

Accelerating the Transition to EVs

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Better Place



Electric vehicles: a bend in history?

Electrics lose to Ford's Model T and abundant petrol
Early 1900's



1990's
Promising EV programs succumb to market forces

Alignment of new capabilities and market forces
2010

- Consumer demand
- Leadership
- Battery technology
- Economics
- Geo-political instability
- Declining oil reserves
- Climate change

First wave of EVs by end of 2010

>20 OEMs introducing 24 PEV models by 2012

“Overall, we believe by 2020, 17% of the global automobile market could be comprised of HEVs, PHEVs, and full EVs, up from 1% today” – Deutsche Bank, November 3, 2009



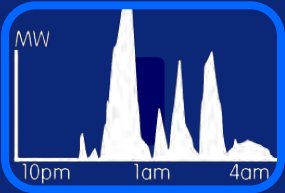
Who we are and what we do

Better Place is the global leader in delivering networks and services for electric vehicles (EVs)



For drivers

- Make EVs affordable to buy, easy to use and amazing to own



For industry

- Partner to deploy scalable systems that transform transportation and energy



For the world

- Reduce pollution and carbon emissions by fostering renewable energy

The driving systems: old vs. new



Better Place eliminates barriers

Obstacle	Solution
Convenience	Better Place deploys charge spots at home, work, and in public for convenient charging
Cost	Better Place owns the EV battery, lowering the initial cost of EV purchase
Range	Battery switch stations provide fully charged batteries en route, providing unlimited range
Grid Scalability	Network management allows smart charging for customer and utility satisfaction

Better Place solution elements

At home and out and about: charge spots and switch stations



Access to charging when and where you park, and drive long distances by providing fully charged batteries



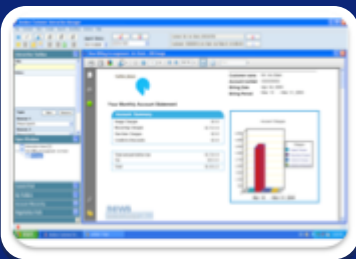
In hand, in the car: driver services



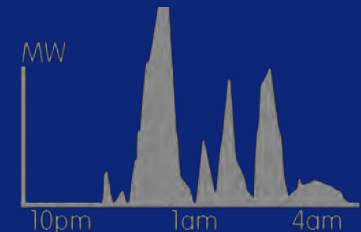
In-car and remote energy information, trip planning and other services



Behind the scenes: managed EV services



Working with utilities and customers to monitor and manage energy supply and demand



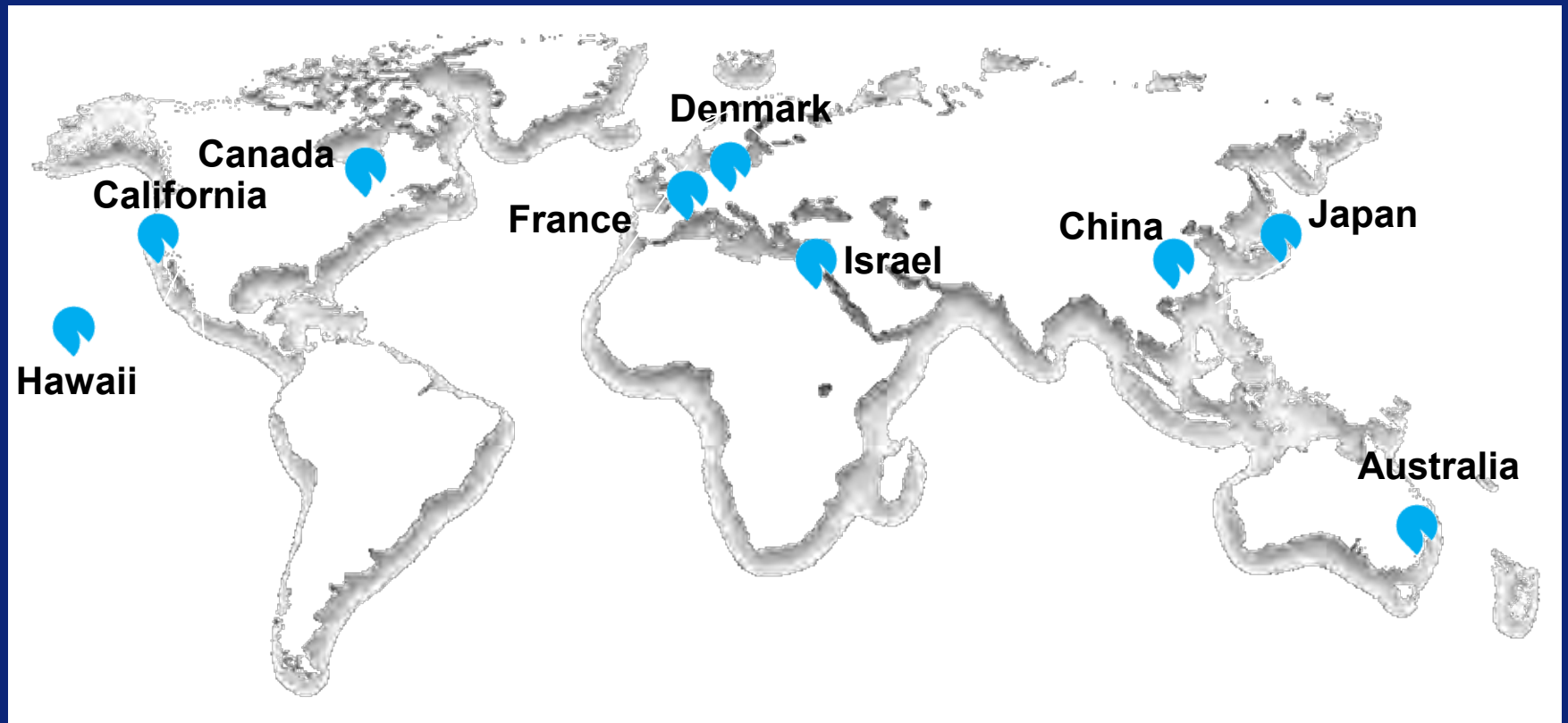
Renault Fluence ZE

- Instant and smooth acceleration
- Quiet (inside and out)
- Minimal maintenance
- Efficient energy usage (Li-ion Bat + \bar{e})
- Zero tail pipe emissions
- Pride of ownership

Connected!

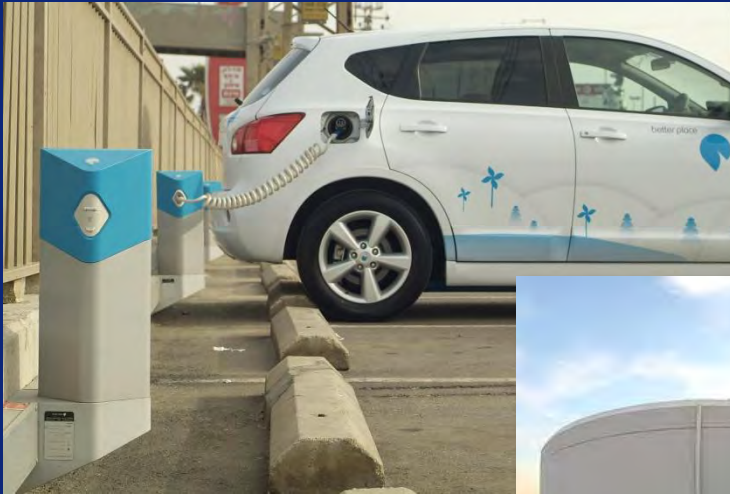


Better Place has global reach

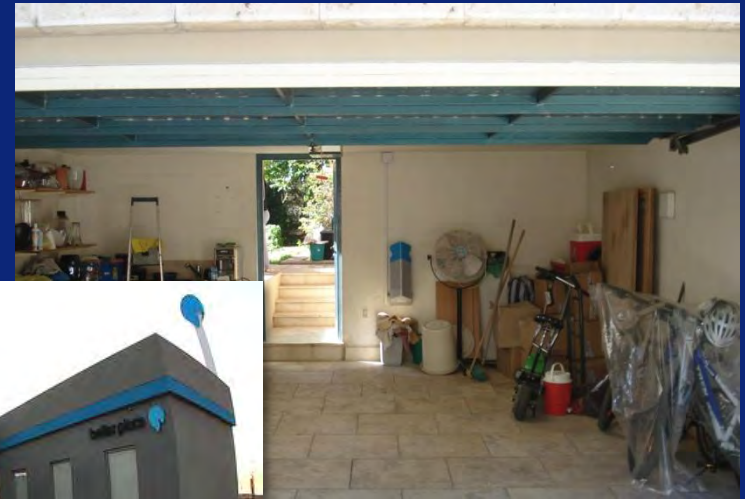


World's largest EV charging network

Commercial/Public Parking



Visitor Center



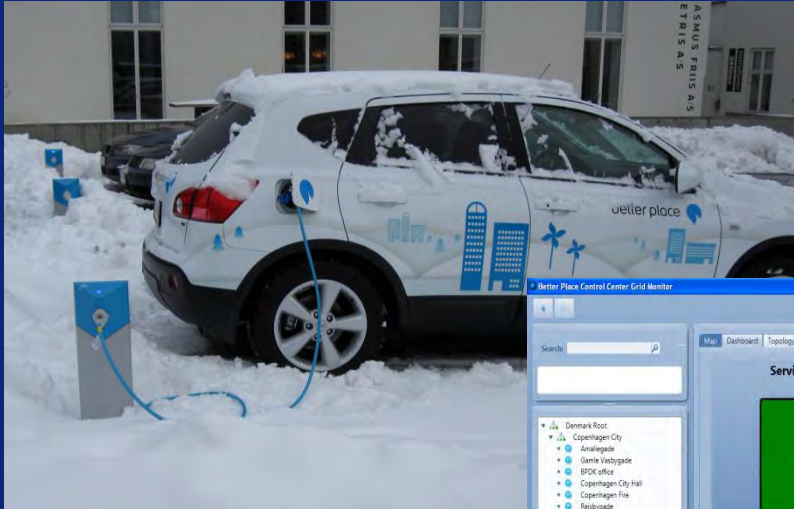
Street-Side Parking



Parking Garage

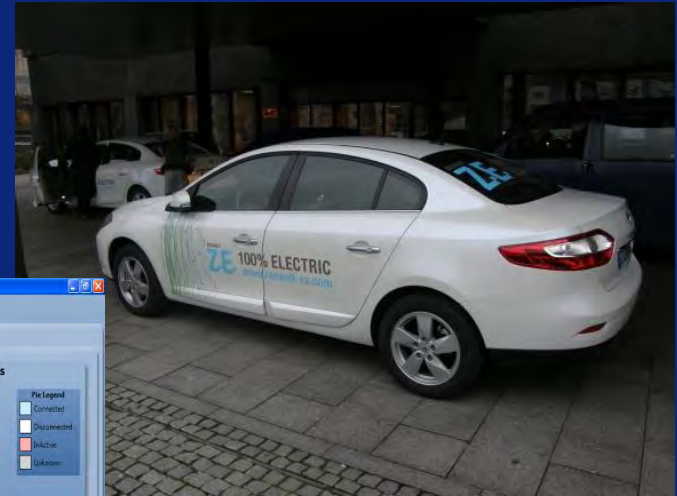


Denmark EV charging network

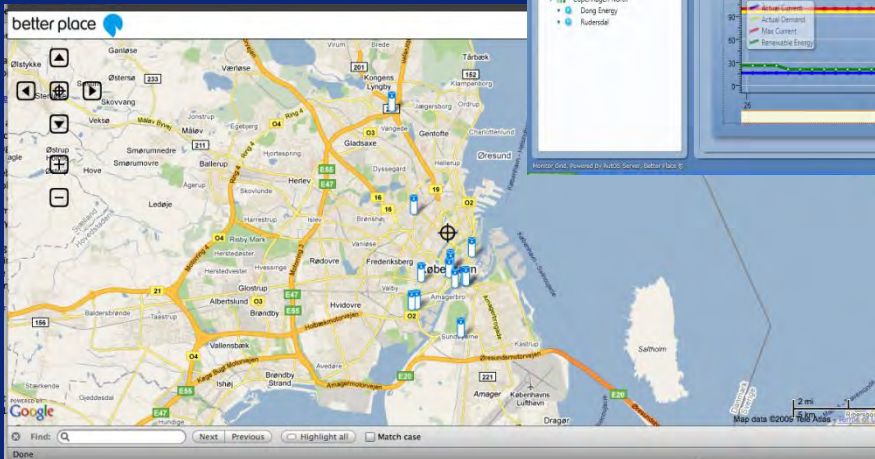


Through the winter

Service
Control
Center



Renault Fluence demo cars



Charge location map



Street-side charge spots

First commercial switchable taxi demo



May 2009 Switch
Demo



April 2010
Taxi Demo



A 2 billion car world

- ***Today*** 900 million cars in the world
- ***Every year*** 80 million built and sold
- ***China and India*** are just getting started

- ***Major challenges***
 - Pollution
 - Resource depletion
 - Global warming



Intelligent EV networks and services offer a solution!



Questions?

better place

