

Accelerating the transition to electric vehicles

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Better Place is...



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

We...

- deliver services to drivers to enable confident adoption and unlimited range 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



Better Place services



- Charging
 - Personal and public charge spots
 - Battery switch stations
- In-car support
 - Energy monitoring and management
 - Information and media services
- Customer care
 - Mileage, time of day, location charging options
 - Roadside and other assistance
- Utility management
 - Power use, distribution and grid stability enabling



Services address historic barriers to EV adoption



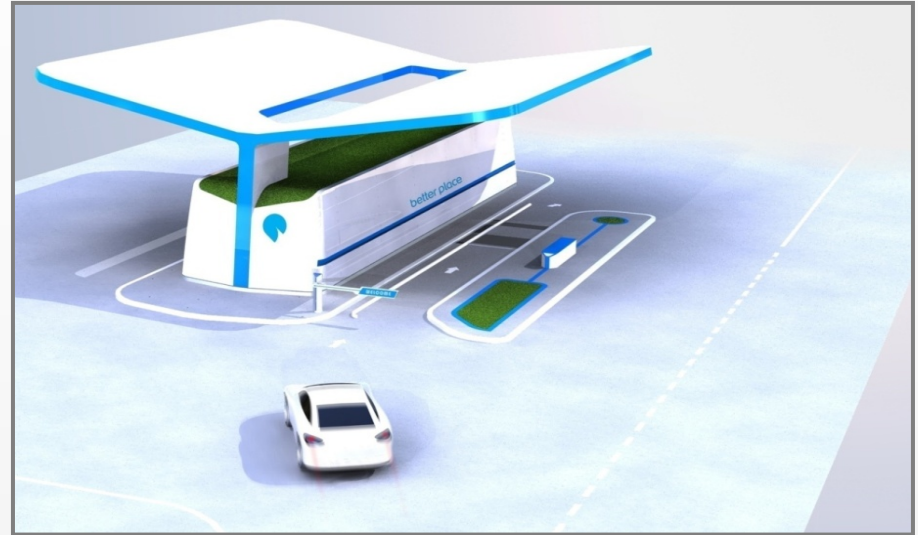
Customer obstacle	Solution
Potential need for electric charging wherever you go	Better Place installs public charge spots prior to the car being marketed
Initial car cost	Better Place pays for and owns the battery, charges for monthly services, lowering the initial cost of purchase
100 mile range	Battery switch stations provide fully charged batteries en route, providing unlimited range

Ubiquitous Better Place charge spots



- Widely deployed in public locations in advance of cars
- Additional spots installed for subscribers
- Plug and charge at home, work, school or while you shop or play
- Eliminates petrol station stops, pumps, and unpredictable prices

Battery switch stations for unlimited range



- Replaces a depleted battery with a fully-charged one during trips >100 miles
- Completely automated process which takes less time than filling a gas tank
- Battery availability for specific car makes and models

Better Place world view circa 2009



Video:

First automated battery switch for Japanese EV study



Summary



- Services-based model to address historic barriers
- Deployment of EV network infrastructure to enable services, demand and adoption
- Cars available in alignment with accelerating demand

