

VIA Motors

A New Kind of Electric Vehicle Company

Introducing the World's Most Economical Work Trucks & Vans

VIA Motors Game Changing eREV Technology



Jeffrey Esfeld, Director
National Fleet Sales
& Business Development



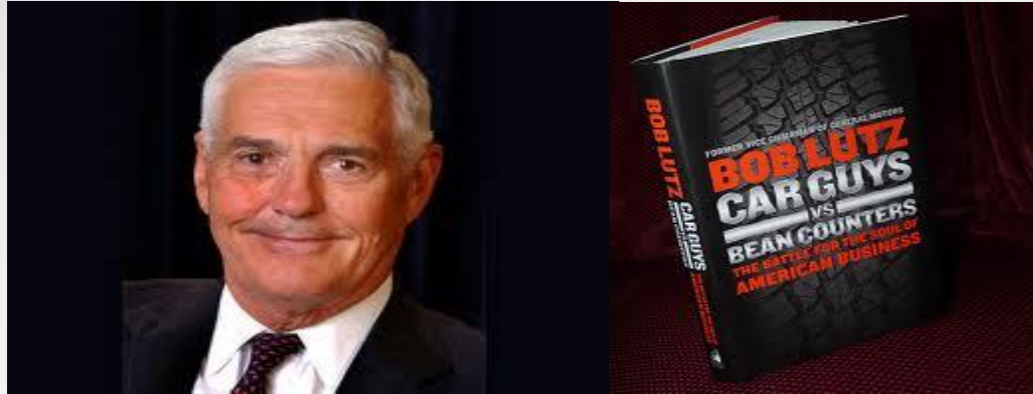
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VIA Business Model

- ▶ **Privately held Company with no debt**
- ▶ **Powertrain Technology Company & Second Stage OEM**
- ▶ **Carl Berg, Largest Shareholder. Sole Owner of Sister Company, EVI**
- ▶ **Fully Engineered, In-Factory Integration of VIA's eREV Powertrain into new GM Trucks, Vans & SUV's**
- ▶ **Brand new Low Volume eREV Engineering & R&D facility in Salt Lake City**
 - ▶ **Research & Development Lab, New Model Prototype Works**
 - ▶ **Vans to be built in EVI Plant in Stockton, CA**
 - ▶ **First line of 50,000 vehicle per year, high volume plant completed in Mexico**
- ▶ **Launching through with world class fleets and selected GMC Dealers.**



Bob Lutz - VIA Motors Board Member



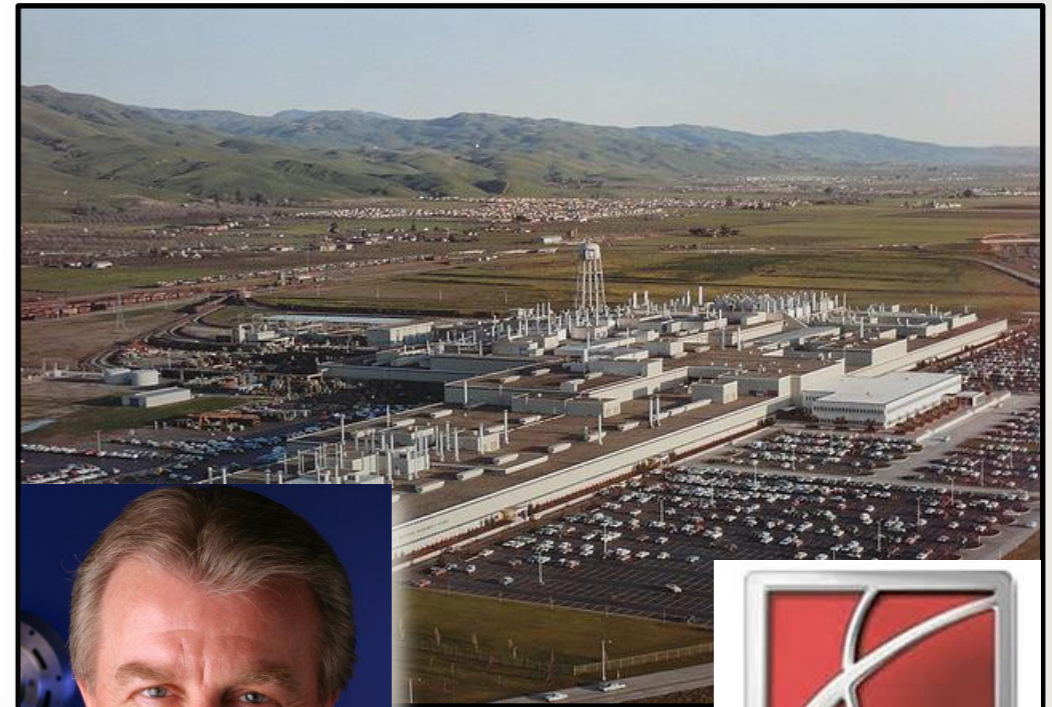
Bob Lutz, Vice Chairman GM (ret) - VIA Motors Board of Directors



Volt: 2011 Car of the Year U.S. and Europe



Alan Perriton – President, VIA Motors. 35 years with GM in US & Asia



VIA Dealer Network

- **Launches with the VTRUX eREV Silverado**
- **Locations:**
 - **Initially In same areas as VIA's largest Fleet and Commercial Customers**
- **Chevy franchise that is successful in selling the Volt**
 - **No less than number 2 in a given market**
 - **Trained EV/Volt sales staff and technicians**
- **Successful in Fleet and Commercial Market**
- **Eventual expansion to all GM Business Elite Dealers**





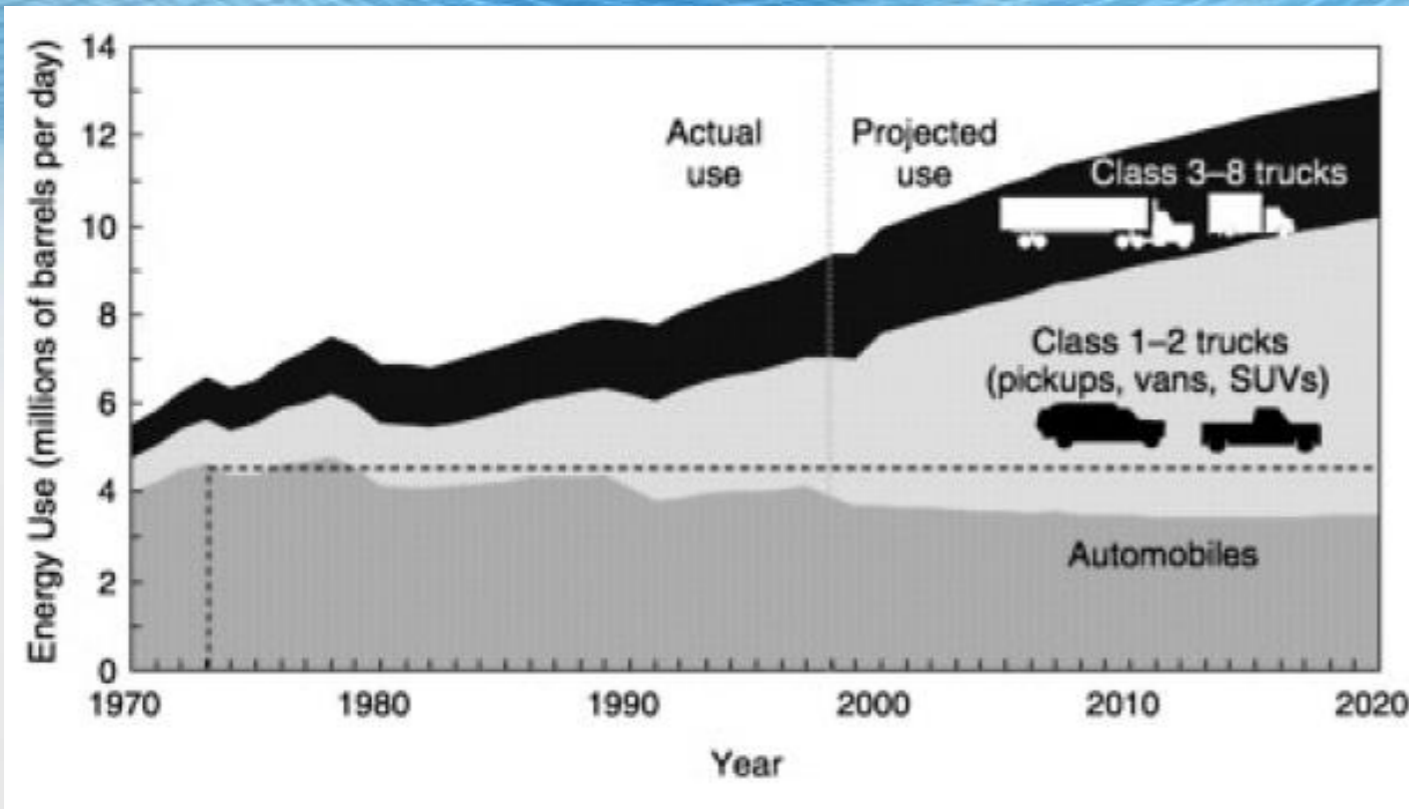
- **Allows for use of current GM integrated warranty and service system for all VIA customers. No training required for dealers to process claims.**
- **Uses the warranty, parts, accounting and customer service accounting system of GM.**
- **Ability for Dealer to use the same computer system being used for GM parts & service currently (VIA Part and Labor Codes will be loaded into the GM system along with all GM Codes)**



Projected Fuel Consumption in 2020

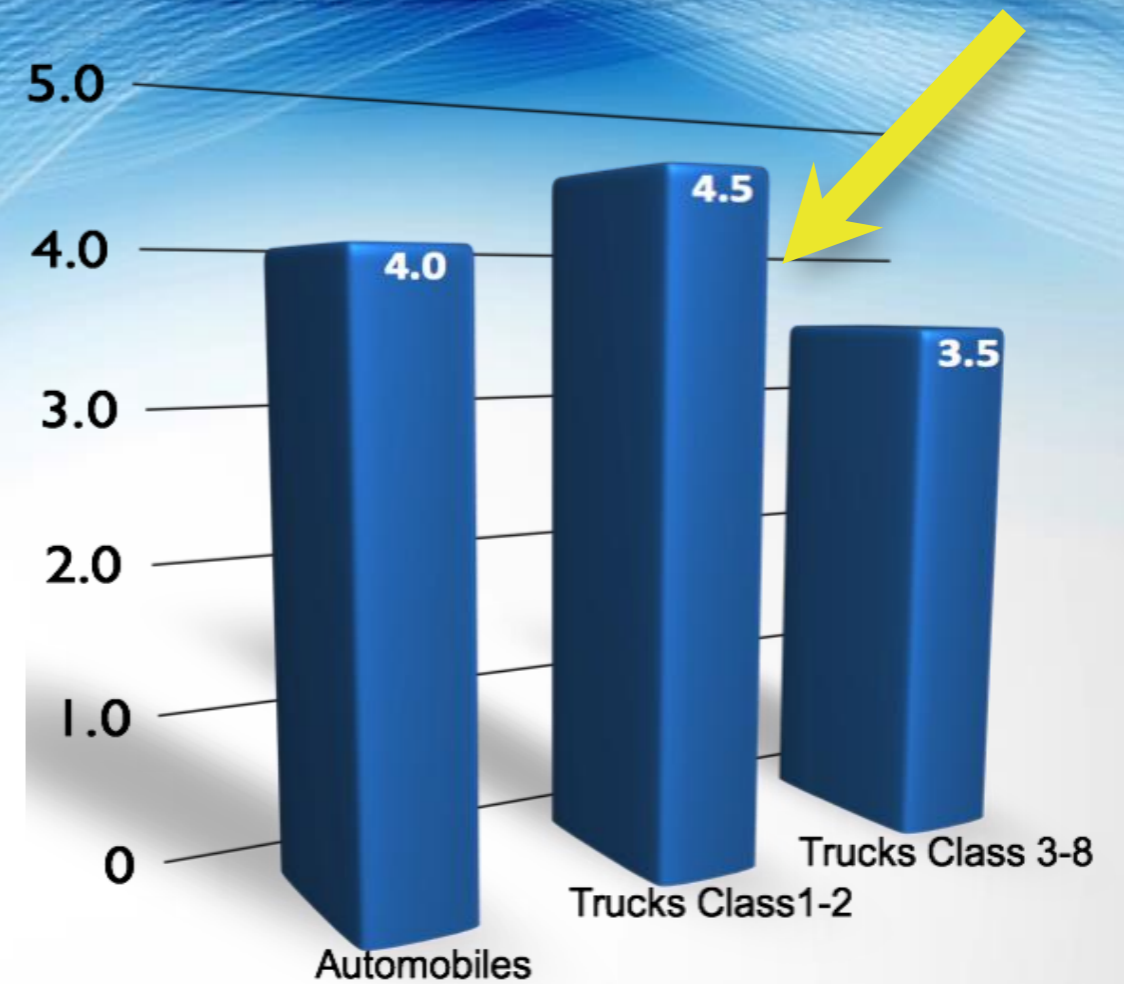
Class 1-2 Light trucks Offer Highest Potential for Accumulated Petroleum Reduction

Light Duty Trucks Becoming Largest Consumer of Petroleum



Source: Department of Energy's Heavy Vehicle Technologies Program Review

High Emissions Reduction Potential



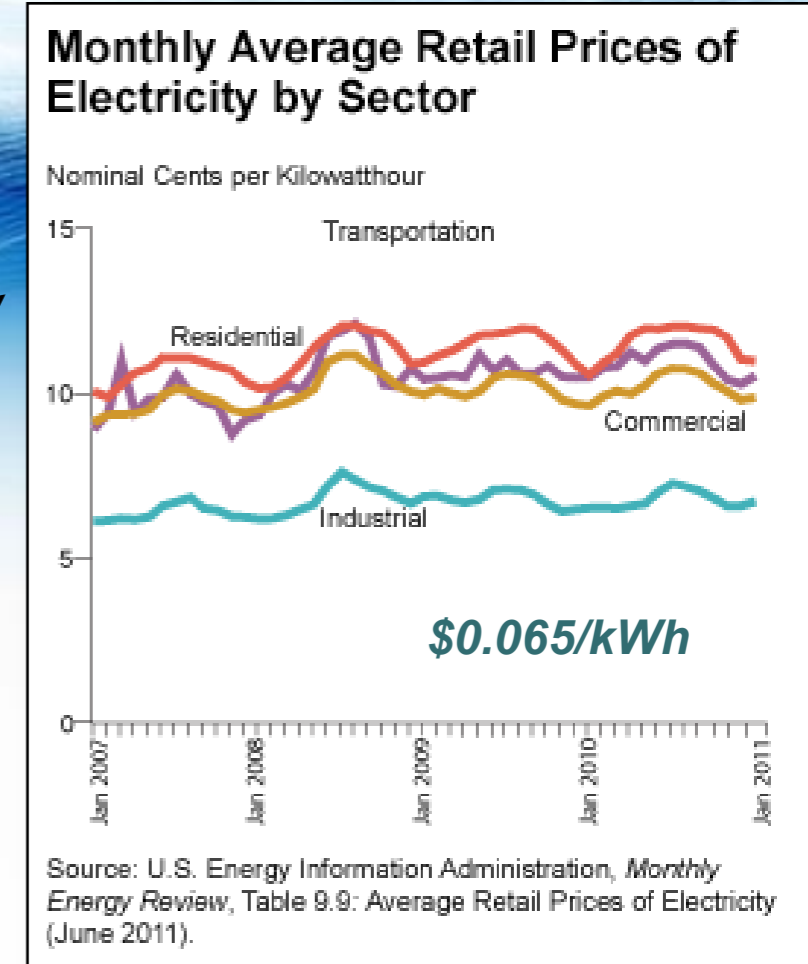
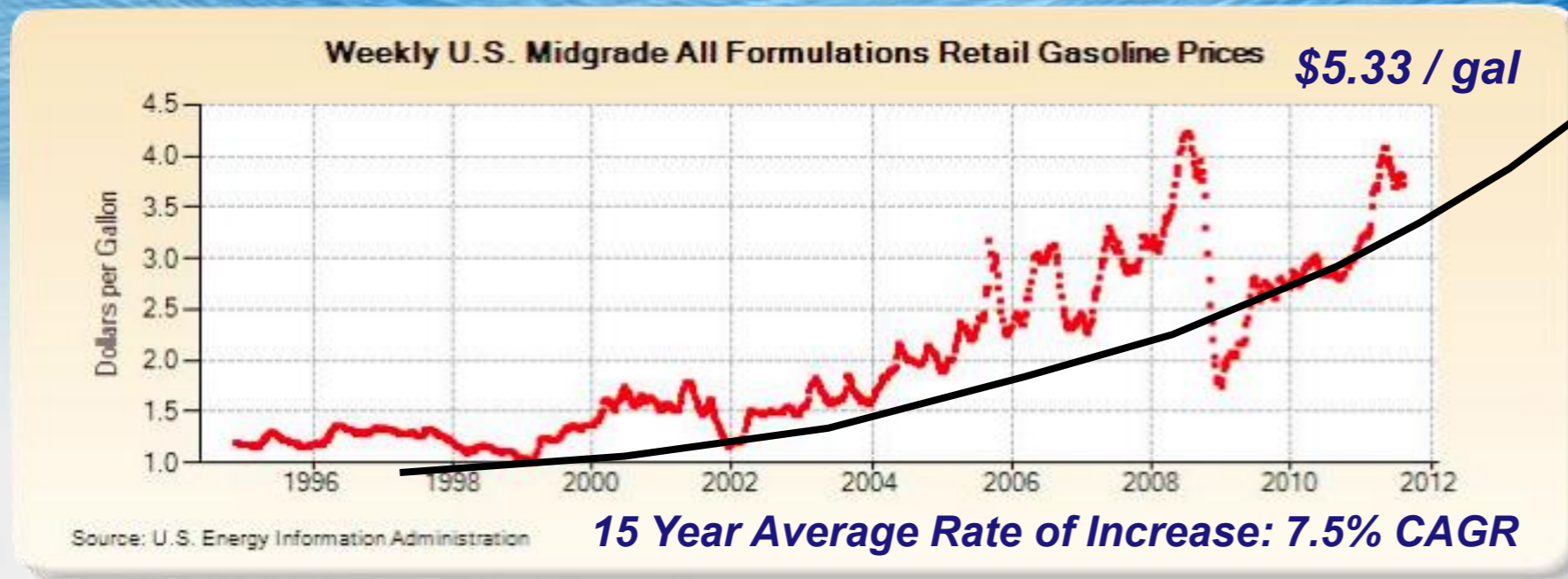
Fuel use for all classes of trucks is increasing faster than for automobiles. If current trends persist, fuel consumption in 2020 will be approximately 4 million barrels (bbl)/day (oil equivalent) for automobiles, **4.5 million bbl/day for Class 1 and 2 trucks** (pickup trucks, vans, sport utility vehicles [SUVs]), and about 3 million bbl/day for Class 3 through 8 trucks. **By 2020, therefore, trucks will dominate on-highway fuel consumption, consuming about twice as much fuel as automobiles** in the United States.”

--Department of Energy's Heavy Vehicle Technologies Program Review



Rising Oil Prices

Create Economic Uncertainty and Volatility



The 8 Year Average Price of Gas is Projected to be \$5.33 by the DOE

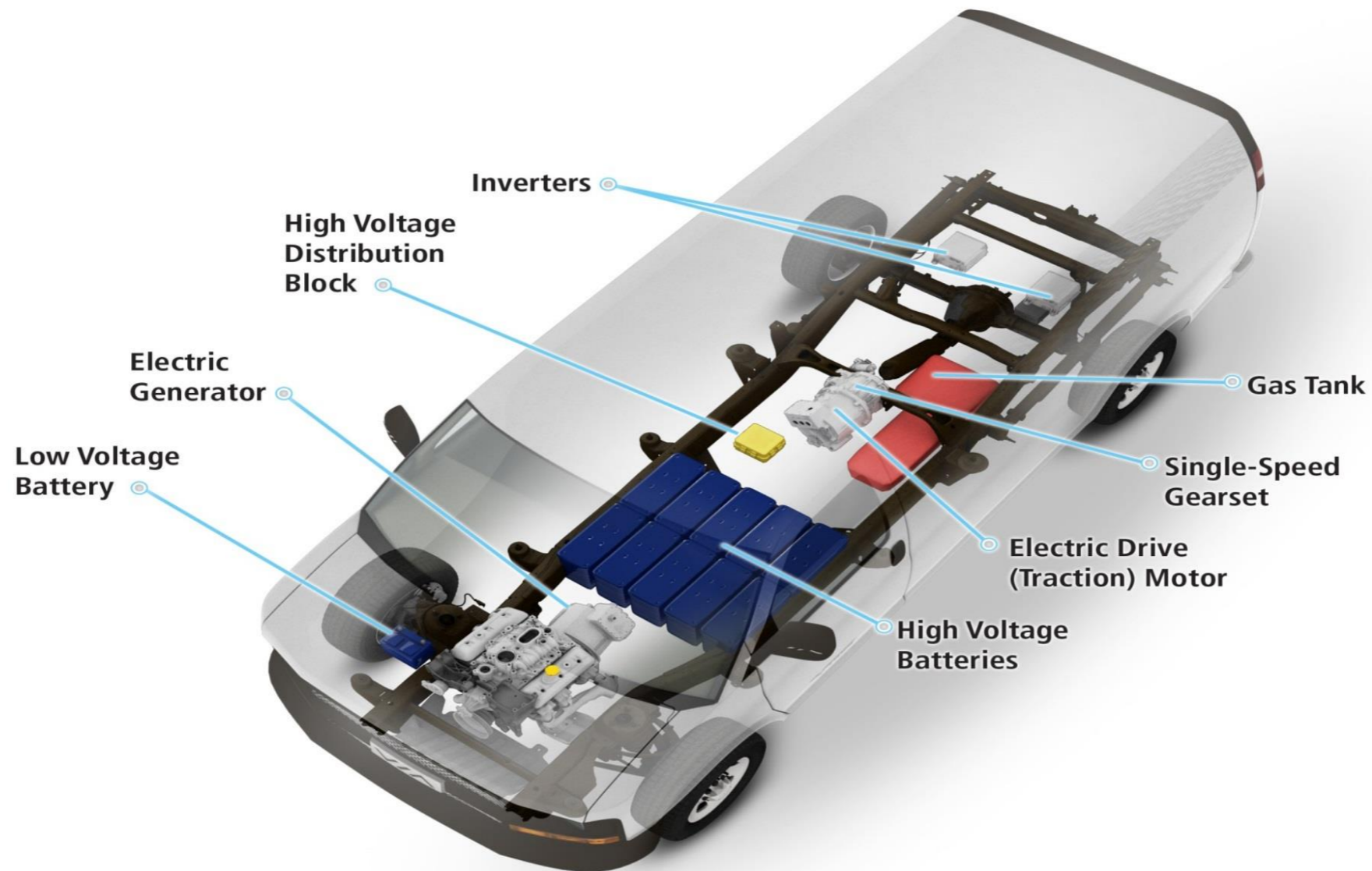
\$0.60/gal

U.S. Nationwide Gasoline Prices	
Regular	3.87
Plus	4.11
Premium	4.26
Diesel	4.03

Crude Oil Price by OIL-PRICE.NET ©				
Price	Change	Trades	Volume	
11:25 - \$ 85.55	↑ 0.18 0.21% ↑	177,375	268,640	
Range	Open	52 Wk Range	1 Year Forecast	
82.95 - 85.64	85.24	71.66 - 114.18	\$ 98 / Barrel	



VIA Motors Powerful Plug-in-Series Extended Range Hybrid Electric Powertrain



**35 to 50 Mile Battery Range plus 375 Mile Hybrid Range
per tank**



VIA VTrux Models, Performance & Timing





3/4 Ton Service Van-January 2014; One Ton-August 2014



Power Port



Convenient power port for charging and power xPort outlets. Includes J1772 charge connector and 120V and 240V connectors for power export.

Full Cargo Capacity



Room for tools, deliveries & passengers.

Integrated iPad® Display



Innovative iPad integration makes hybrid controls, GPS, dispatch information easy to use.

35 Mile Zero Emission Battery Range, 18+ MPG in Hybrid Mode



VIA Utility Van - “Pro Access” - Weather Tight

- Cargo & Tools Protected, Secured and Locked
 - Optional Rear Seat gives Seating for 5
 - 14.4kW Power Export Option
- 35 Mile EV Range, Unlimited Extended Range



3/4 Ton Passenger Van – January 2014; One Ton – August 2014



4WD
2WD options

3/4 ton
Chassis with 8,600
GVW 8 passengers
with cargo capacity

**415Nm
of Torque**

35 miles
up to
of EV range

unlimited
extended (hybrid) range

80 mpg
up to
average gas fuel
economy (unloaded)

4.8L V8
gas electric-generator

**100kW
Generator**

35 Mile Zero Emission Battery Range, 18+ MPG in Hybrid Mode

45 Mile Zero Emission Battery Range, 30+ MPG in Hybrid Mode

Crew Cab 4X4 – March 2014
Double Cab 4X4 – August 2014



**GM's Ultra Efficient EcoTec 3,
4.3L V6 Engine**





Executive & Presidential versions available – Fall 2014

VIA Presidential SUV
World's First Extended Range Electric Luxury SUV



4WD
2WD options

Half Ton Chassis

415Nm of Torque

up to 40 miles
of EV range

unlimited
extended (hybrid) range

up to 80 mpg
average gas fuel economy (unloaded)

4.8L V8
gas electric-generator

100Kw Generator

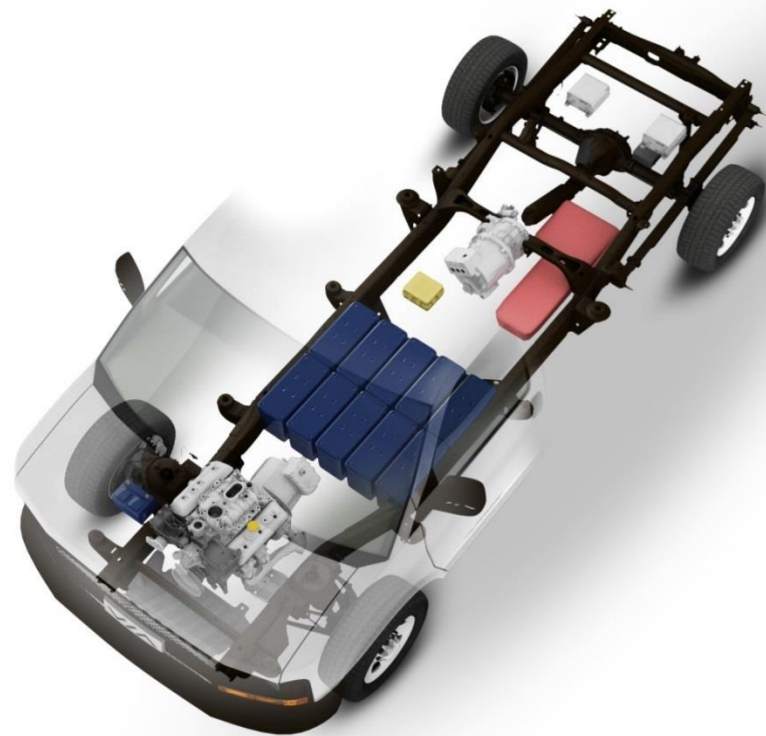
Ideal for Executive, Limo, VIP shuttle use

50 Mile Zero Emission Battery Range, 30+ MPG in Hybrid Mode

VIA eREV Class 3 Commercial Cutaway

Powertrain Flexibility

Available 4th Quarter of 2014



Cutaway 3500

Powered by
VDRIVE™



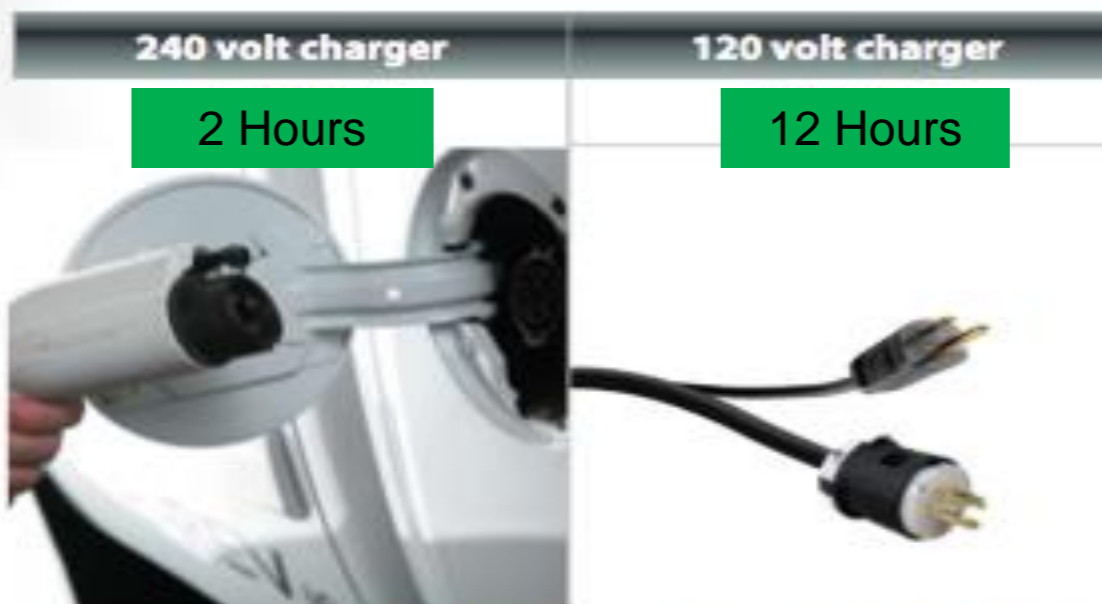
Plug In Anywhere

Powered by
VDRIVE™



Power In

Use a standard charging station, or charge conveniently at home using a standard 110 or 220 volt outlet.



Get a quick charge through a charging station

Or charge with a standard 120 or 240 volt outlet



Clean Export Power



Export Power Panel Includes :

- **14.4kW Total Power Export**
- **Duplex 15A 120V**
- **Single 30A 240V Outlet**
- **Level II J1772 Charge Socket**

Key Drivers - Why Electric, Why VIA eREV?

- **90% vs. 25% efficient use of energy**
- **Electricity is the CHEAPEST alternative fuel available (\$.60/Gal)**
- **Electricity is the CLEANEST alternative fuel available**
- **Advanced technology platform w/clean portable power export**
- **Significant fuel savings & lower maintenance costs**
 - **300,000+ miles with no scheduled maintenance on eREV components except coolant**
 - **Brake jobs and Oil Changes 4 times less often**
- **No range anxiety - charge at night, or when convenient**
 - **400 miles per full charge and full tank**
- **Electricity offers the best hedge against future Oil price increases**



Myth:

“I’ll buy an electric vehicle when they cost the same as a gas vehicle!”

Reality:

An eREV can cost 30-40% less to own and operate over its life.



Lifecycle Savings Calculator

Calculate Your Total Savings over a 8 Year Life Cycle.

Truck Van Lease Cash US Standard Metric

Vehicle Usage & Energy Costs

20,000 Miles Per Year

5 Driving Days a Week

1.2 Charges Per Day

1 Vehicles in Fleet

COST OF ELECTRICITY

Estimated average night EV rate is 7.5 cents over next 8 years
8.5 ¢ per kWh

TODAY'S PRICE OF GAS

Estimated average price is \$5.05 /Gal over next 8 years
\$3.87 per Gallon (Today's Prices)

7.5% Gas Compound Annual Growth Rate

▶ Vehicle Cost Settings

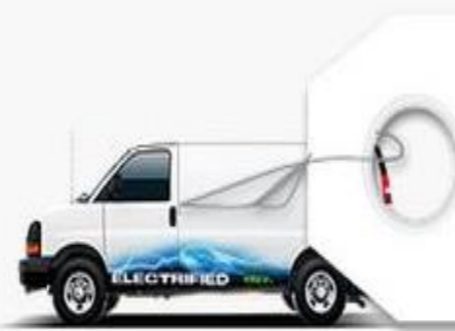
▶ Vehicle Efficiency Settings

Total Savings

Energy Futures

Year by Year Savings

CO₂



TOTAL 8-YEAR LIFE-CYCLE

Vehicle + Energy + Maintenance Costs

Conventional Van	\$152,007
VTRUX Van	\$116,358
Total 8-Year Savings	\$35,650

COST COMPARISON

	MONTHLY	YEARLY	8-YEAR LIFE CYCLE
Conventional Van Lease	\$513	\$6,160	\$49,280
VTRUX Lease	\$828	\$9,933	\$79,460
Net on Lease	\$-314	\$-3,773	\$-30,180
Fuel Savings	\$602	\$7,229	\$57,830
Maintenance Savings	\$83	\$1,000	\$8,000

Average Savings

\$371 / month Savings

\$4,456 / year Savings

\$35,650 / lifecycle Savings

ECONOMY PERFORMANCE

	CONVENTIONAL VAN	VIA VTRUX
MPG	10 mpg	40 mpg
Daily Gas Miles	77	35 (45% Avg)
Electric Miles	N/A	42 (55% Avg)
Yearly Gas Costs	\$10,441	\$2,549
Yearly Electric Costs	N/A	\$663
8-Year Life Cycle Energy Costs	\$83,528	\$25,697
8-Year Life Cycle Maintenance Costs	\$19,200	\$11,200

VIA VTRUX costs

\$4,456 less per

Month Year Life Cycle



Average Gas & Electricity Usage



“Green For Free”

- **A unique financing plan ideal for higher priced, but super efficient eREV's**
- **Pay a similar upfront cost as your stock vehicle**
- **Fully amortize the eREV conversion cost in as little as 3 years**
- **Conversion cost is paid for by fuel & maintenance cost savings**
- **Take advantage of all State and Federal Tax Benefits & incentives**
- **Then benefit from a highly efficient, near zero emission vehicle for the balance of its useful life (10 to 12 Years)**



VIA Motors

Thank you for your interest in VIA
Motors' Trucks, Vans & SUV's



Please Contact:
Jeffrey Esfeld, Director
National Fleet Sales
& Business Development



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