

# Starting Over



THE ELECTRIC CAR IS

# a Flop

• Too ugly

No clear buyers

No charging  
infrastructure

**GM EV1**  
*Now discontinued*



Incumbents have  
approached it in

# All the wrong ways



**Wait for someone else to  
build the infrastructure**



**Appeal only to consumer  
“green” desires**



**Leverage existing product/  
manufacturing lines**



**Sell through existing  
distribution channels**

What if we approached the electric car from

# First Principles?



**Build in-house**  
from the  
ground up



**Target high-end**  
market of  
enthusiasts



**Map out a path**  
for charging infra

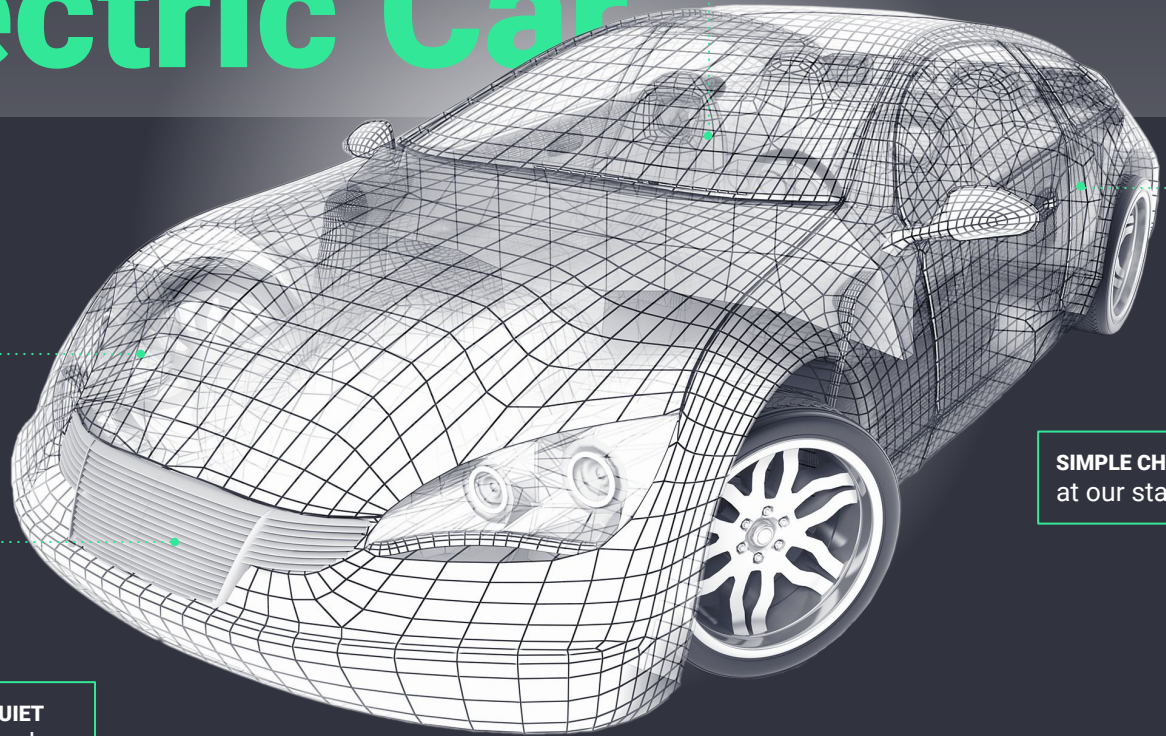


**Sell D2C**  
and own  
dealerships

INTRODUCING

# Our Electric Car

INFOTAINMENT  
10" screen



POWERFUL ENGINE  
0-60 in 3 seconds

WHISPER QUIET  
at any speed

SIMPLE CHARGING  
at our stations