



VIA Motors



A New Kind of Automotive Company

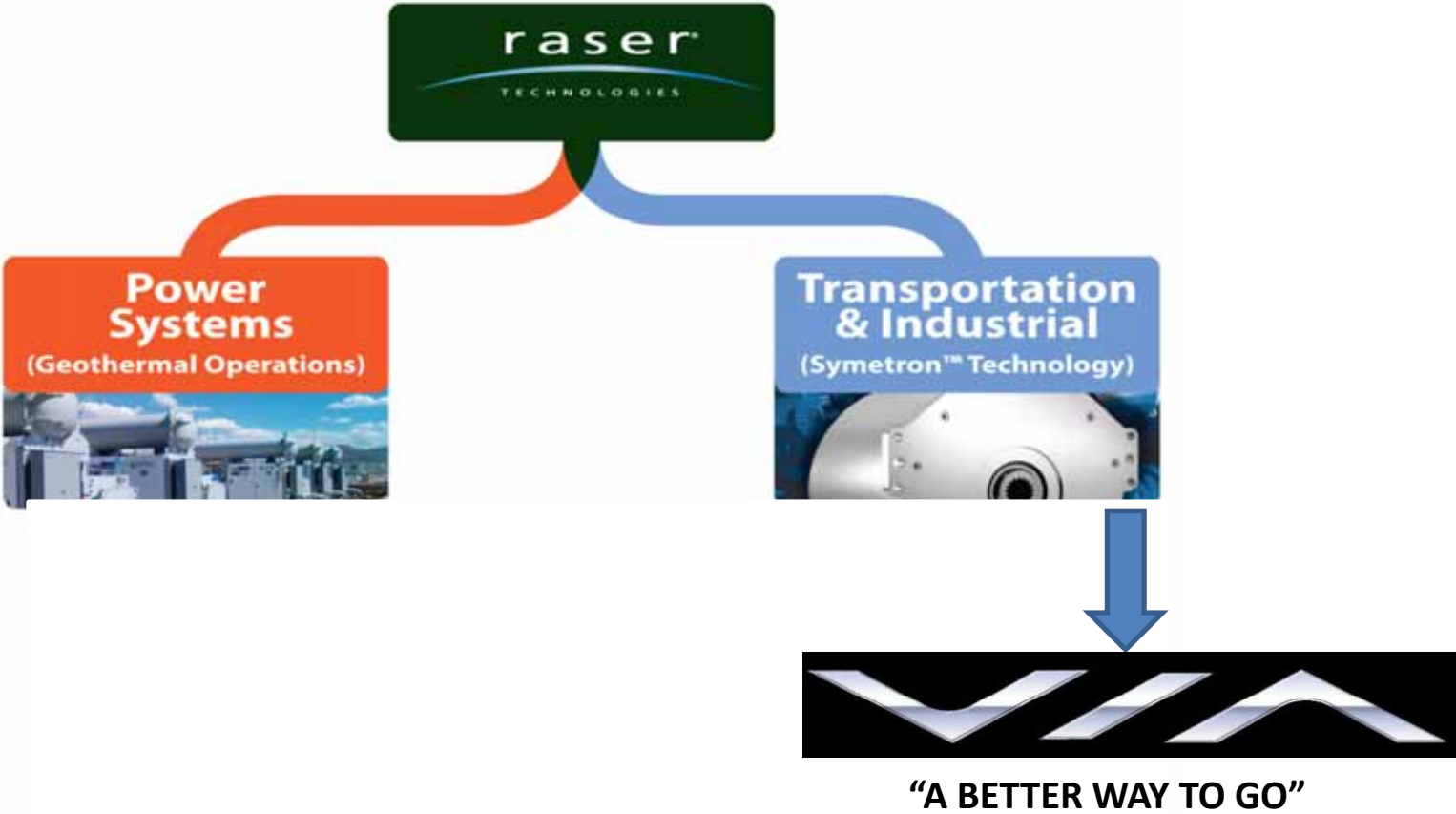
- *VIA builds electric versions (E-REV) of The Best Selling Vehicles in America...Trucks, SUVs and Vans.*



E-REV - Extended Range Electric Vehicles



VIA Motors, Inc.



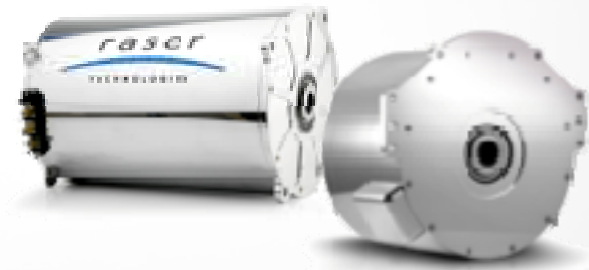
Technology Innovator



- ✓ Track Record of Innovation... Awards
- ✓ Founded Plug-In Hybrid Consortium
- ✓ Industry leader in High Voltage Powertrains for Trucks & SUVs
- ✓ Co-Developed first E-REV SUV with GM



Motor & Drive Innovation of the Year
Hybrid Vehicle Innovation of the Year



The VIA Motors Team



VIA's First E-REV Project

- Hummer H3 Project Done in Co-operation with General Motors
- Vehicle First Unveiled at the SAE World Congress in Detroit April 2009
- Successfully Demonstrated the Vehicle Coast to Coast
- Met All Performance Goals

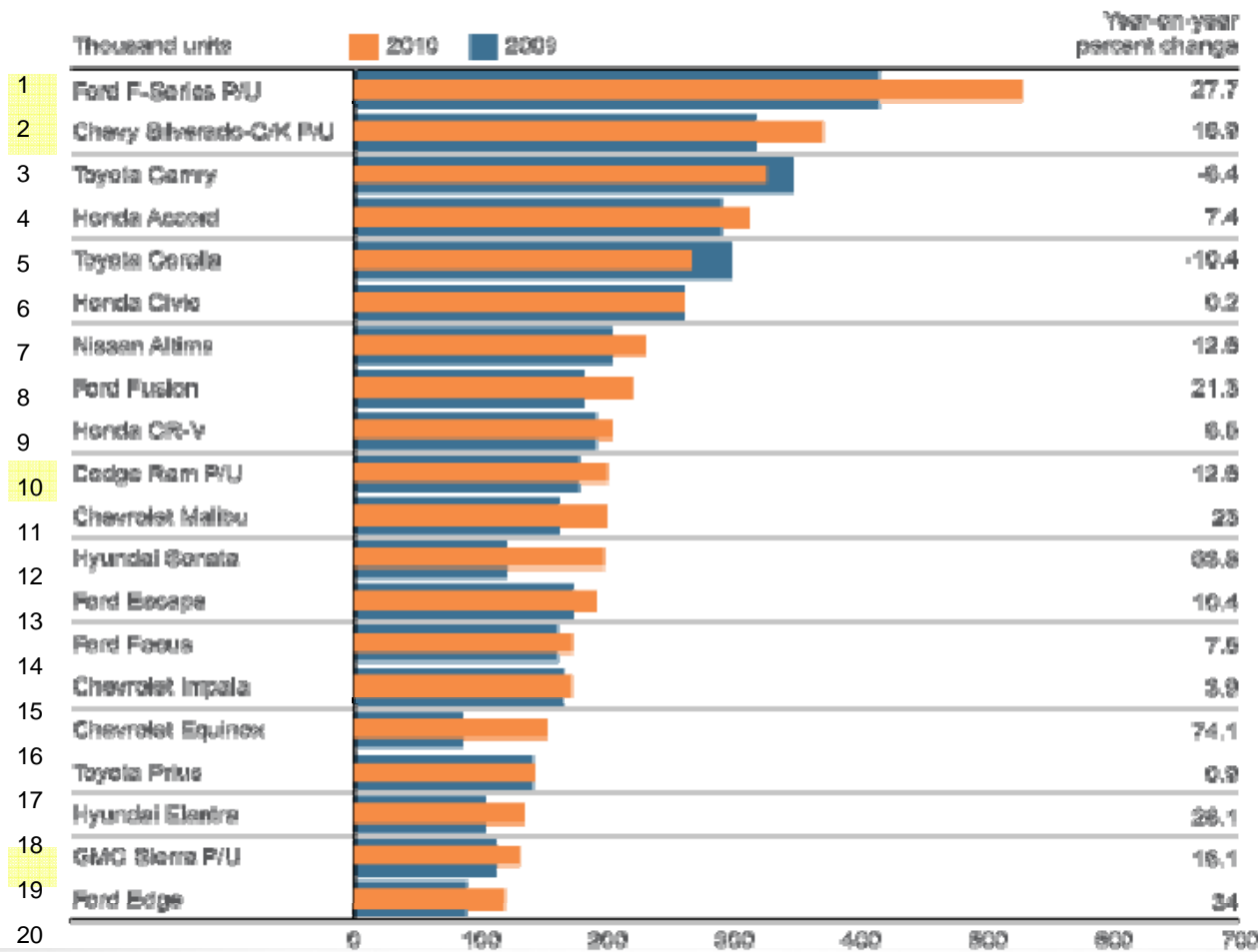




VIA's Game-changing E-REV Trucks



Top 20 selling vehicles in the U.S.



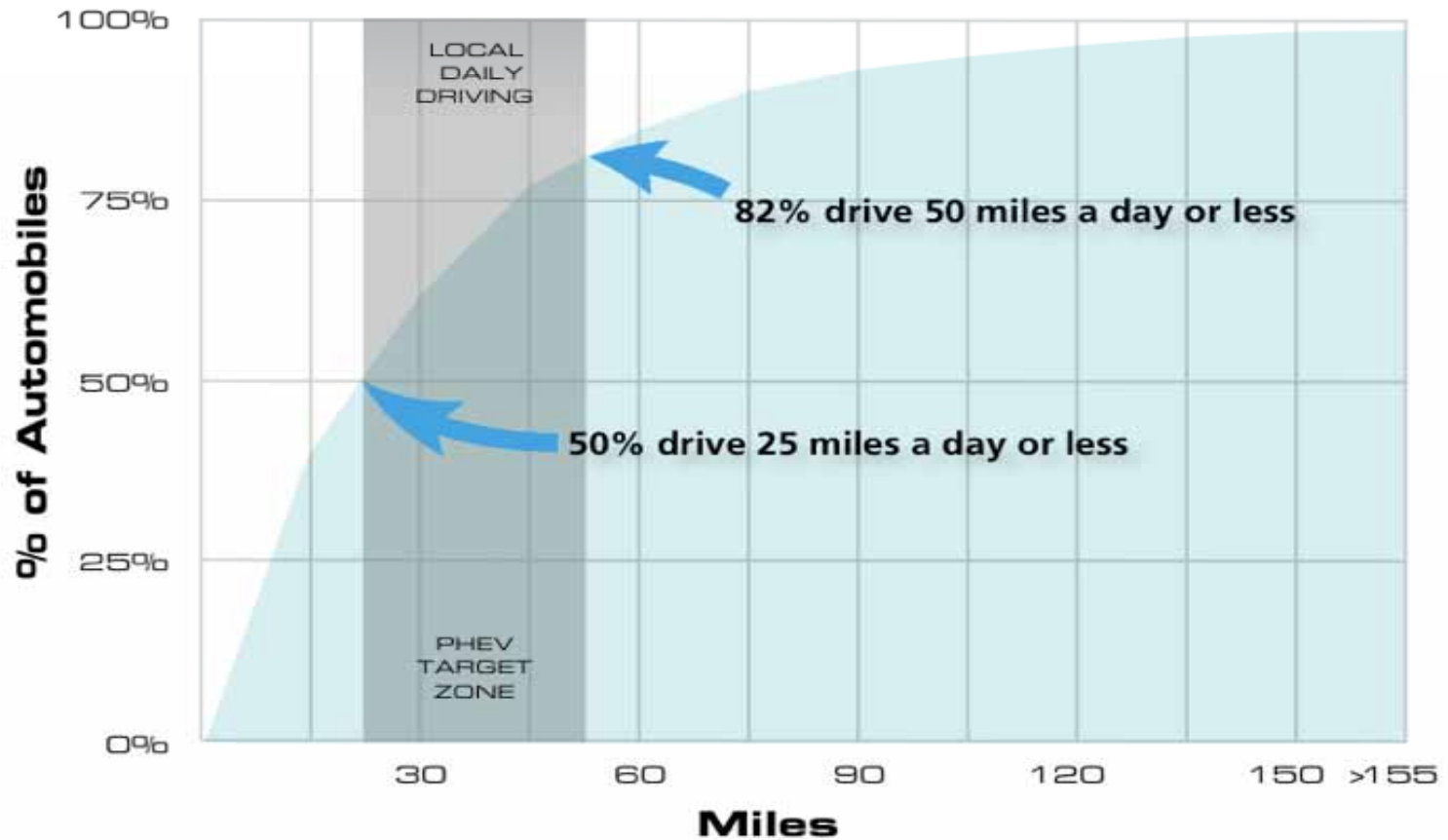
#1



Selling Vehicle In America...
20 Years Running.

08/08/11

Miles Driven Daily



Source: DOT National Personal Transportation Survey 1990





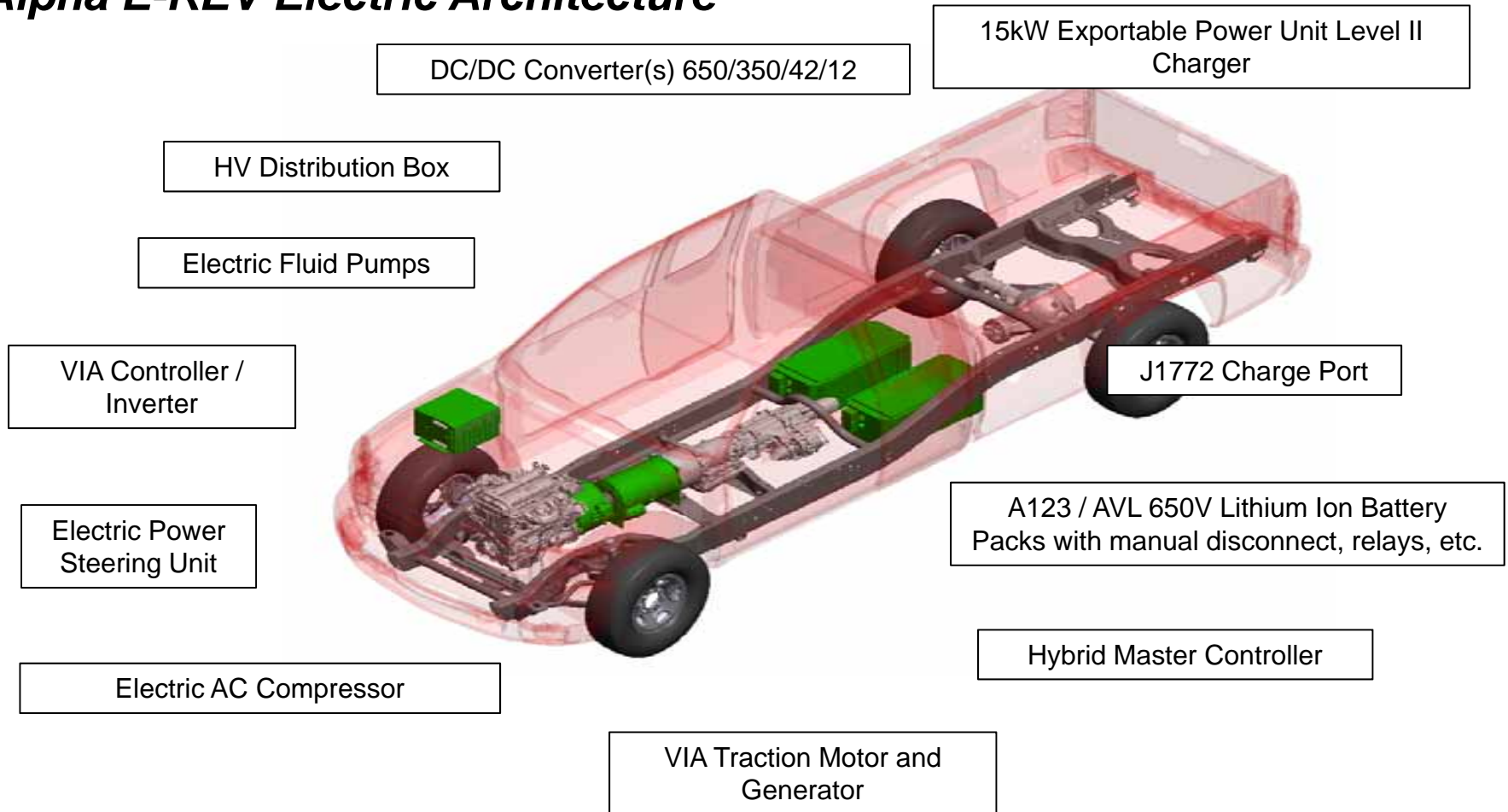
VIA Motors



VIA E-REV Pickup Truck – Engineering Overview



Alpha E-REV Electric Architecture





Exterior, Charging and Fuel

SAE J1772
110/220 V
Charge Port



Fuel Fill

VIA E-REV Pickup Truck – Engineering Overview



Pickup Bed

15 kW
Exportable
Power Box
(Qty 4) 120 V 15A
(Qty 1) 240 V 30A

DC-DC Converter
(Steps down 650 DC to 350 DC for air conditioning compressor, power steering and other 12 V accessories. Connects to converter under hood that further steps down to 42(P/S), and to 12 V, accessories)

Inverter
(650 DC to
240 VAC)



VIA E-REV Pickup Truck – Test Results



AVL Measured Dynamometer Results:

Vehicle Performance Measurements			
Performance Attribute	SOC %	Grade %	Measured
0-60 MPH Acceleration (sec)	90	0	12.2
0-60 MPH Acceleration (sec)	50	0	12.8
Max. Continuous Speed (MPH)	90	0	78.4
Max. Continuous Speed (MPH)	11.5	0	67
Max. Continuous Speed (MPH)	11.5	2	51.3
Max. Continuous Speed (MPH)	11.5	4	39.1
AER UDDS (Miles) City	100 - 20	0	39
AER UDDS (Miles) City	100 - 30	0	34
AER HFEDS (Miles) Highway	100 - 20	0	46
AER HFEDS (Miles) Highway	100 - 30	0	41
*FE UDDS Charge Sustaining (MPG)	20	0	26
*FE HFEDS Charge Sustaining (MPG)	20	0	23.6

* Based on ECM measured fuel flow

Alpha Truck Demonstrations Have Started!



Fleet Ramp-up Strategy



- 12,000 Soft Orders (pre-production)
- 2011 - Fleet demonstration Program Leading to Direct Sales
- 2012 – Launch 2nd Stage Manufacturing to fill fleet pre-orders
- Service & Maintenance by Leading Fleets
- 2013 - Expand Sales to Consumers through Dealers
- 2014 – High Volume Manufacturing





Thank You