



Tesla Motors - Company Overview

Motor Finance Conference
Munich, 23rd of April 2015

Agenda

- I. Company Overview
- II. Model S
- III. Charging
- IV. Corporate Sales
- V. Future Developments



Mission

“ To accelerate the world’s transition
to sustainable transport ”

Elon Musk | CEO

Secret Master Plan



Low Volume
Roadster



Mid Volume
Model S | Model X



High Volume
Model 3

Timeline



2003
Tesla Founded



2008
Roadster



2010
Tesla Factory
IPO



2012
Model S in USA



2013
Model S in
Europe
Car of the Year



2014
RHD Model S
Gigafactory
Model S All Wheel
Drive Dual Motor



2015
Model S 70D
Model X

Tesla Today

- More than 50,000 cars delivered
- More than 1 Billion Kilometers driven
- 150M liter of gasoline saved
- Over 300 Supercharger stations worldwide
- Capacity for more than 1,000 cars per week
- More than 10,000 employees
- 140+ stores and service locations worldwide



Stores and Service Centers locations



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Model S

- Fully electric
- 500 km per charge
- Over-the-air updates
- 1,800 lt of storage volume
- 8 year warranty on battery and drive train
- Dual Motor
- Autopilot
- An evolution in automobile engineering

Better by design



70D All-Wheel Drive

70 kWh battery with all-wheel drive
442 km range (NEDC)
5.4 seconds 0-100 kph
334 PS
522 PS motor power
261 PS front and rear
225 kph top speed

85 Rear Wheel Drive

85 kWh battery with rear wheel drive
502 km range (NEDC)
5.6 seconds 0-100 kph
367 PS
385 PS motor power
225 kph top speed

85D All-Wheel Drive

85 kWh battery with all-wheel drive
502 km range (NEDC)
4.6 seconds 0-100 kph
428 PS
522 PS motor power
261 PS front and rear
250 kph top speed

P85D All-Wheel Drive

85 kWh battery with high performance all-wheel drive
480 km range (NEDC)
3.3 seconds 0-100 kph
700 PS motor power
224 PS front, **476** PS rear
250 kph top speed

Built around the driver



Most connected car on earth

- Tracking - Available for the driver via mobile app
- Vehicle localization can be provided in case the car is proven stolen
- Media (internet/internet-radio/maps)
- Free firmware updates over WIFI or 3G
- Remote vehicle health and history diagnosis
- Ability to remotely fix issues



Accolades



5 star safety rating
NHTSA and NCAP



Consumer Reports
Rating of 99/100



"Most important car
Top Gear has tested"
Top Gear Magazine



The Golden
Steering Wheel

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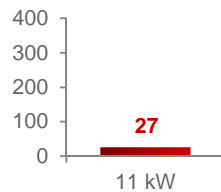
Charging options simplified

At home



Charging at domestic carport

Range after
30 minutes charge (km)

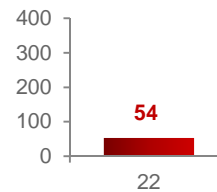


At work



Chargers provided by firms

Range after
30 minutes charge (km)

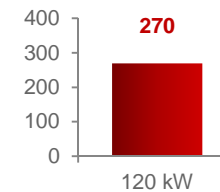


Free long distance travel



Tesla Supercharger

Range after
30 minutes charge (km)





Superchargers

- Free!
- Half a charge in as little as 20 minutes
- Almost 300 sites worldwide, today
- 150 sites in Europe and 748 Connectors
- World's largest fast-charging network
- World's fastest-growing charging network

Supercharging locations by 2016



Find

Supercharger stations are shown in Google Maps on the car's 17" touchscreen



Charge

Grab a cup of coffee or a bite to eat while your Model S charges



Drive On

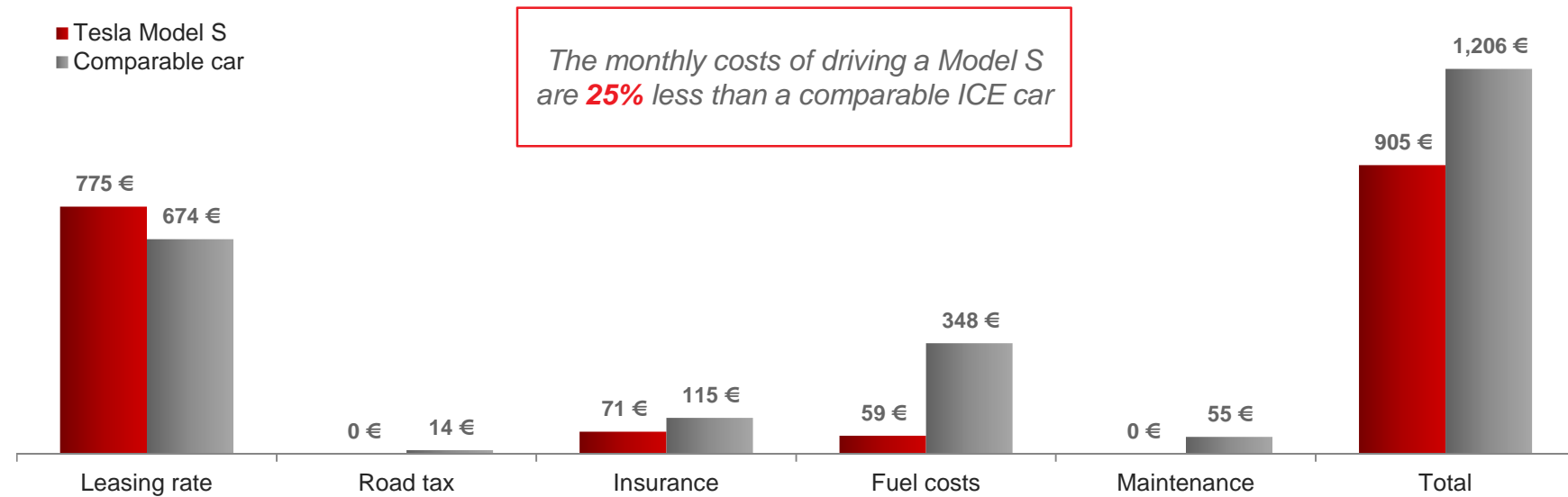
Check the Model S app to see when your car is charged

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TCO – Concept of effective costs



- Comparing the operating costs of the Tesla Model S with another car
- Showing that the effective costs for a Model S are significantly lower than those for a comparable car with an Internal Combustion engine

Model S used as taxis around Europe

Amsterdam



Paris



Oslo



Stockholm



Munich



Copenhagen



Vienna



Tesla Taxi Press

**“TAXI STOCKHOLM
BUYS TEN TESLA
MODEL S”**

**“If you are lucky
when you book
your taxi journey
there can be a
Tesla Model S, who
picks you up.”**

**“At Schiphol, the
bulk of diesel taxis
replaced by electric
Tesla.”**

**“Recently at Schiphol 167
electric Tesla's models deployed
by the taxi companies BIOS (71
cars) and BBF Schipholtaxi (96
cars).”**

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Gigafactory

- Massive battery manufacturing facility
- Enables production of Model 3
- 2020 lithium-ion cell production > 2013 global production
- Reduce cost of batteries by 30%
- Powered by renewable energy
- Partnership with Panasonic





Model X

- The best of an SUV with the benefits of a minivan
- Dual motor All Wheel Drive
- Falcon wing doors
- Three rows of seating
- Production in 2015



Tesla Tomorrow

- Energy storage solutions
- Relentless innovation
- Model 3
- Autopilot

TESLA

Forward-Looking Statements Certain statements in this presentation, statements relating to the progress Tesla is making with respect to product development, including future Autopilot features and Model X development and launch plans; statements regarding growth in the number of Tesla store, service center, Supercharger and Destination Charging locations; the timing, order catalysts, pace of production and international delivery expansion for Tesla vehicles, including the production volume, rate, and ramp expectation of our new production lines; growth in demand and orders for Tesla vehicles; the ability to achieve vehicle demand, volume, production, delivery, revenue, leasing, gross margin, spending, capital expenditure and profitability targets; productivity improvements and capacity expansion plans; and Tesla Gigafactory timing, partnerships, plans and output expectations, including those related to cell and battery pack production, are “forward-looking statements” that are subject to risks and uncertainties. These forward-looking statements are based on management’s current expectations, and as a result of certain risks and uncertainties, actual results may differ materially from those projected. The following important factors, without limitation, could cause actual results to differ materially from those in the forward-looking statements: Tesla’s future success depends on its ability to design and achieve market acceptance of Model S and its variants, as well as new vehicle models, specifically Model X and Model 3; the risk of delays in the manufacture, production and delivery of Model S vehicles, including All-Wheel Drive Dual Motor Model S, or the development, production and delivery of Model X and Model 3 vehicles; adverse foreign exchange movements; the ability of suppliers to meet quality and part delivery expectations at increasing volumes; any failures by Tesla vehicles to perform as expected or if product recalls occur; Tesla’s ability to continue to reduce or control manufacturing and other costs; consumers’ willingness to adopt electric vehicles; competition in the automotive market generally and the alternative fuel vehicle market in particular; Tesla’s ability to establish, maintain and strengthen the Tesla brand; Tesla’s ability to manage future growth effectively as we rapidly grow, especially internationally; the unavailability, reduction or elimination of government and economic incentives for electric vehicles; Tesla’s ability to establish, maintain and strengthen its relationships with strategic partners such as Panasonic; potential difficulties in finalizing, performing and realizing potential benefits under definitive agreements for the Tesla Gigafactory site, obtaining permits and incentives, negotiating terms with technology, materials and other partners for Gigafactory, and maintaining Gigafactory implementation schedules, output and costs estimates; and Tesla’s ability to execute on its retail strategy and for new store, service center and Tesla Supercharger openings. More information on potential factors that could affect our financial results is included from time to time in our Securities and Exchange Commission filings and reports, including the risks identified under the section captioned “Risk Factors” in our quarterly report on Form 10-Q filed with the SEC on November 7, 2014. Tesla disclaims any obligation to update info