better place

Accelerating the transition to electric vehicles

April, 2009

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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

The driving systems: Old vs. new

Services address historic barriers to EV adoption

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

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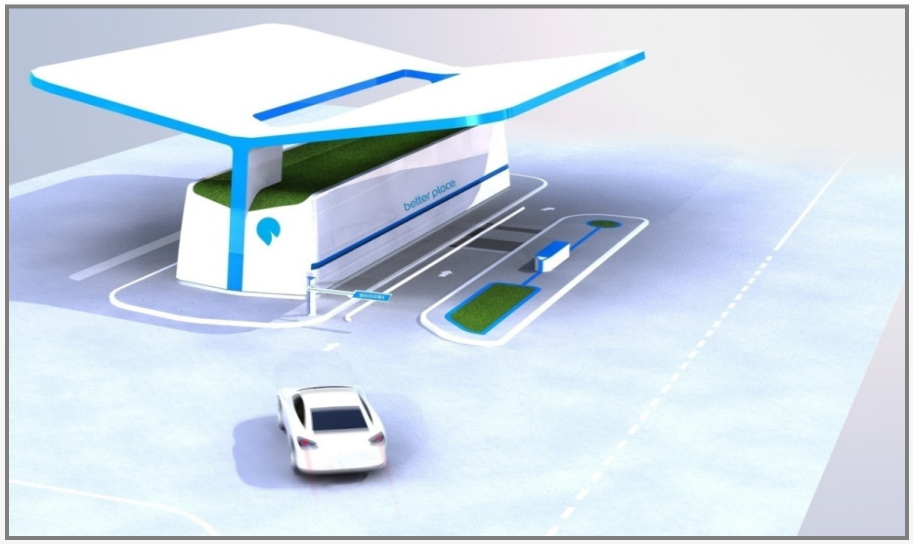
Battery switch stations for unlimited range



- 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

Ubiquitous Better Place charge spots

Universal Access for any “plug-in” vehicle using SAE J1772

- Deployed in public locations in advance of cars
- Plug and charge at home, work, school or while you shop or play
- Eliminates gas station stops, pumps, and unpredictable prices

California Concept

Better Place believes the SF Bay Area can serve as **the blueprint for a large US metropolitan area to significantly reduce its dependence on gasoline by deploying the right electric vehicle infrastructure to support all forms of plug-in vehicles.**

We are planning a major demonstration in the Bay Area to ocurr over the next 4 years

This will serve as the springboard to mass adoption in the Bay Area and, moving forward, statewide then the west coast.

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California Relationships

To make this a reality, we are working with Bay Area:

- Cities
- Counties
- Vision Partners (major Bay Area employers)
- Car share operators
- Public Transporation Providers
- Utilities

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Demonstration Objectives

Better Place's objective are to evaluate:

1. Vehicles and Batteries.
2. Electric Grid & Control Components
3. Infrastructure Components & Deployment
4. Market & Customer Research

Components and Funding

We envision:

- 4000+ EVSE,
- 300+ Vehicles,
- 3 Switch Stations,
- 1 Visitor Center

As a company, we are putting up millions of dollars.