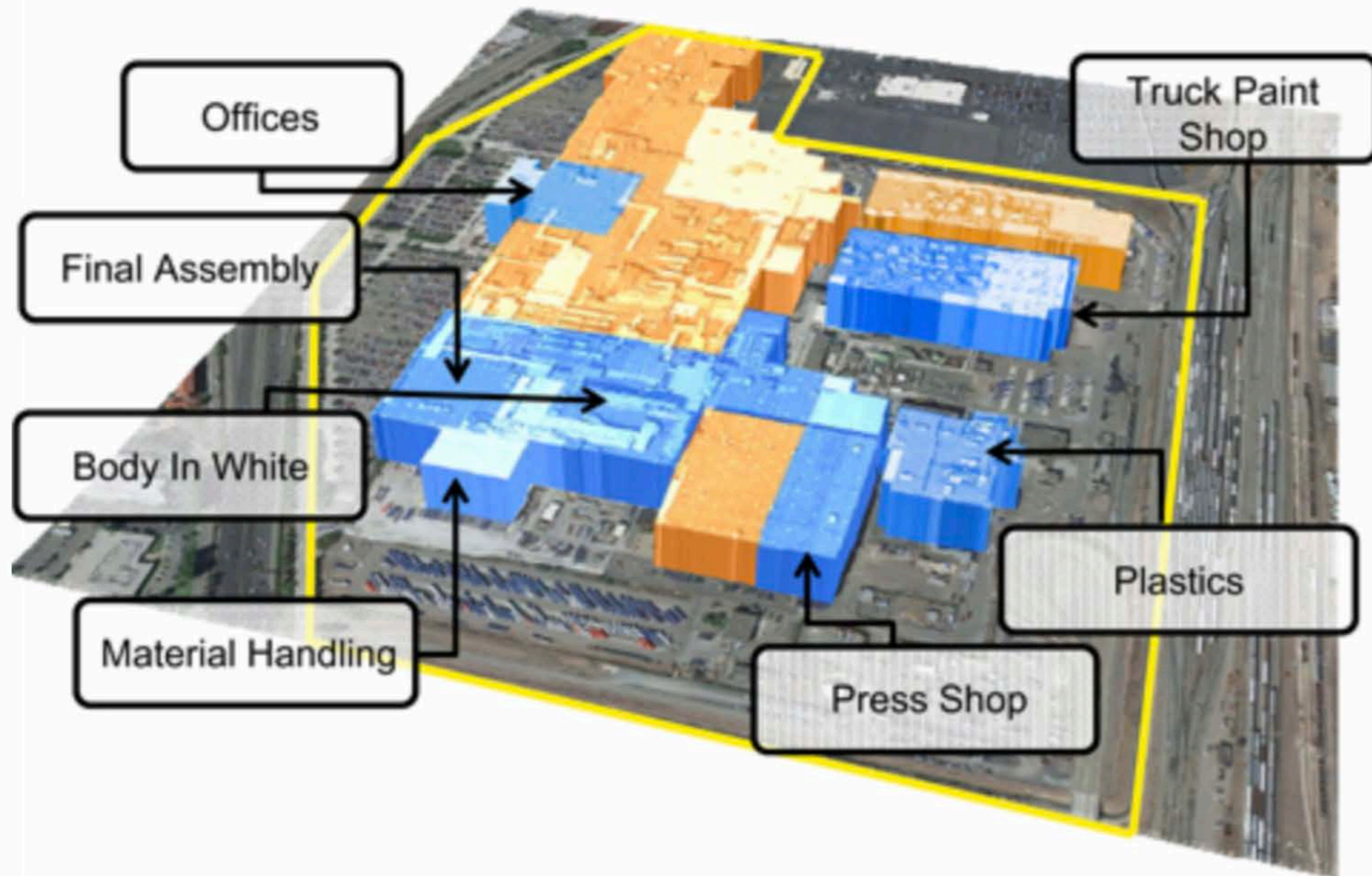
2011

- Beta Build
- Crash test program begins
- Stamping Facility Online
- Paint Shop Operational
- Instalation of Tooling equipment

2012

- Production Validation
- Release candidate build
- Deliveries begin

Fremont Facility



- Purchase price \$42MM
- Historical annual capacity of over 400,000 units.
- Proven facility used until recently to produce high quality cars
- Offers several advantages for Model S production
- Ideal for Gen III EV

 Planned Model S Facilities*  Future Programs

Strategic Asset Purchases



BTR1



3A Stamping Line



Blanking Line



11 Cranes



1B Stamping Line



Car Paint

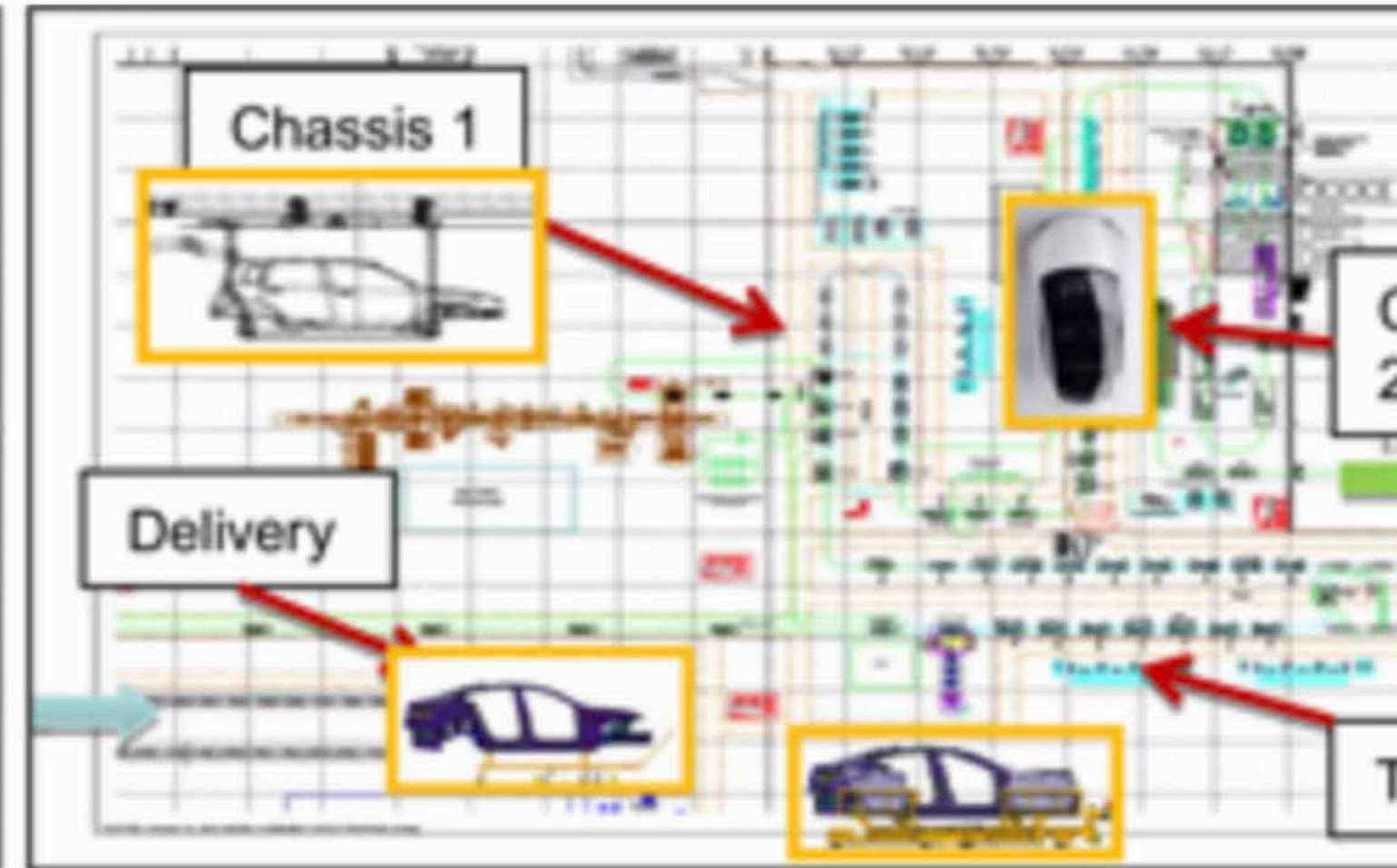


Truck Paint

Fremont Facility



- Ownership transfer complete
- Legacy equipment removal on schedule
- Executing on detailed plans with suppliers in each shop (stamping, body, plastics, paint and final assembly)
- Manufacturing equipment arriving
- Preparing facility and processes for prototype builds in 2011





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