

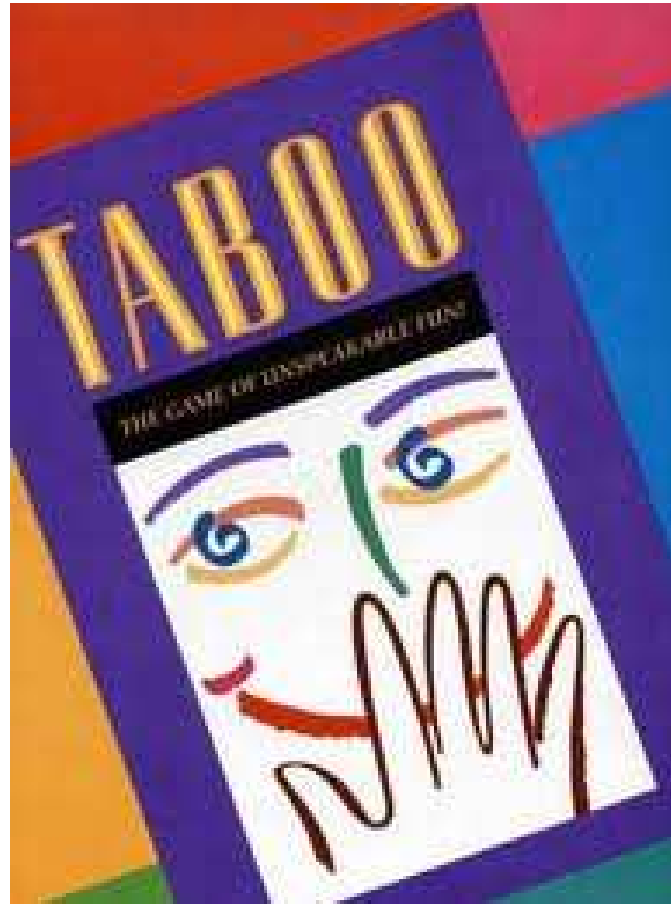


**ACCELERATING AN INDUSTRY – PUBLIC FUNDING FOR
PRIVATE BUSINESS
ADVANCED ENERGY CONFERENCE 2011**

LET'S PLAY A GAME...

Word

MONEY



Phrase

FREE
MONEY

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EIGHTY YEAR HISTORY OF EV PRODUCTION



- UK subsidiary pioneer of commercial EV technology and service
- Strong sales history to blue chip companies in the U.K. across many sectors, including parcel delivery, logistics, retail, highway maintenance and airports
- World's largest provider of commercial electric vehicles today with thousands of vehicles on the road

BROAD PORTFOLIO SPANS LIGHT & MEDIUM DUTY COMMERCIAL MARKET



Brand	Newton™	Edison™	Step Van	Utility
Class	4 – 6	2 – 3	4–6	Off road
GVW (lbs)	16,500 – 26,000	7,700 – 10,100	14,000 – 22,000	n/a
Payload (lbs)	7,300 – 16,300	2,700 – 5,100	4,000 – 12,000	2,500
Max Range (mi/hrs)	150	100	100	8 – 12 hrs
Availability	U.S., ROW	ROW	U.S. 2012	U.S., ROW

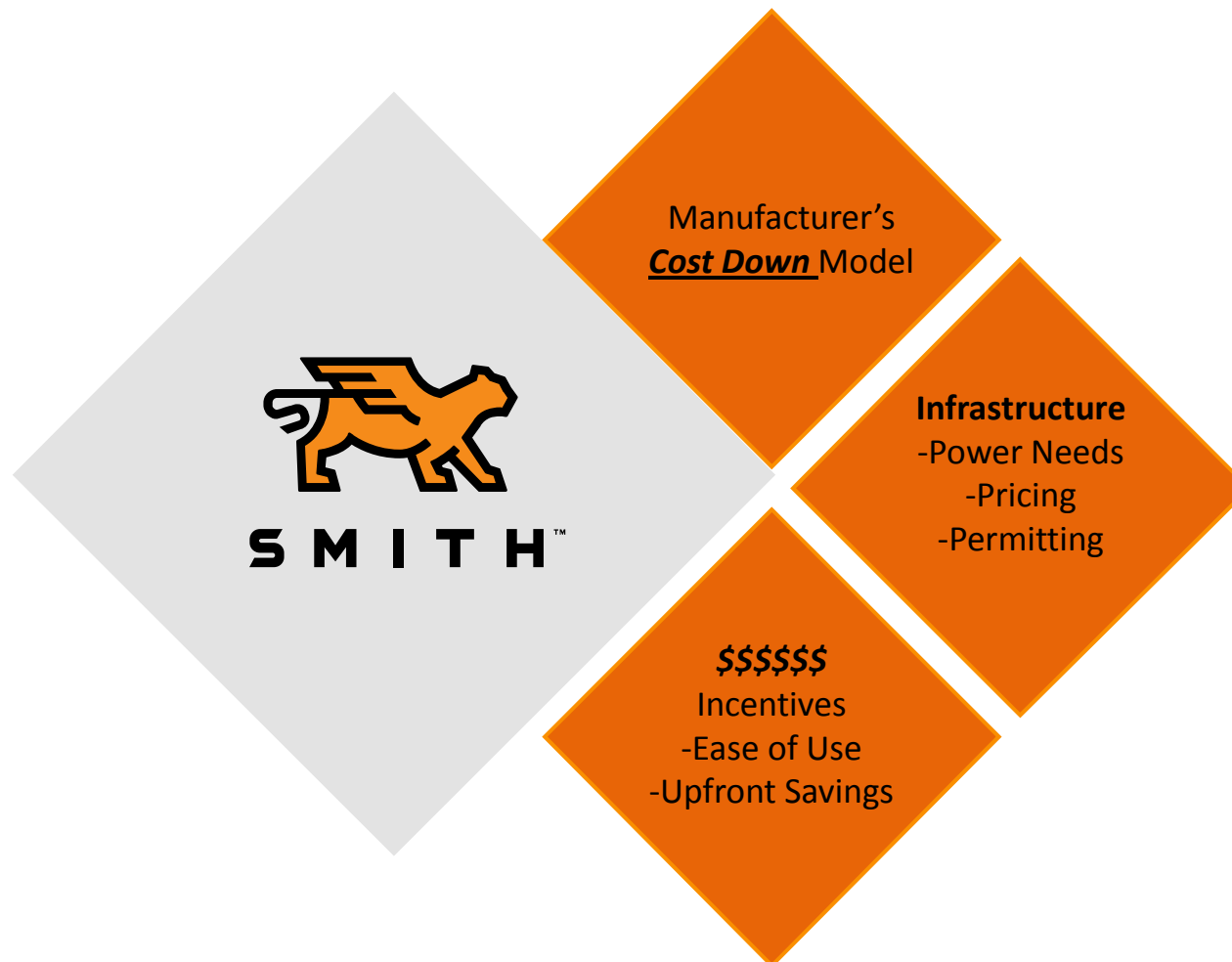
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MASS ADOPTION IS KEY TO INDUSTRY SUCCESS



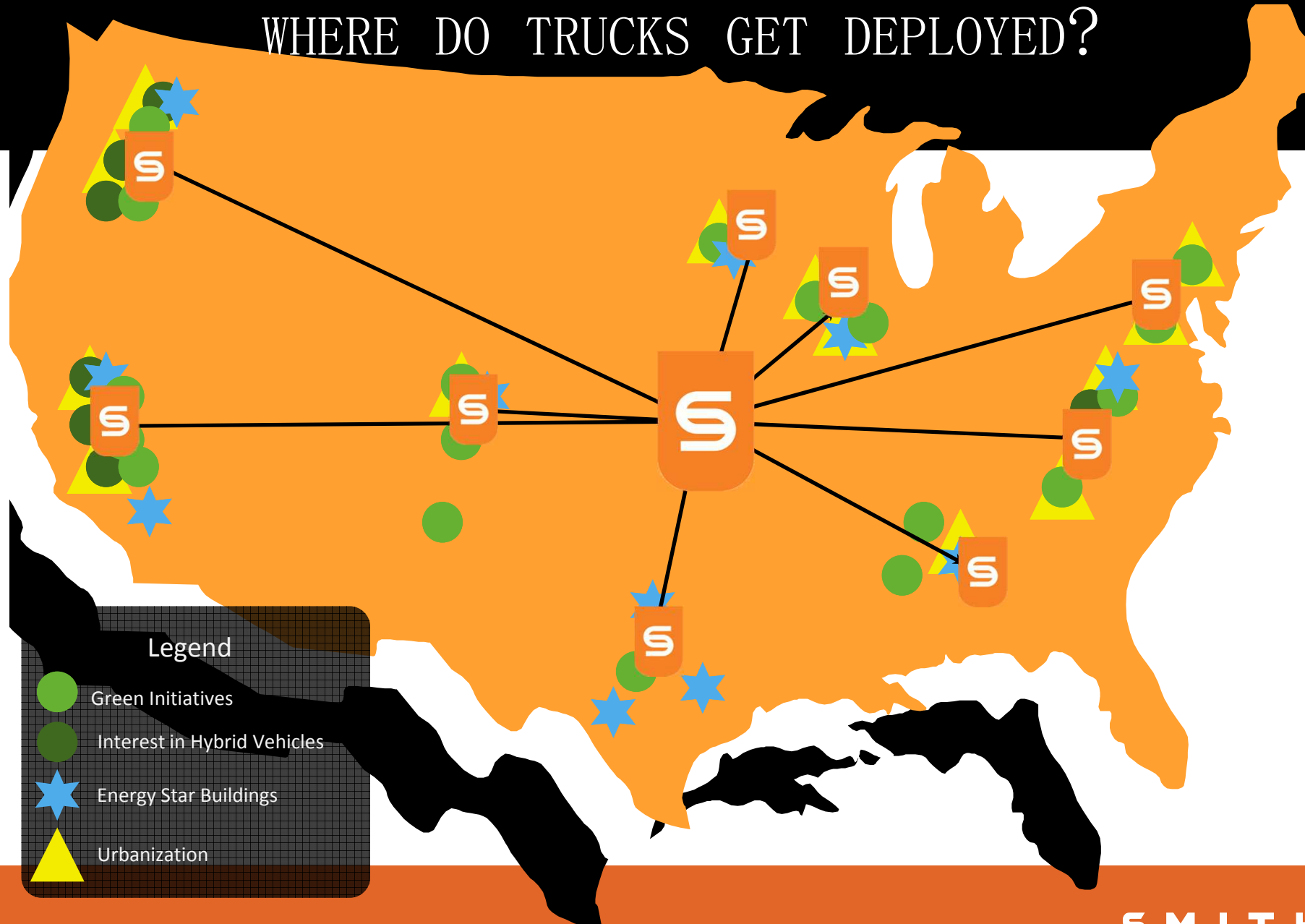
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IT' S ALL ABOUT COST



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WHERE DO TRUCKS GET DEPLOYED?



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TRUCKS GO WHERE THE INCENTIVES ARE

34%

=



94%

7%

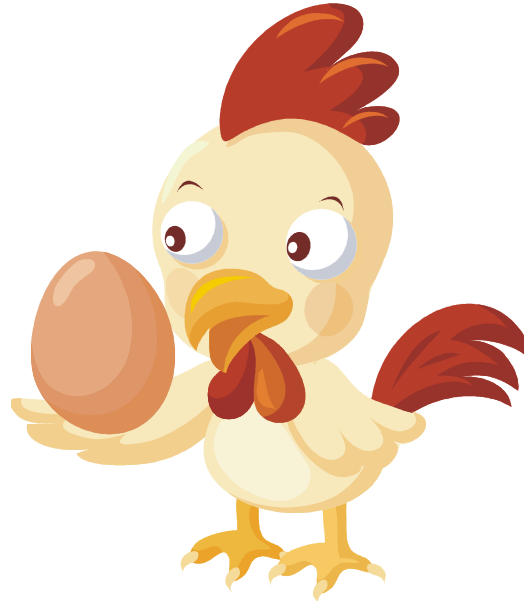
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IRONY OF INCENTIVES

OEM's need mass
orders to get cost
down



Customer's need
cost down to
afford mass orders

“If incented properly now, commercial EV’s will be thriving in an incentive-free world in ***five years.***”

EFFECTIVE INCENTIVES

Increased Adoption; Quantifiable
Results

Fleets Want... *...ROI in Year 3*

Public Agencies
Want... *...More for
Less*

OEM' s and Dealers
Want... *...To Sell More
Trucks*

FLEETS WANT... ROI IN YEAR 3

Class 6	YEAR 1					
	Electric	Diesel	Gasoline	Hybrid	Propane	CNG
Vehicle Cost	\$ 147,500	\$ 75,000	\$ 70,474	\$ 91,000	\$ 88,000	\$ 91,000
Infrastructure	\$ 1,500	\$ -	\$ -	\$ -	\$ 10,000	\$ 19,900
Incentives	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -
Other Incentives	\$ -	\$ -	\$ -	\$ 2,500	\$ 8,000	\$ 20,000
Total Vehicle Purchase Cost	\$ 129,000	\$ 75,000	\$ 70,474	\$ 88,500	\$ 90,000	\$ 90,900
Charging/Fueling Costs	\$ 1,870	\$ 10,099	\$ 10,597	\$ 6,104	\$ 6,933	\$ 4,073
Maintenance Costs	\$ 1,274	\$ 4,004	\$ 7,508	\$ 2,548	\$ 277	\$ 4,324
Total Operating Costs	\$ 3,144	\$ 14,103	\$ 18,104	\$ 8,652	\$ 7,210	\$ 8,398
Net Ownership Cost	\$ 132,144	\$ 89,103	\$ 88,578	\$ 97,152	\$ 97,210	\$ 99,298
Electric Vehicle Value/Premium	\$ -	\$ (43,040)	\$ (43,565)	\$ (34,992)	\$ (34,934)	\$ (32,846)



Class 6	YEAR 5 (Cumulative)						YEAR 10 (Cumulative)					
	Electric	Diesel	Gasoline	Hybrid	Propane	CNG	Electric	Diesel	Gasoline	Hybrid	Propane	CNG
Vehicle Cost	\$ 147,500	\$ 75,000	\$ 70,474	\$ 91,000	\$ 88,000	\$ 91,000	\$ 147,500	\$ 75,000	\$ 70,474	\$ 91,000	\$ 88,000	\$ 91,000
Infrastructure	\$ 1,500	\$ -	\$ -	\$ -	\$ 10,000	\$ 19,900	\$ 1,500	\$ -	\$ -	\$ -	\$ 10,000	\$ 19,900
Incentives	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -
Other Incentives	\$ -	\$ -	\$ -	\$ 2,500	\$ 8,000	\$ 20,000	\$ -	\$ -	\$ -	\$ 2,500	\$ 8,000	\$ 20,000
Total Vehicle Purchase Cost	\$ 129,000	\$ 75,000	\$ 70,474	\$ 88,500	\$ 90,000	\$ 90,900	\$ 129,000	\$ 75,000	\$ 70,474	\$ 88,500	\$ 90,000	\$ 90,900
Charging/Fueling Costs	\$ 9,536	\$ 69,249	\$ 62,168	\$ 36,810	\$ 41,927	\$ 23,267	\$ 19,559	\$ 146,306	\$ 153,512	\$ 88,426	\$ 106,921	\$ 64,958
Maintenance Costs	\$ 6,370	\$ 20,020	\$ 37,538	\$ 12,740	\$ 1,383	\$ 21,622	\$ 20,740	\$ 40,040	\$ 75,076	\$ 25,480	\$ 2,780	\$ 43,243
Total Operating Costs	\$ 16,906	\$ 79,269	\$ 99,705	\$ 48,550	\$ 43,310	\$ 44,889	\$ 40,299	\$ 186,346	\$ 228,587	\$ 113,906	\$ 109,687	\$ 98,201
Net Ownership Cost	\$ 144,906	\$ 154,269	\$ 170,179	\$ 137,050	\$ 133,310	\$ 135,789	\$ 169,299	\$ 261,345	\$ 299,061	\$ 202,406	\$ 199,687	\$ 189,101
Electric Vehicle Value/Premium	\$ -	\$ 9,362	\$ 25,273	\$ (7,057)	\$ (11,696)	\$ (9,118)	\$ -	\$ 92,046	\$ 129,762	\$ 33,107	\$ 30,388	\$ 19,802

*Note: Electric Vehicle Value or Premium represents the difference between the net ownership costs of an electric vehicle and alternatives. "Value" means that the lifetime cost of an electric vehicle is less than an alternative (indicated in blue text/yellow highlighting), and "Premium" means that the lifetime cost of an alternative is lower than that of an electric vehicle.

PUBLIC AGENCIES WANT... MORE FOR LESS

***Don' t Over-
Incentivize***

*Cost Per Ton of GHG' s/Criteria
Pollutant*



- California - HVIP
- New York Private Fleet Program
- Maryland Electric Truck Program

OEMS/DEALERS WANT... TO SELL MORE TRUCKS



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QUESTIONS?



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