

Best of Silicon Valley and Auto



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|--|---|--|--|
| <p>Elon Musk CEO, Product Architect</p>  | <p>JB Straubel CTO</p>  | <p>Deepak Ahuja CFO</p>  | <p>Franz von Holzhausen Chief Designer</p>  |
| <p>Amnon Geshuri VP, Human Resources</p>  | <p>Ricardo Reyes VP, Communications</p>  | <p>Gilbert Passin VP, Manufacturing</p>  | <p>Peter Rawlinson VP & Chief Engineer</p>  |
| <p>Jim Dunlay VP, Hardware</p>  | <p>George Blankenship SVP, Sales</p>  | <p>John Walker VP, N. American Sales</p>  | <p>Cristiano Carlucci VP, European Sales</p>  |

- \$50M investment at IPO
- Executed \$9M prototype 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 RAV4 EV





- \$30 million 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."
-Munehisa Ikoma, Panasonic CTO*

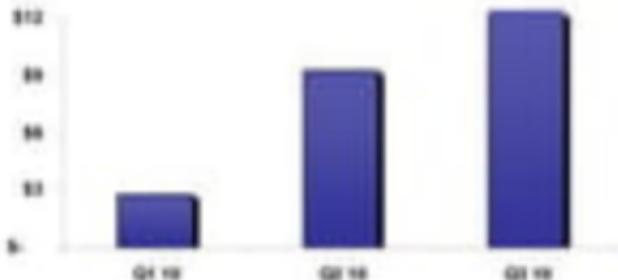




- Smart fortwo electric drive
 - Order for 1,500 vehicles
 - Shipping production battery packs and chargers since late 2009
- Mercedes A-Class electric vehicle
 - Order for 500 vehicles expected
 - Completed all development milestones in Q4 2010
 - Now shipping production battery packs and chargers



Overall Sales to Daimler
(\$M)



Roadster Leading the Way



- New stores in Tokyo, Copenhagen, Milan, Newport Beach and Paris
- Over 1,400 Roadsters on the road in 31 countries
- Over 8 million miles driven



Model S



- 20,000 units annually*
- ~1% share of premium global market



Model S Prototype

In a Class of its Own



Features*



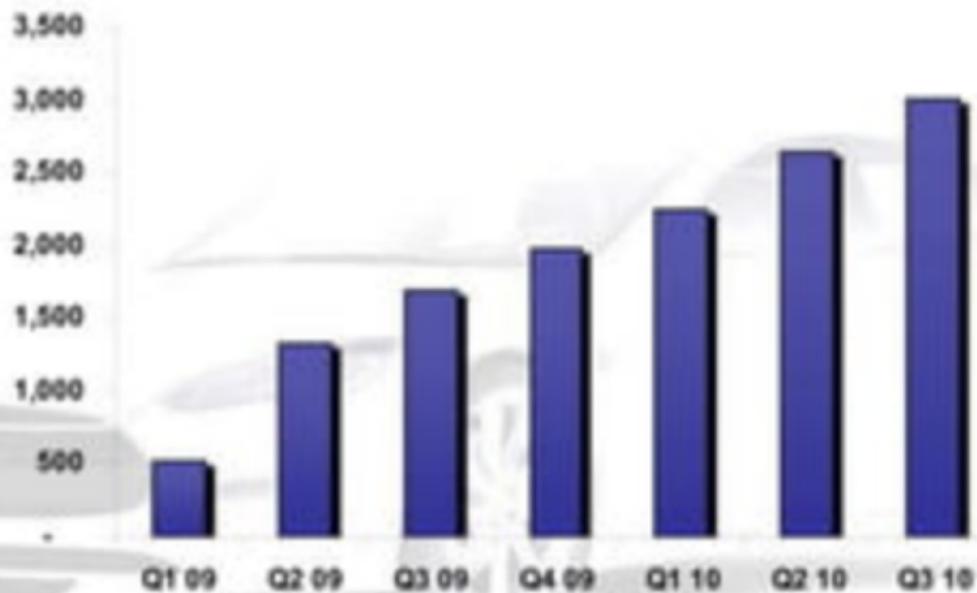
Performance*

More cargo room than any other sedan
5 star crash rating
17 inch 3DFX touchscreen computer
4G wireless connectivity
Applications platform

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

* Planned

Cumulative Model S Reservations



*Note: Sales team not actively focused on getting Model S reservations
Minimum \$5,000 reservation price*



Sedan

Cabriolet

Van

Crossover/SUV



Progressing on Model S



2010

2011

2012

Engineering*

Alpha build

External body design and engineering

Safety and structural design

July*

Supplier sourcing

Site preparation

Beta build

Crash test program begins

Stamping facility online

Paint shop operational

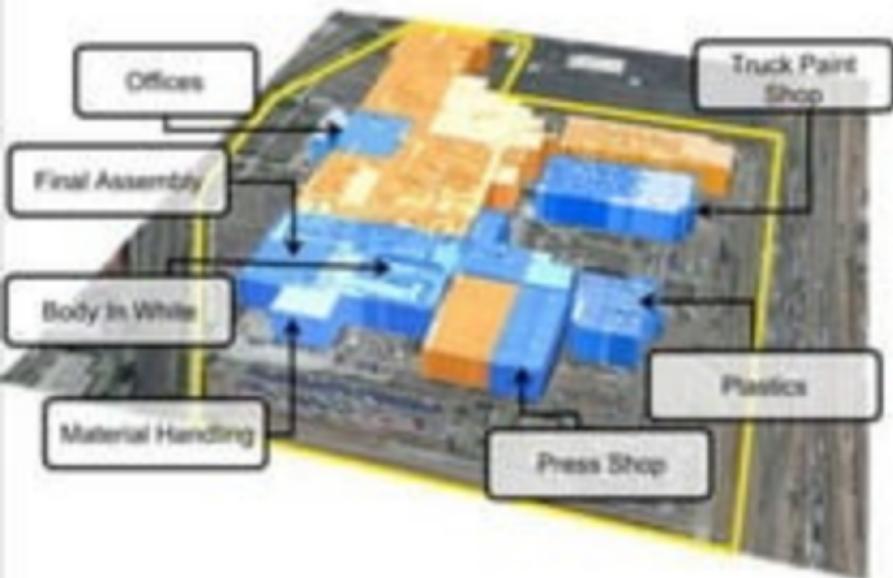
Installation of tooling equipment

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

*Illustrative Drawing

Strategic Asset Purchases



8781



3A Stamping Line



Stamping Line



11 Cranes



1B Stamping Line



Car Part

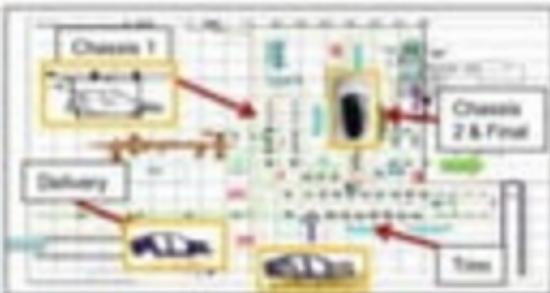


Truck Part

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

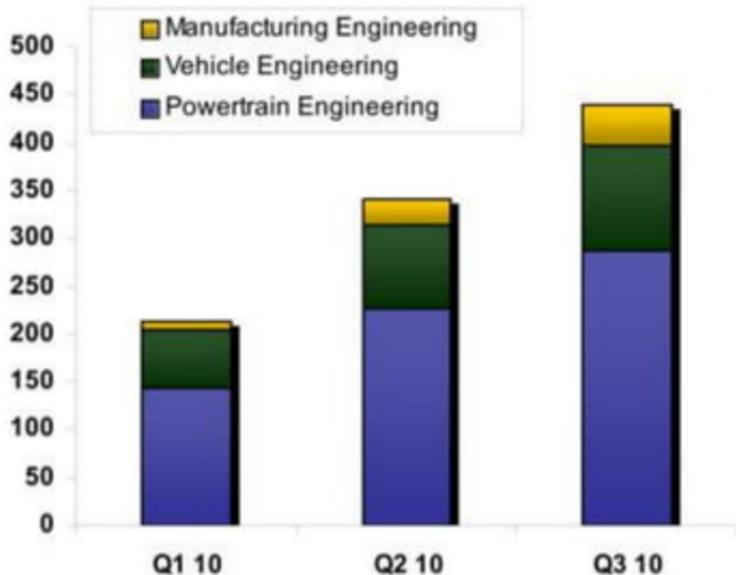


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Engineering Team Growth



Includes employees and contractors

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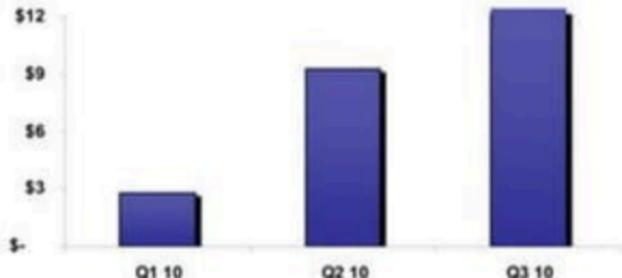




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* Projected for 2013

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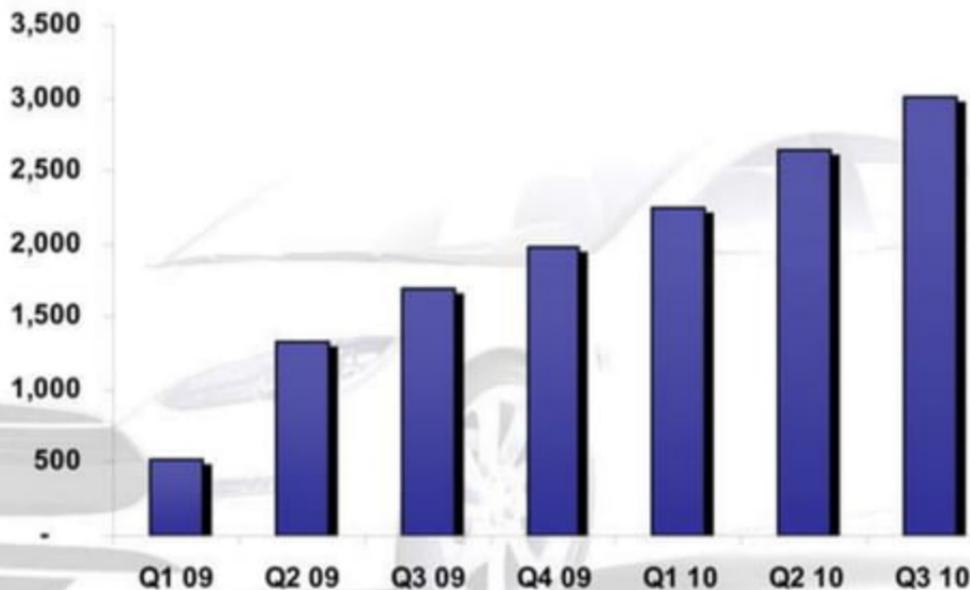
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Platform for Broader Market Opportunity

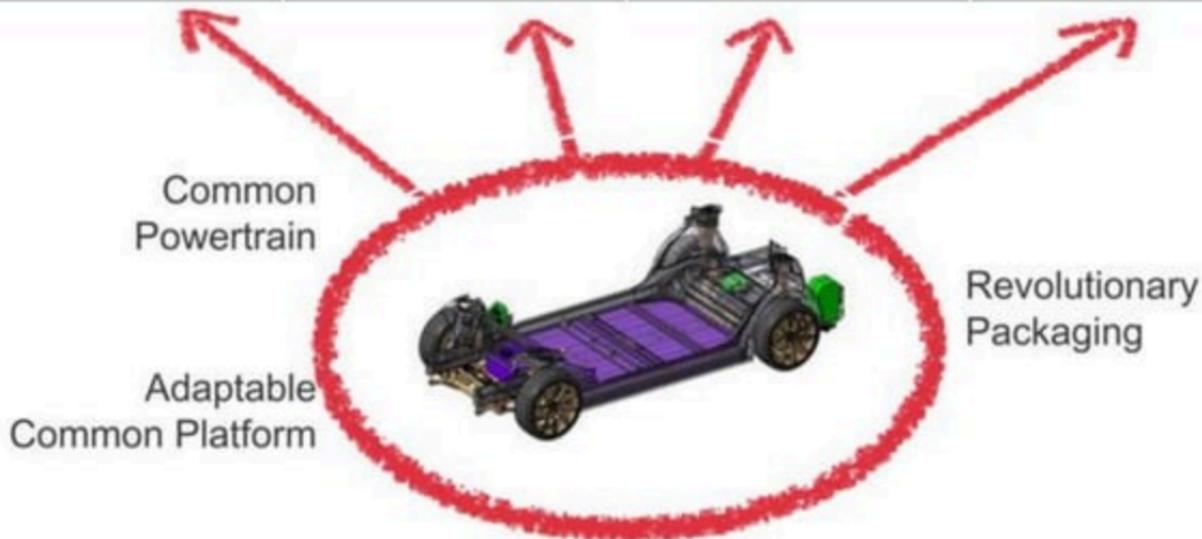


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Mfg*

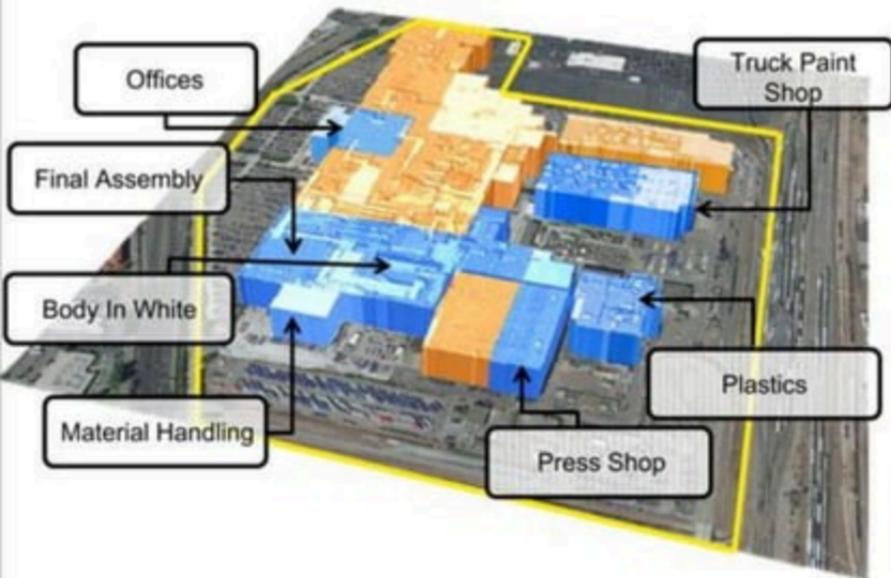
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