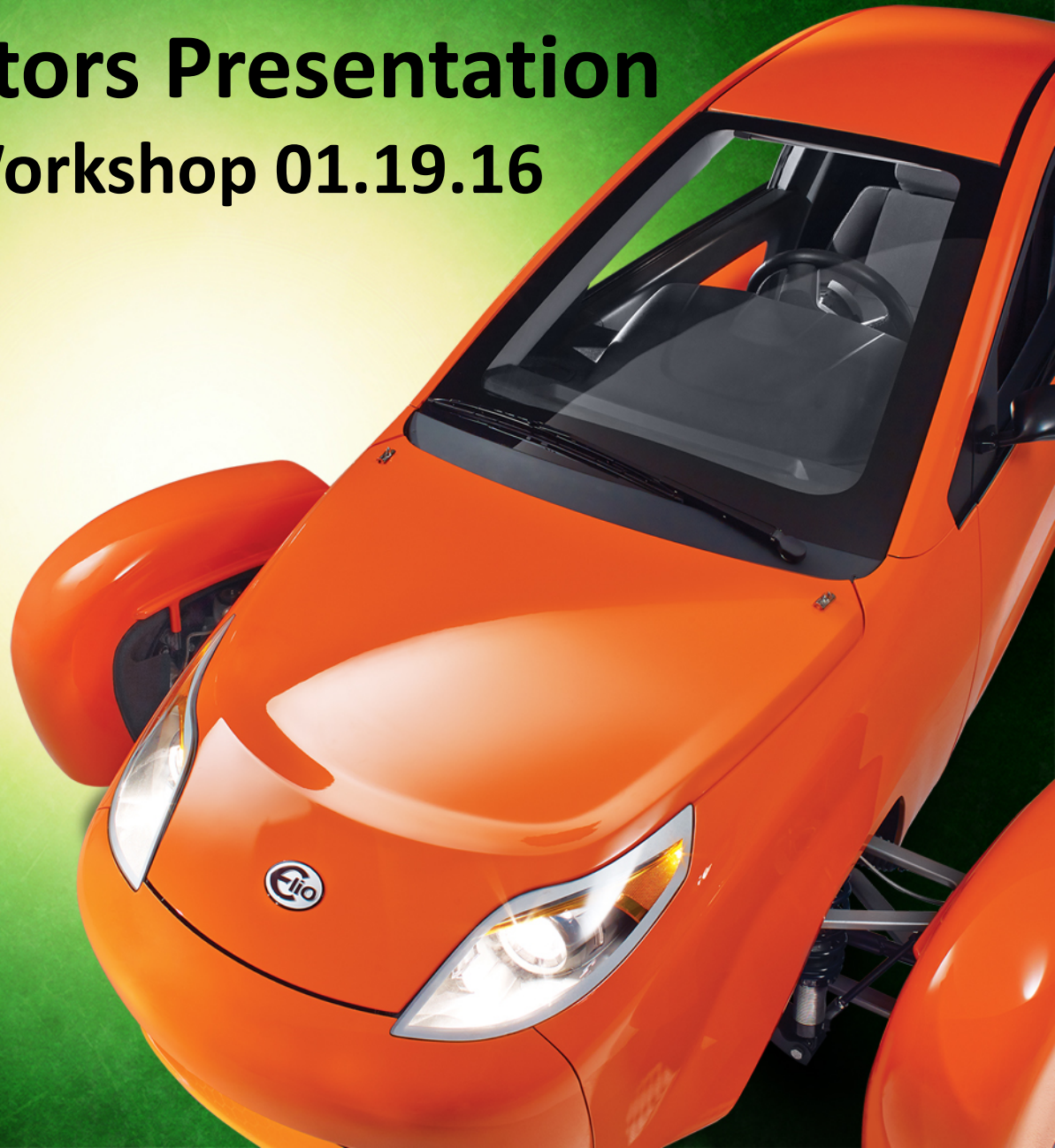


# Elio Motors Presentation

## FTC Workshop 01.19.16



# The Elio Project

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**Elio Motors is the product of a mobile society naturally evolving to a more efficient, practical, and affordable form of transportation**



# Product



# Elio Motors—A Product of Innovation

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- **Ultra-Low Sticker Price**

- Targeted \$6,800 sticker price including front and side curtain airbag protection, ABS/ESC, A/C and power windows and locks

- **Ultra-High Mileage**

Estimated 84 mpg EPA highway; 49 mpg EPA city

- **Engineered to the Highest Safety Standards**

- Our safety systems integrator anticipates the Elio Safety Management System will achieve the highest safety standards

- **Top Reliability**

- Advanced powertrain technology with off-the-shelf vehicle components



# Elio-IAV Engine

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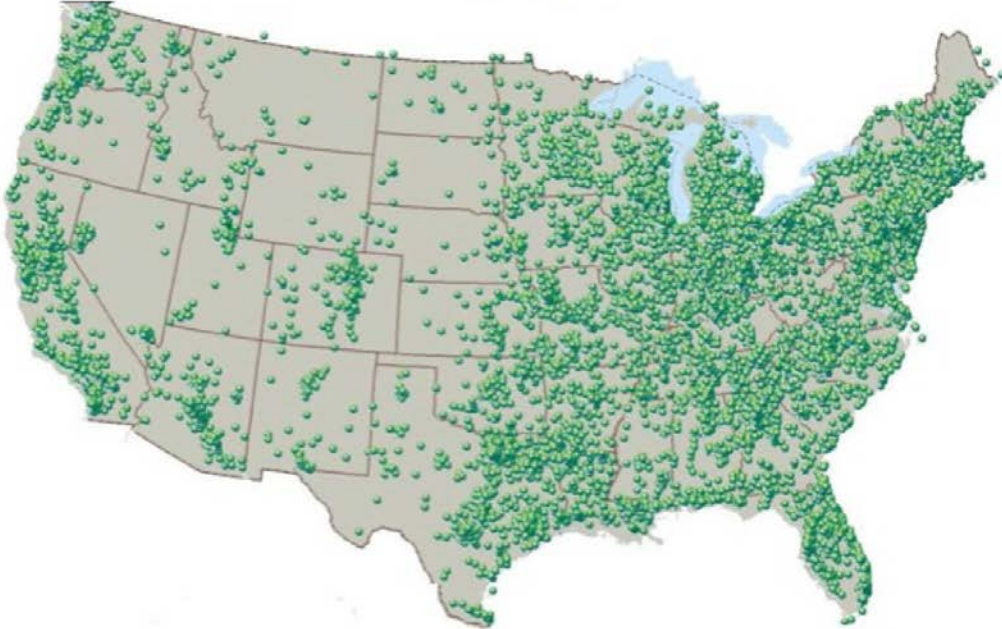
# The Elio Autocycle

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# Reservation Distribution

Elio is in **BIG** demand  
Coast  Coast





# Business Model



# Distribution – Retail Centers

- Current system:
  - Uses package system (LX, SX, DX) to minimize build configuration
  - Forces consumers to purchase options they do not want
- Elio Motors system:
  - Retail centers will offer point-of-sale installed options which allows customers to purchase only the options they want
  - Customers choose from 14 combinations: 7 colors in either manual or automatic transmission
  - The customer specific vehicle will be built out at the Marshalling Center and delivered the next day
- Value proposition
  - Under current system ~25% of MSRP is for advertising and dealership network
  - In Elio Motors' system mass customization happens at the point-of-sale decreasing cost and improving customer satisfaction



# Retail Strategy

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- How it works
  - A customer visits one of Elio Motors stores in any of the top 60 U.S. Markets
  - Selects color, transmission, and desired options
  - Customer's order goes to one of 7 Marshalling Centers (configuration centers)
  - Stores are open until 9 p.m., Marshalling Centers build out vehicles until midnight
  - With 7 Marshalling Centers, all stores are within 9 hours
  - The customer gets the vehicle exactly the way he/she wants it at 10:00 a.m. the next day, no matter what time they come into the store
- Key partners
  - CarsArrive will transport vehicles from Marshalling Centers to Elio stores
  - ADESA will use their existing infrastructure at their auction sites to install options
  - Pep Boys will provide factory authorized service



# Manufacturing

- Former GM assembly plant in Shreveport, Louisiana
  - 530 acres; 4 M sq. ft. for General Assembly; Body Shop; Paint
  - Prior GM use – Mid-size pickup trucks
  - Rail service



# The 4 Minute Mile for American Manufacturing!



German Engineering. Swiss Innovation. American Nothing. Smart.

Photographed by Arthur Williamson, one of our readers in Johannesburg, South Africa. Cheap anti-Americanism? From a subsidiary of DaimlerChrysler, a company with a major

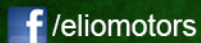
Elio Motors believes through innovations in design, manufacturing and distribution, it can prove to the world that American companies can once again provide world class, low cost vehicles.





Thank you!

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# Team



# Board of Directors

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Name	Prior Experience
James Holden	27 years in automotive President & CEO, DaimlerChrysler Corporation['99-'00]; Various current Board positions B.S., Western Michigan University; MBA, Michigan State University
Stuart Lichter	37 years in commercial and industrial real estate (>100 million sq. ft.) Founder & Chairman, Industrial Realty Group, LLC B.S., Hunter College; MBA, Pace University
David Schembri	30 years in automotive marketing & operations Former President, Smart USA; EVP, Mitsubishi Motors America; Penske Group; Volkswagen B.S. , MBA, University of Detroit
Kenneth Way	30 years in automotive Chairman ['88-'02] & CEO ['88-'00], Lear Corporation; Various current Board positions





# Management Team

Name	Title	Prior Experience
Paul Elio	Chairman & CEO	18 years engineering & management in automotive CEO, ESG Engineering; Johnson Controls B.S. General Motors Institute
Hari Iyer	COO & Board Member	25 years product development, strategy & operations in automotive EVP, Envia Systems; VP, Engineering, Next Autoworks; COO, ESG Engineering; Johnson Controls MSME, Penn State; MBA, Stanford Business School
Connie Grennan	CFO	25 years financial and operational experience CFO; Division of Lockheed Martin; OZMo Devices, ESG engineering, Anadigm B.S. , Arizona State University
Tim Andrews	CMO	21 years in marketing Managing Director, RR Partners; Owner, TLA Marketing; Prof. of Mktg, Grand Canyon University B.A., Arizona State University
Gino Raffin	VP, Manufacturing	36 years experience in automotive Plant Manager, Chrysler Lawrence Institute of Technology
Jerome Vassallo	VP, Sales	25 years experience in automotive Area Executive, National Distribution Manager, VW of America; Mitsubishi; Suzuki University of Michigan
Don Harris	VP, Retail Operations	24 years in automotive auction operations President, CarBuyCo; COO, Adesa Florida State University – College of Business
Steve Semansky	VP, Supply Chain	22 years supply chain management in automotive Founder, J Marc Engineering & Sales B.S., Wayne State University
Joel Sheltrown	VP, Governmental Affairs	Former 3-term State Representative, Michigan House of Representatives Western Michigan University

