



**C O D A**

**A U T O M O T I V E**

December 9, 2010

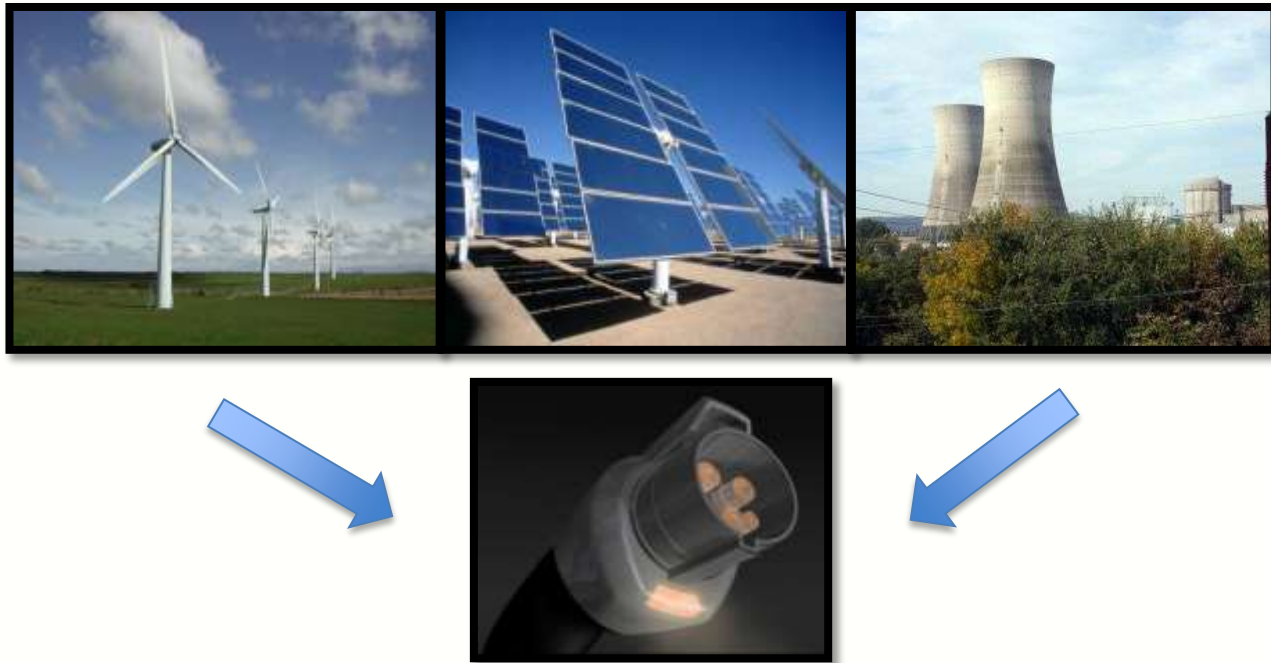
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# 100% OF OUR FOCUS IS GREEN TECHNOLOGY

CODA's mission is to accelerate the adoption of electric vehicles globally. We envision a future with affordable electric vehicles powered by locally-produced, renewable energy.





## 2011 CODA 100% ELECTRIC SEDAN

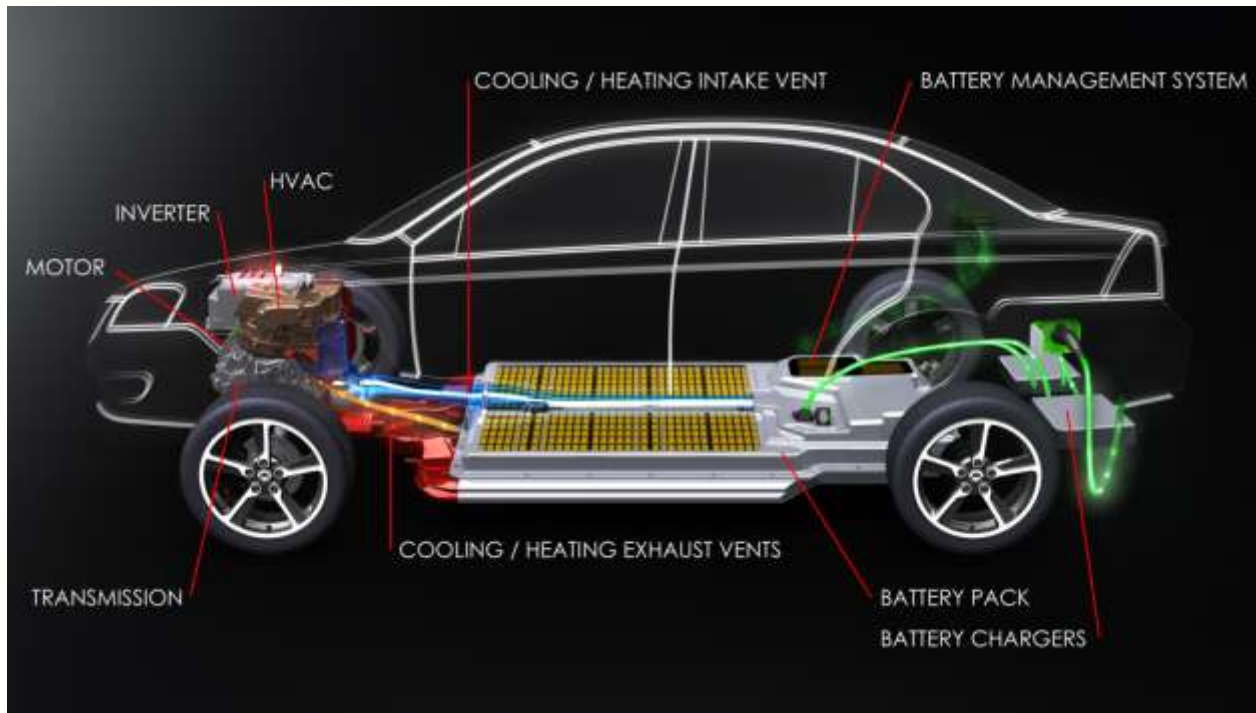
- ✓ 100% electric 4-door, 5-passenger sedan
- ✓ 120 miles of range per charge (LA4)
- ✓ Fully FMVSS compliant for model year 2011 | Anticipated 4/5 star safety rating
- ✓ 3-year/36,000 bumper-to-bumper warranty | 8-year/100,000 battery warranty





# INDUSTRY LEADING TECHNOLOGY

- ✓ **33.8 kWh (LiFePO<sub>4</sub>) battery system** | Safe, durable, cost-effective chemistry
- ✓ **728 Prismatic Cells**, 14.5Ah (7P-104S) | 333V Nominal Voltage
- ✓ Pack constructed with cooling in mind | **Active Thermal Management** (air-cooled) system
- ✓ Fast and convenient Level II charging with a **6.6 kW on-board charger**



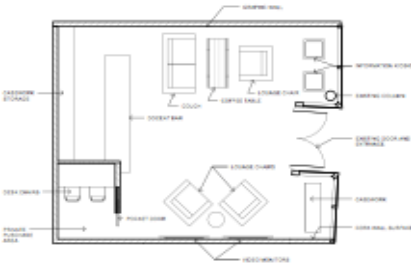
# A CAR THAT GIVES 100%. ALL STANDARD.

- ✓ iPod®, MP3 and USB connectivity
- ✓ Satellite-ready AM/FM/XM radio
- ✓ Bluetooth® hands-free phone capability
- ✓ Navigation with 8" color touch screen
- ✓ GreenScreen monitoring system
- ✓ Telematics





# THE SATELLITE RETAIL EXPERIENCE



Satellite stores and anchor stores in malls

*A “dealership” for the 21<sup>st</sup> century.*

Customer convenience model 10 to 12 miles from where targeted consumers reside.

Branded EV stations in garages





# THE ROLE OF CITIES / FLEETS

## **Cities/Counties**

Regional leaders have the power to encourage demand for technology providers. 5 buckets:

1. Charging infrastructure
2. Streamlined permitting
3. Tax credits and rebates
4. Consumer awareness
5. Other perks

Specific, unique ideas:

1. Create collaborative stakeholder group within the community to help regulatory, commercial, and community interests align – work together with large cities
2. Bundle all key incentives at vehicle point of purchase and online
3. Ensure new and reconstruction/renovation building codes support the operation of plug-ins
4. City fleet commitments to buy plug-ins

## **Fleets**

With 16+ million vehicles in operation, fleets can drive initial ramp-up scale in the battery industry and OEM supply chains to effectively reduce costs. Operational norms allow fleets to overcome challenges:

1. More willing to focus on total cost of vehicle ownership than upfront costs
2. Centralized refueling
3. High vehicle utilization rates
4. Predictable routing

THANK YOU

