



Tesla Motors Company Overview

Summer 2011

Forward-Looking Statements



Certain statements in this presentation, including statements relating to the development, testing, performance, pricing, attributes, schedule of development, launch, and volume expectations of Model S, Model X and Gen III; the ability to achieve revenue, gross margin and spending targets; the ability of Tesla to produce vehicles at its factory; the schedules related to, and the financial results expected from, Tesla's development programs with Daimler and Toyota; the sufficiency of current available funds to develop Model S and Model X; the quick charge capability of Model S; and the ability of Tesla to execute on its new interactive retail strategy and future store opening plans 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: market acceptance of electric vehicles in general and new Tesla vehicle models, specifically Model S and Model X; delays in the design, manufacture, launch and financing of Model S, including the build-out of its manufacturing facility; the risk associated with a decline in revenues prior to the launch of Model S; achieving expected results from powertrain systems; competition in the automotive market; Tesla's ability to establish, maintain and strengthen the Tesla brand; the unavailability, reduction or elimination of governmental and economic incentives for electric vehicles; Tesla's ability to execute on its plans for its new interactive retail strategy and for new store openings as well as the risks and uncertainties identified under the sections captioned "Risk Factors" and "MD&A" in its Form 10-Q filed on August 12, 2011. Tesla disclaims any obligation to update information contained in these forward-looking statements.

Our Vision



*Create the most compelling car company
of the 21st century by
driving the world's transition to electric vehicles*



Tesla Product Roadmap



Tesla Roadster

- Shipping since 2008
- Over 1,800 sold in over 30 countries
- Over 13 million miles driven



Tesla Model S

- Available mid 2012*
- 20,000 units per year, pricing starting at \$49,900*
- World's first, production intent all-EV platform design



Tesla Model X

- Revealed by end of 2011
- Available late 2013*
- 10,000 – 15,000 units per year*
- Based on Model S platform



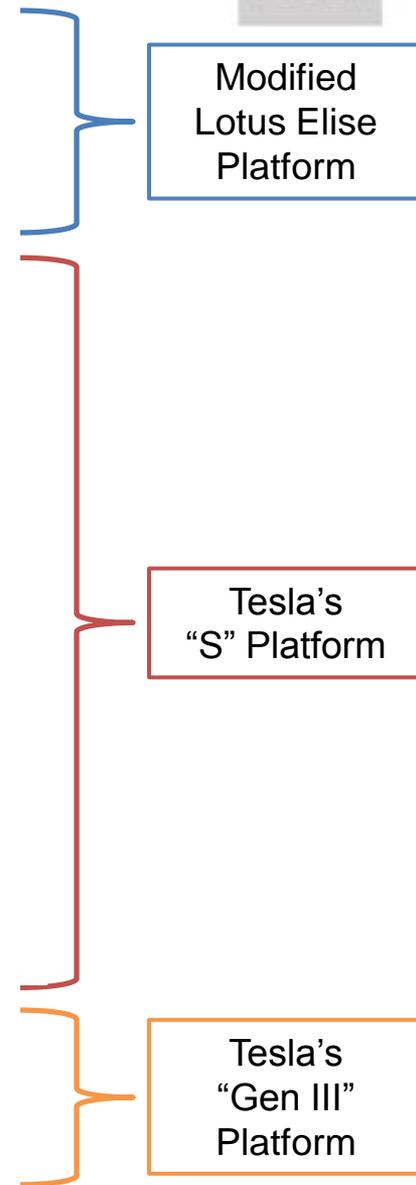
Other S Derivative(s)

- Additional vehicle(s) that leverage the “S” platform
- Availability TBD



Tesla Gen III

- Smaller vehicle platform; pricing starting at \$30K*
- Positioned for “mass-market” appeal and volume
- Availability TBD



* - Estimated dates, volumes & pricing (net of US tax credit of \$7,500 for purchase of alt. fuel vehicles; credit may expire)

Uniquely Positioned in Large Market



	Internal Combustion	Hybrid Electric	Plug-in Hybrid	Pure Electric
Performance Vehicles				Roadster
Premium Vehicles				Model S Model X
Small Premium Vehicles				Gen III
Family Vehicles				
Subcompact / City Vehicles				

World Class Applied Tech & Auto Experience



<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>Arnon Geshuri VP, Human Resources</p>	<p>Greg Reichow VP Powertrain Operations</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>Jérôme Guillen Director, Model S</p>



Tesla Roadster Sport



Tesla Model S

Leadership in EV Technology

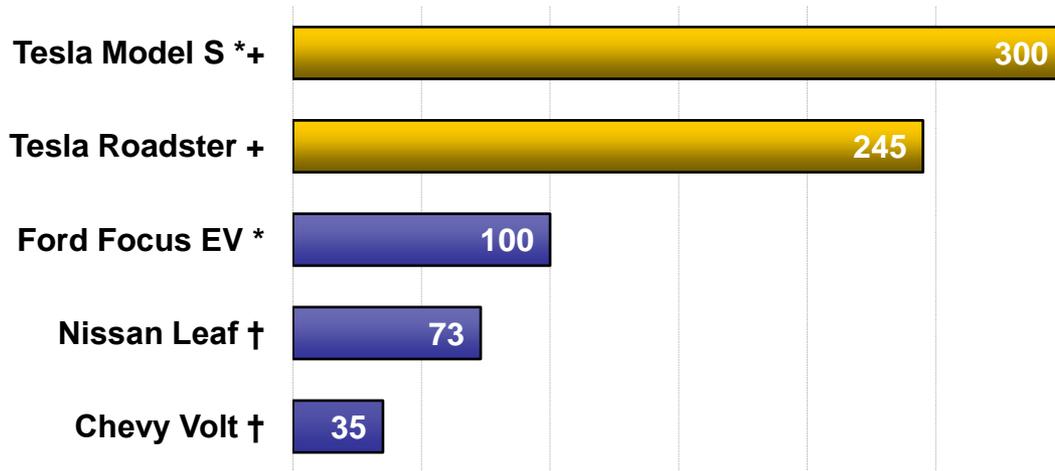
“Second place should need a telescope to see us” – Elon Musk



EV Leadership on Range & Cost

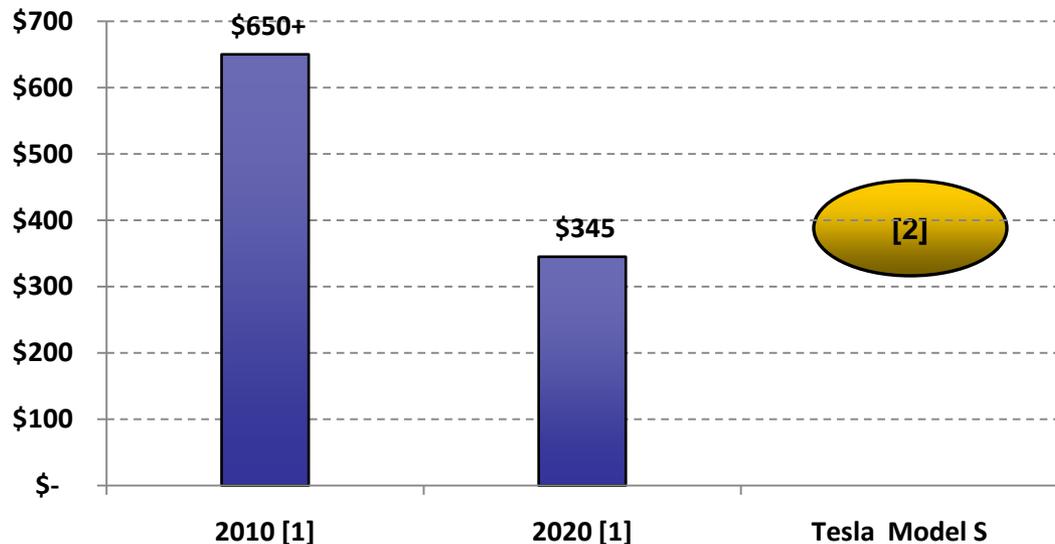


1. Tesla Leads on Range (maximum miles per single charge)



* - Estimated
+ - EPA 2-cycle city/highway test
† - EPA derived 5-cycle test

2. Tesla Leads on Cost (battery pack cost in \$/kWh)



[1] Cost Survey: Roland Berger Study
LiB Value Chain and Cost Model (March 2010)

[2] Tesla Model S – Projected cost not disclosed.
Includes all cells, electronics, packaging and labor costs

Comprehensive, Proprietary Technology



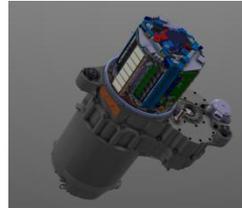
Integration Delivers a System that is Greater than Sum-of-the-Parts



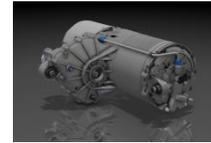
18650 Cells



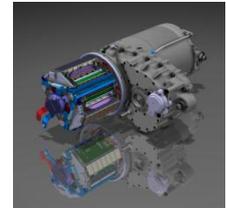
Battery Pack



Power Electronics



Motor



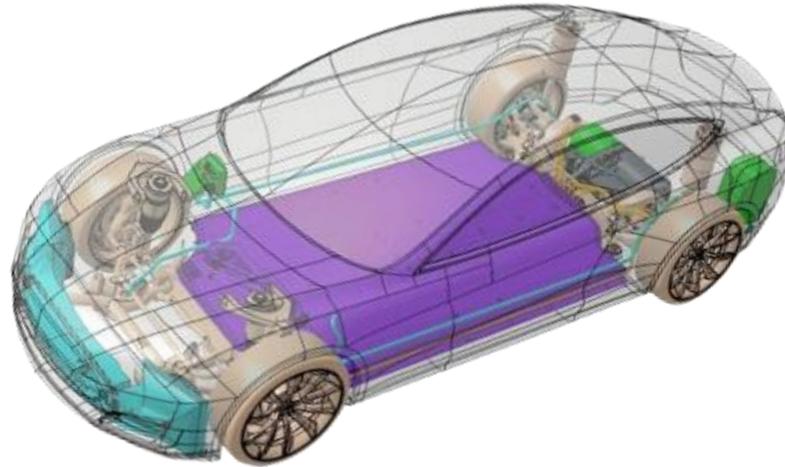
Gear Box

With Deep Intellectual Property and Patent Protection Throughout

- Unique Chemistry
- Proprietary Cathode Geometry
- Automotive-Grade Construction
- Passive Safety Features
- Modified Cell Case
- High Energy Density
- Active Cooling
- Mfg Trade Secrets
- Charge Balancing
- Active Safety Features
- Power Mgmt Software
- 2 Way Inverter
- Charge Mgmt Software
- On Board Charger
- Flux Phasing & Mgmt
- Compact Design
- Thermal Mgmt Software
- Instant Peak Torque
- A/C Induction Motor
- No Rare Earth Metals
- 87% Avg Efficiency
- In House Mfg
- Proprietary Design
- Up to 18,000 RPM
- No Shifting
- In House Mfg

Over 40 Patents Awarded
Over 200 Patent Applications Pending

Company Culture of Relentless Innovation



Powertrain Performance Improvements from Roadster to Model S*

Battery Module	Power Electronics	Motor
Continuous Power  50%	Liquid Cooled	Liquid Cooled
Volumetric Energy Density  40%	Continuous Current  50%	Continuous Power @ 70 mph (hill climbing ability)  100%

* Planned. Metrics reflect 230-mile range Model S.

EV Leadership Validated By ...



Panasonic



- Daimler
 - \$76 million investment (via Blackstar)
 - Smart fortwo EV - battery packs/chargers for 2,100 vehicles
 - Mercedes A-Class EV – battery packs/chargers for 500 vehicles
- Toyota
 - \$50 million investment
 - Developing full drive train for RAV4 EV
 - Development Services contracts - \$69 million
 - Production contract – approximately \$100 million
- Panasonic
 - \$30 million investment
 - Custom 18650 automotive cell in development
 - Improved life, performance & safety
 - Lower cost



Tesla EVs – A Disruptive Product Approach



Tesla Roadster Sport



Tesla Model S

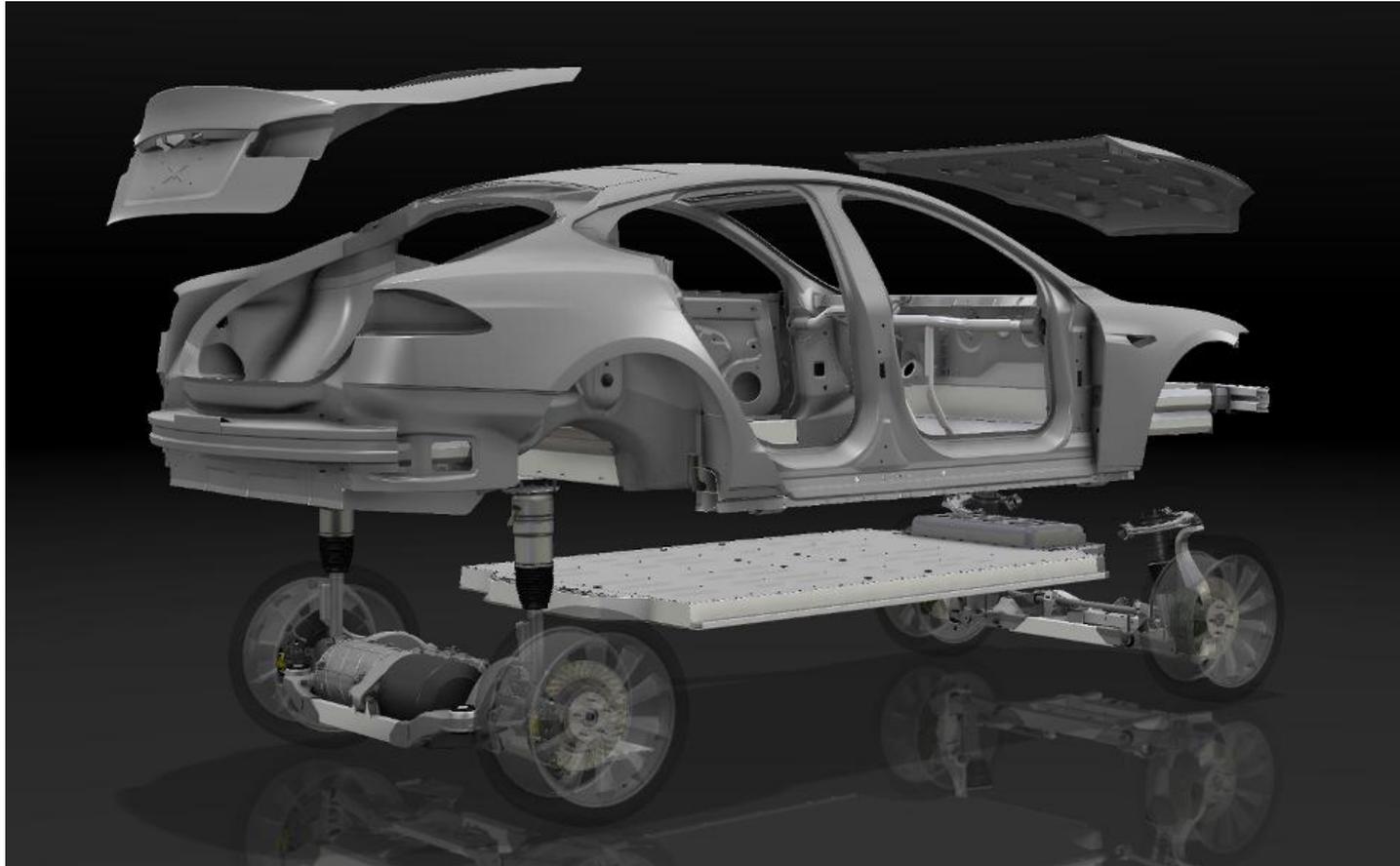
Building Better Cars ...



Model S – The Archetypal Electric Vehicle



- World's First Production Platform for an Electric Vehicle
- Tapping the Benefits of an all EV Approach
- Blending World Class Vehicle Design and Electric Vehicle Technology

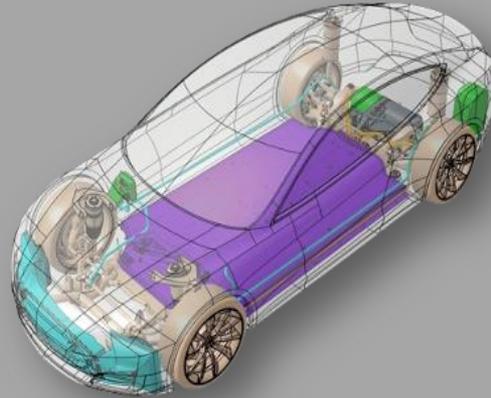


The Premium Sedan, Redefined



Technology

- Leading electric powertrain
- 45 min. quick charge capability
- All aluminum body
- 17-inch touchscreen
- 3G connectivity



Design

- Aerodynamic profile
- Very low center of gravity
- Seating for up to 7
- Trunk in front
- 5 star safety target



Performance

- Fun to drive
- Up to 300 mile range
- Instantaneous acceleration
- 0 – 60 in ~ 6 seconds

Delivering Model S



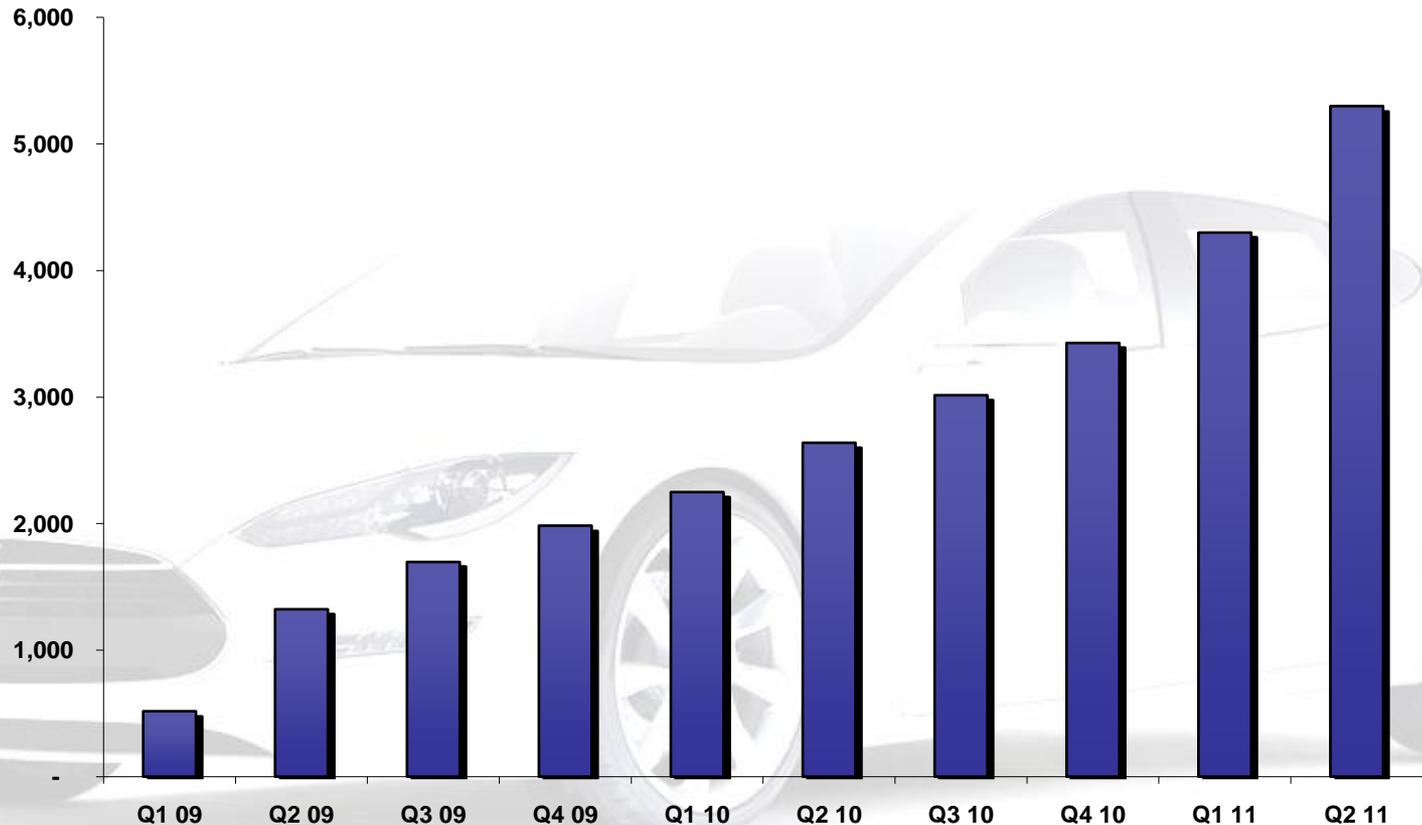
	2010	2011*	2012*
Engineering	<ul style="list-style-type: none">Alpha buildExternal body design and engineeringSafety and structural design	<ul style="list-style-type: none">Crash test program beginsStamping facility onlineBeta build	<ul style="list-style-type: none">Production validation
Mfg	<ul style="list-style-type: none">Supplier sourcingSite preparation	<ul style="list-style-type: none">Paint shop operationalInstallation of tooling equipment	<ul style="list-style-type: none">Release candidate buildDeliveries begin

*Planned

Model S - Strong Initial Demand



Cumulative Model S Reservations



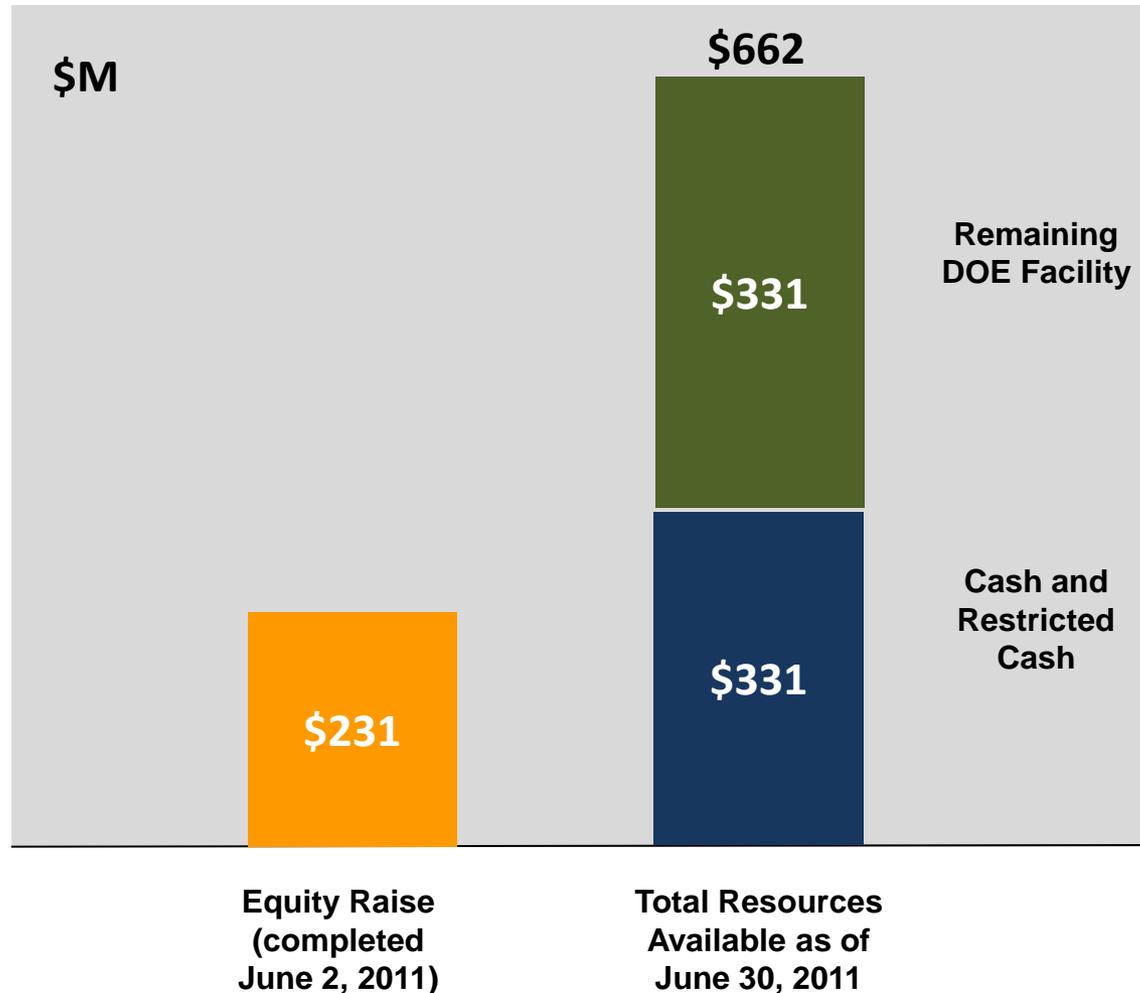
*Minimum \$5,000 reservation price
Limited marketing effort*

Model X – Second Vehicle from “S” Platform



Targets	
Product Vision	Functionality of a minivan, but cooler than an SUV
Prototype Reveal	End of year 2011
First Deliveries	Q4 2013
Vehicle Platform	Same as Model S
Range	Three range options, similar to Model S
Volume	10,000 - 15,000 / yr
Price and Gross Margin	Similar to Model S
Manufacturing Plan	Off Model S line in Fremont
Investment	~ \$150 million

Sufficient Capital to Deliver Model S & Model X



No need to raise additional funds for Model S and Model X

Tesla – A Differentiated Car Company



Tesla Roadster Sport

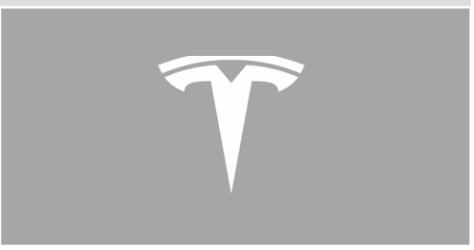


Tesla Model S

Efficient Product Development ...
Transforming the Customer Experience



S Platform = Rapid, Low-Cost Product Development



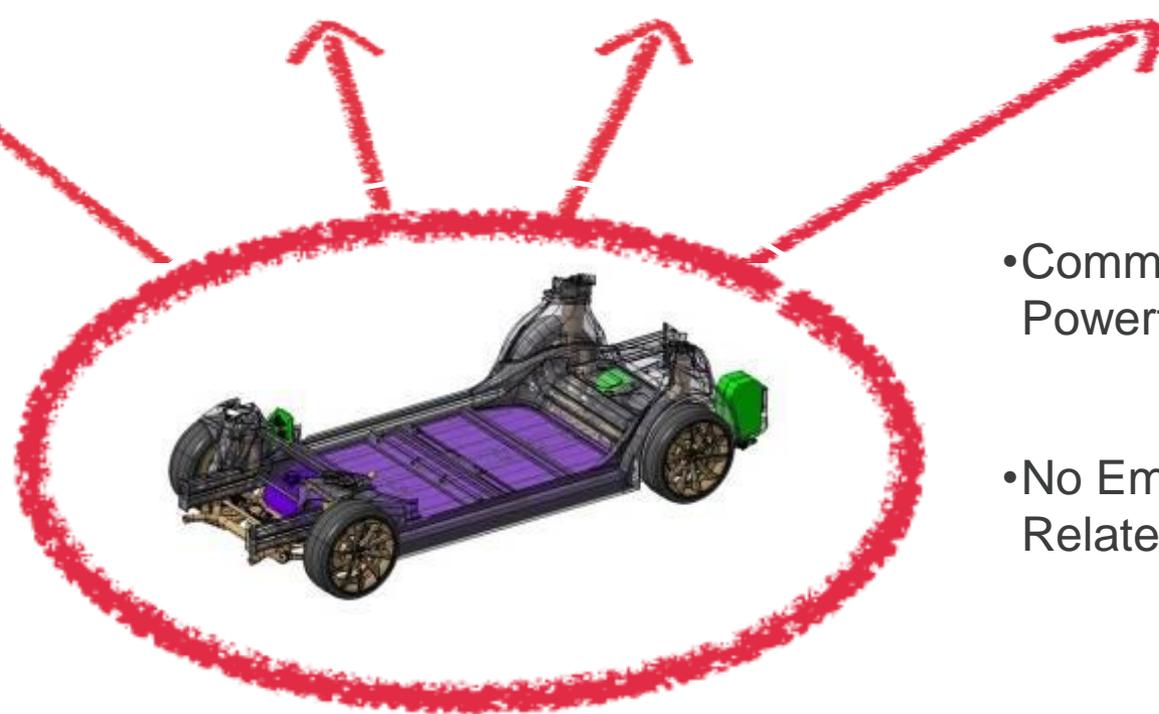
Model S

Model X

Future Product

Future Product

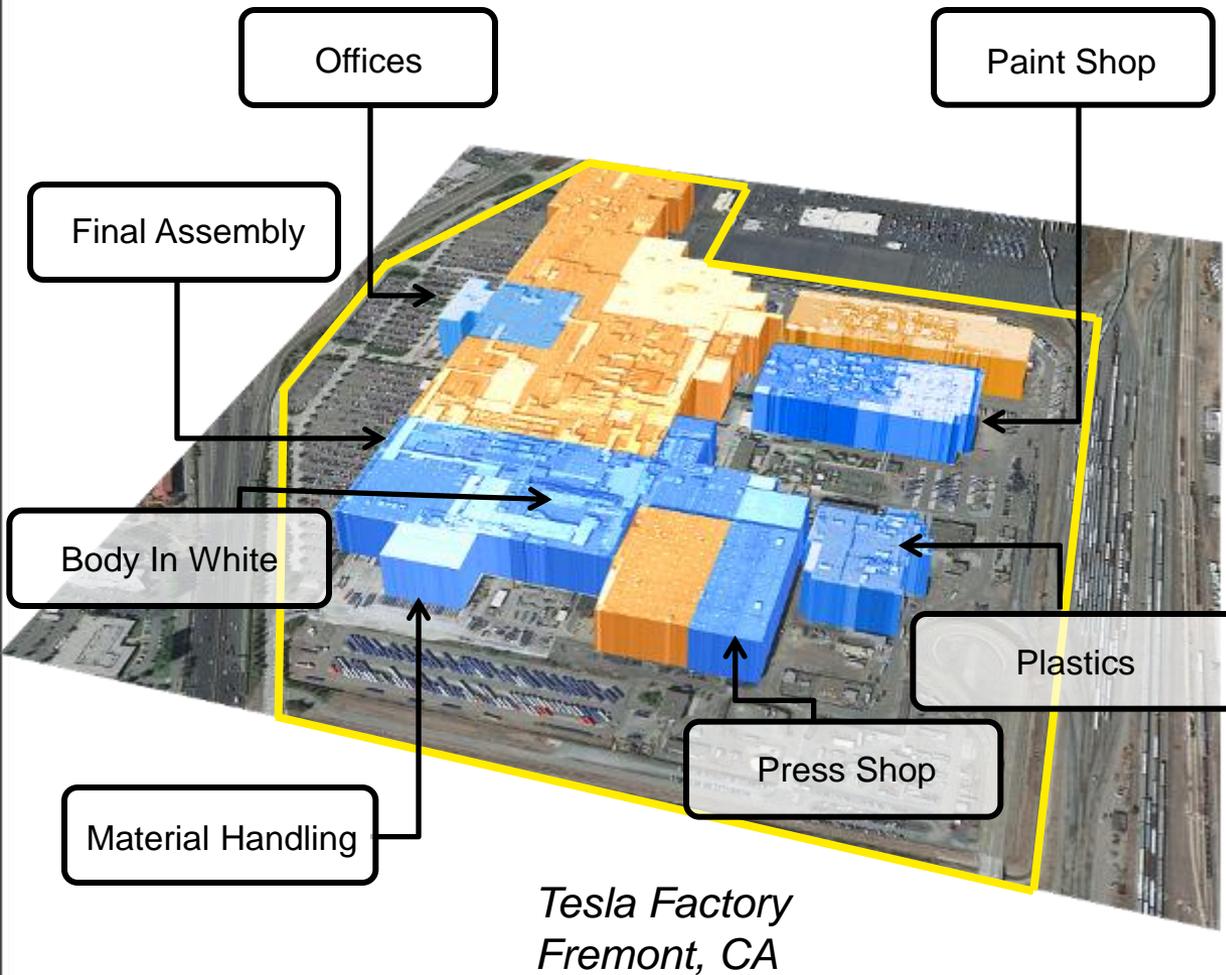
- Revolutionary Packaging
- Adaptable Chassis Platform



- Common Powertrain
- No Emissions Related Costs

Leveraging the unique benefit of the electric powertrain

Low Plant Investment – Fremont Facility



- 5 million ft² / 200+ acres
- 400,000+ unit historical capacity
- \$42MM purchase price
- Equipment purchased at attractive prices

 Planned Model S Facilities

 Future Programs

Tesla-Owned Distribution & Service



- Control of shopping & service experience
- Capture full retail price
- Lower facilities, warranty and inventory cost



Re-inventing the Customer Experience



Storefront



- Transparent and inviting
- Affluent, high-traffic locations

Interior



- Technology that informs customers
- “Product Specialists” to answer questions
- Display vehicles open for customers to sit in

Stores designed to:

- Engage
- Excite
- Inform

Parking Area



Santana Row, San Jose CA

- Conveniently located parking area for test-drives and Tesla vehicle charging

Consistent Performance



Area	Performance to Date
Model S	<ul style="list-style-type: none">• Completed alpha build on time• Manufacturing plan on track for mid-2012 launch• Strong reservations growth
Powertrain	<ul style="list-style-type: none">• Increased Daimler Smart fortwo orders• Daimler A Class development milestones achieved• Toyota RAV4 EV development milestones achieved
Roadster	<ul style="list-style-type: none">• Solid sales, margin improvement
Department of Energy	<ul style="list-style-type: none">• Achieved all powertrain loan milestones• On track with all Model S loan milestones
Financial	<ul style="list-style-type: none">• Strong delivery of financial metrics• No change in Model S target margin

Since our IPO in July 2010 . . .



	At IPO	As of June 30, 2011
Roadsters Sold	1,063	1,800+
Miles Driven	4,000,000	13,000,000+
Countries	22	30+
Model S Reservations	2,200	5,300+
Model S Status	In Design	Alpha Build Complete, Testing Underway
Model S Facility	Under Contract	Installing Equipment
Stores	10	18
Employees	650	1,200+
Strategic Agreements	Daimler	Daimler, Toyota & Panasonic

Operating Targets



- 2012
 - Start deliveries of Model S - 5000 Units
 - Toyota RAV4 EV Production Begins
 - End of Roadster sales @ 2,500 Units

- 2013
 - 20,000 Model S Units
 - 25% Gross Margin
 - Start Deliveries of Model X – Late 2013



Tesla - Model S



Toyota - RAV4 EV

