

better place 

Accelerating the transition to electric vehicles

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“How do you make the world a better place by 2020?”



End oil...

Accelerate the transformation to a sustainable electric automotive solution



Better Place is...



the premier global provider of electric vehicle services,
accelerating the transition to sustainable transportation.

We...

- deliver basic and value-added services to drivers to enable confident adoption and driving of electric vehicles
- build and operate the infrastructure and systems to optimize energy access and use
- work with ecosystem players to enable a compelling solution to make our communities and our planet cleaner, healthier, safer and sustainable



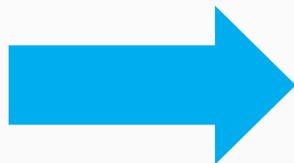
Breaking Down the Historic Barriers



Barriers

Solutions

Cost



EV services model ***significantly reduces*** upfront purchase cost and ownership risks

Range



Charge spots and switch stations together provide unlimited range

Grid



EV services provider avoids adverse grid impacts and enables grid stability and renewable energy utilization

Better Place & Renault commit to 100,000 EVs with switchable batteries at Frankfurt Motor Show, Sept 09



Better Place is deploying the world's largest EV charging network in Israel -- currently 900 charge points installed



Better Place will demonstrate EV charging network at COP 15, Denmark



Better Place demonstrated the battery switch in Japan, May 2009 & Tokyo Taxi Project, 1Q10



Better Place showcased its EV services solution at Frankfurt Motor Show, September 2009





Better Place EVSE: Technology & Cost

Standard with added communication and metering; major differentiator no keyboard or screen, operated by Smart Card, phone, web

Installation Cost: Snowflake

Capital Cost: <\$2k

Better Place Comprehensive Solution:

EV aggregation, charging orchestration and customer service drives costs down for the user and...

Enables DR, distribution grid protection, wind/ renewables “harvesting” ancillary services, etc for utilities/ ISO’s





Funding Needed in CA: We are disadvantaged by our own existing policies versus countries and regions with pro-EV policies

Fund infrastructure to comprehensively solve our petroleum addiction; Better Place is focused on II and Battery Switching

Vehicles are Coming: OEMs have made clear statements about vehicle deployment, ***increase the EVSE pool from the 2008-2009 level.***

Encourage competitive markets in which investment and entrepreneurship are called on to solve the barriers of EV mass market adoption