



[REDACTED]

3) Fleets enable premium pricing based on total cost of ownership (TCO). [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



MPG is the wrong metric: It's gallons used in driving, and thus for electrification it's gallons saved

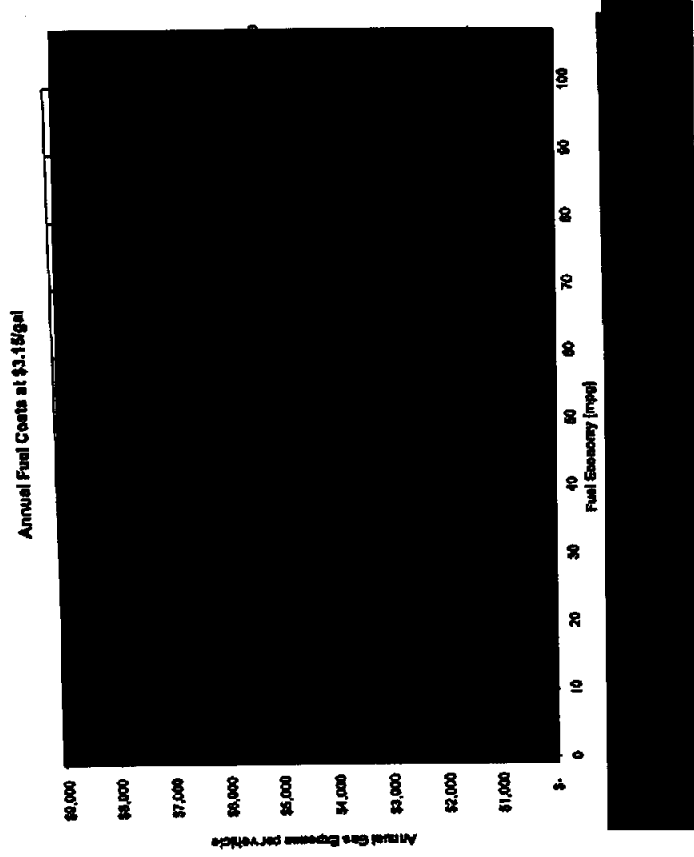


Figure 2: Fuel savings as a function of MPG

4) *Focusing on fleets makes possible a new, lean operating model.*



[REDACTED]

[REDACTED]

5) *Fleets best allow Bright to accelerate transportation solutions that scale and have a material impact on U.S. oil and emission reduction.*

[REDACTED]

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[REDACTED]

[REDACTED]

How has Bright worked with the DOE and its consultants to validate the IDEA's North American addressable market size as [REDACTED] vehicles per year?

[REDACTED]



[REDACTED]

[REDACTED]

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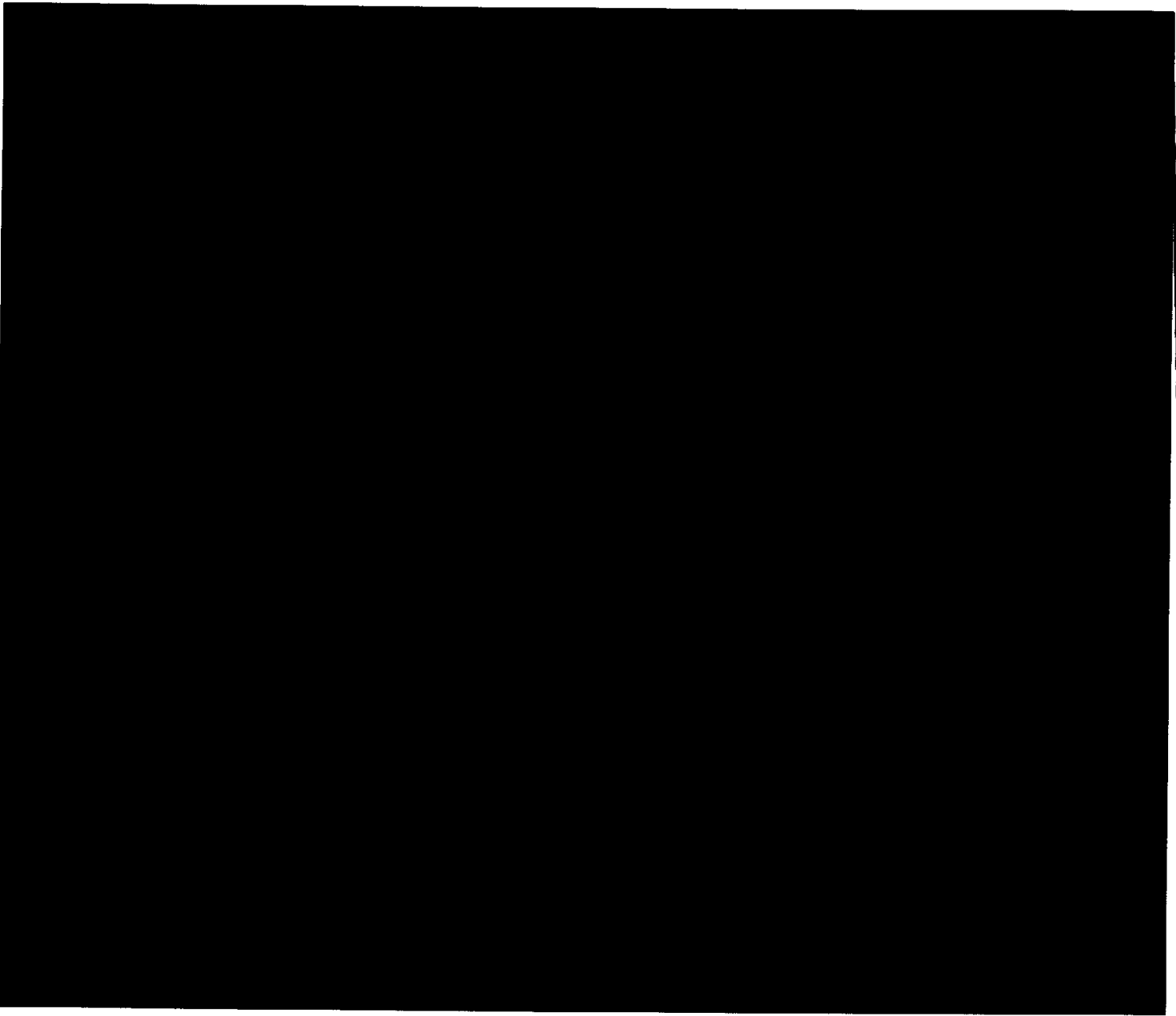
[REDACTED]

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[REDACTED]

[REDACTED]



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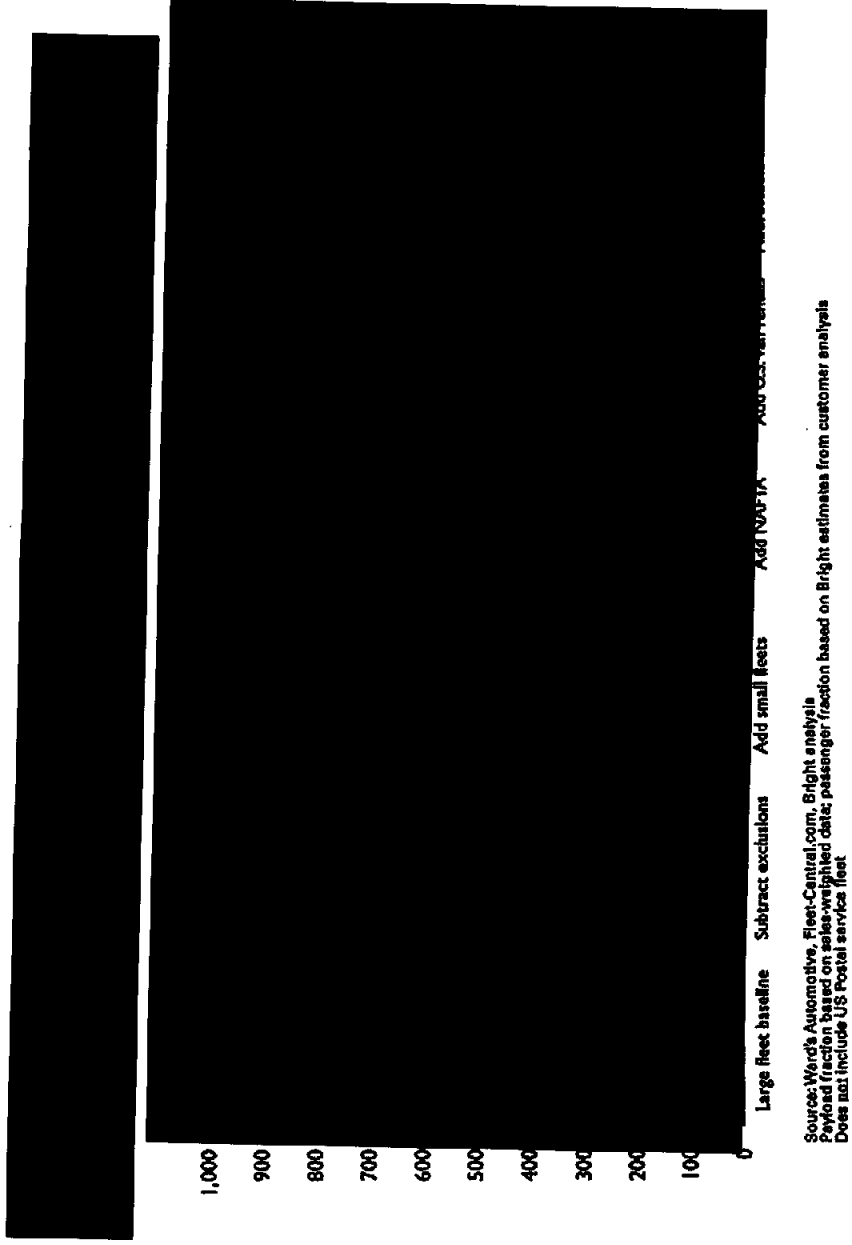
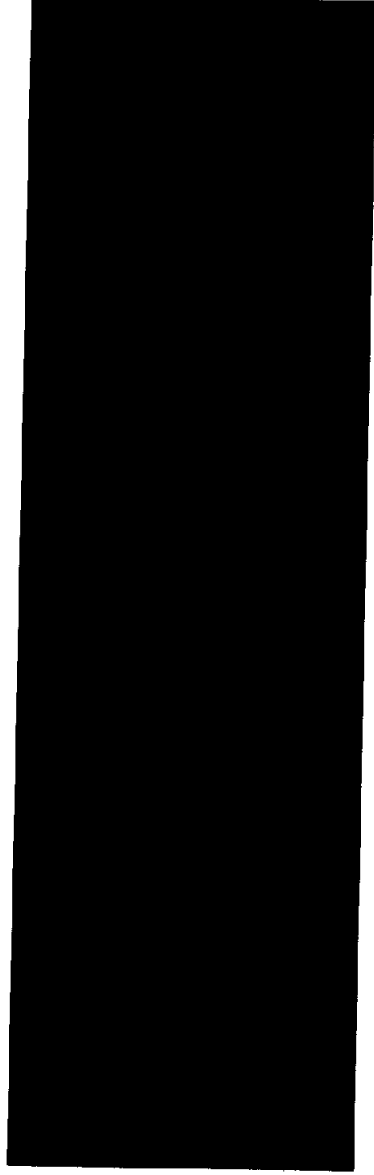


Figure 4: Bright addressable market size, including small fleets and NAFTA



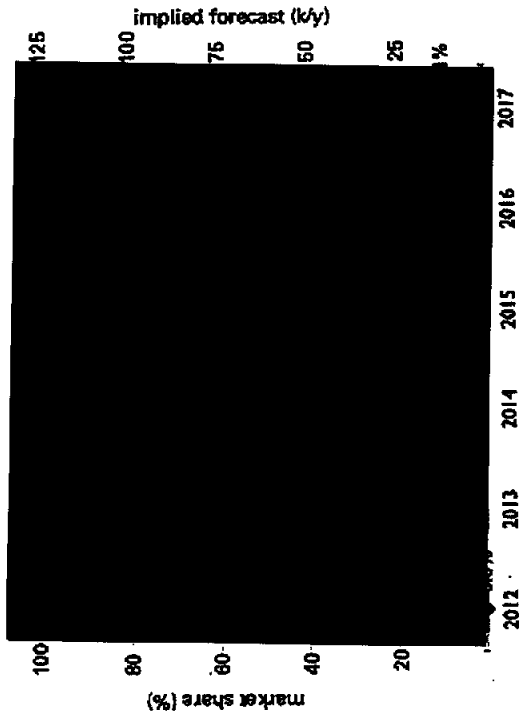


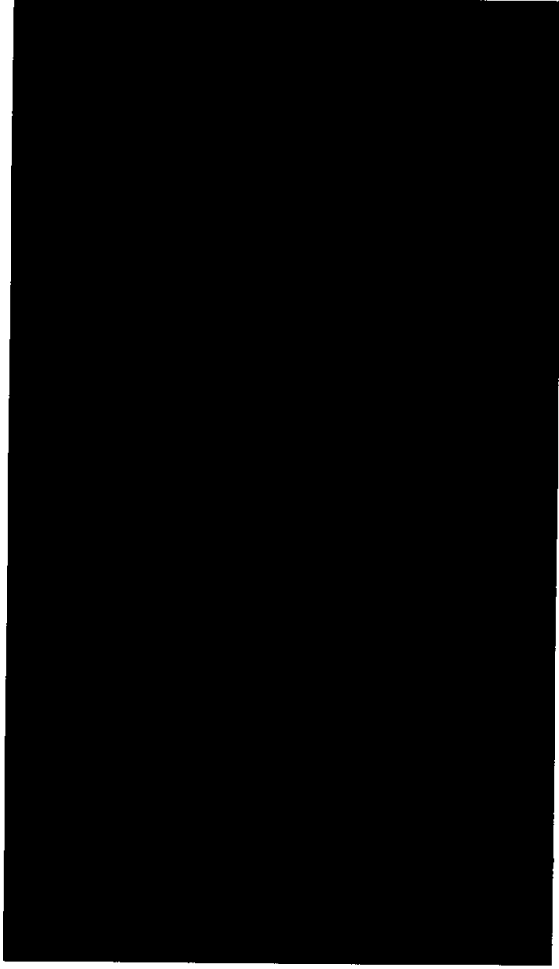
Figure 5: Sales potential including small fleets and NAFTA

Who does the Company see as its greatest competition?

[Redacted content]



Composition of B2B Light Truck Market (2007CY)



Source: Ward's Automotive, FleetCentral.com, Bright analysis: 2007CY

28

Figure 6: Composition of Bright target market



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[illegible]

Figure 7: Comparison of IDEA to competitive platforms

Page 18



[Redacted]

How does focusing on the fleet market afford opportunities to lower the cost of selling?

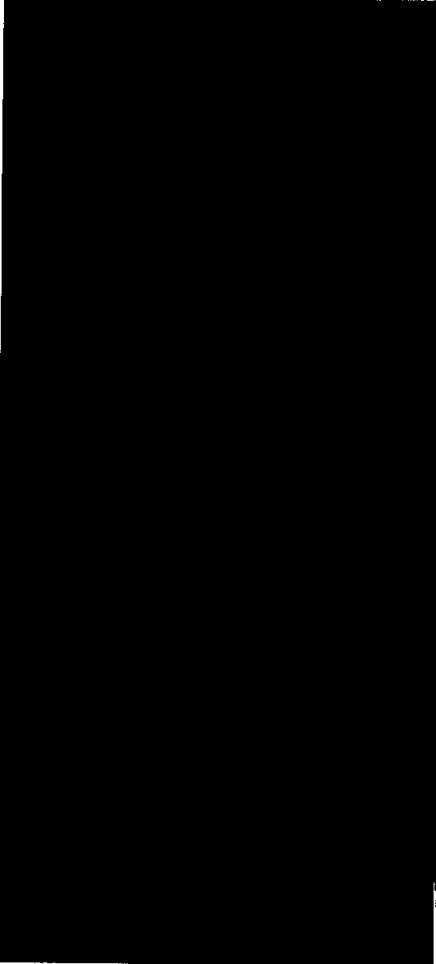
[Redacted]

[Redacted]

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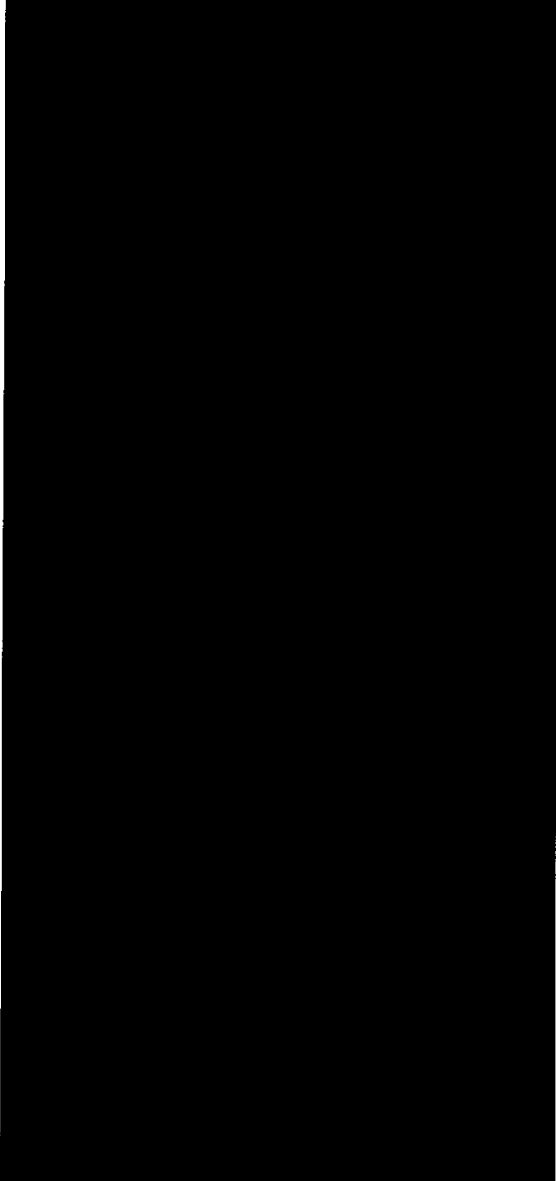
Top [redacted] fleets control [redacted] of market share



Top 10 Top 20 Top 50 Top 100 Top 300

1. Based on fleet size >15 vehicles in commercial market
Source: Fleet-central.com, Bright analysis; 2008 CY

Figure 8: Customer concentration in large U.S. fleets





[REDACTED]

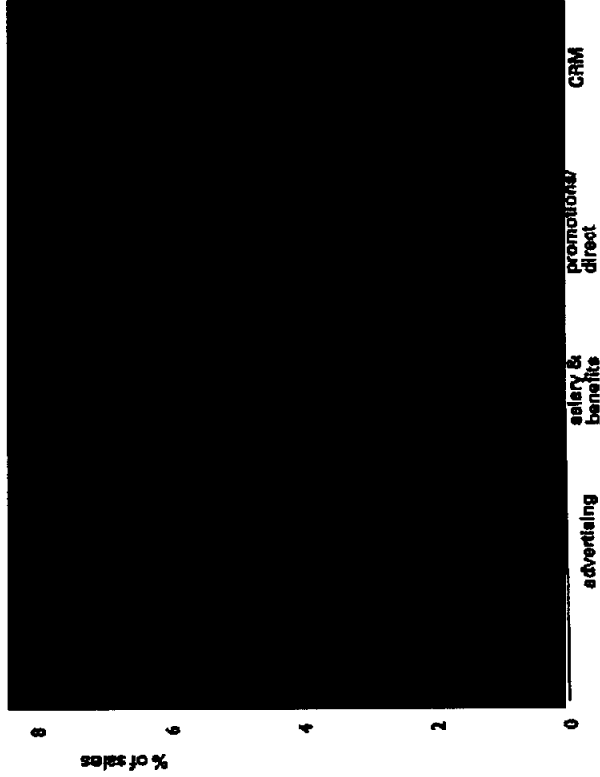
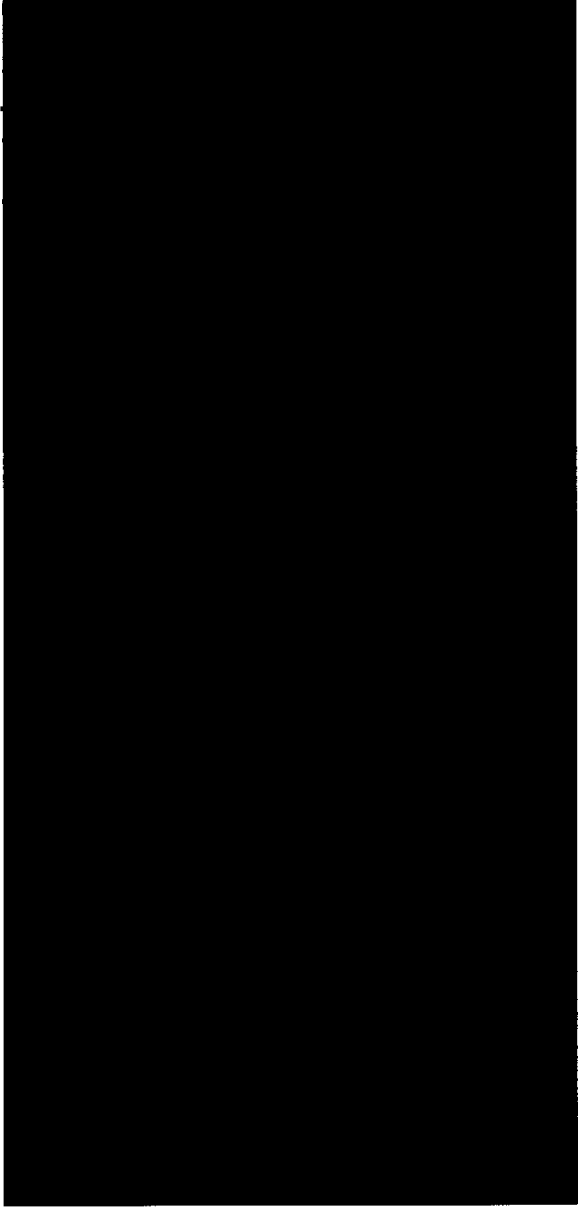


Figure 9: Comparison of Bright sales costs to four benchmarked companies



[REDACTED]

How will Bright's direct and retail fleet marketing channels work?

[REDACTED]

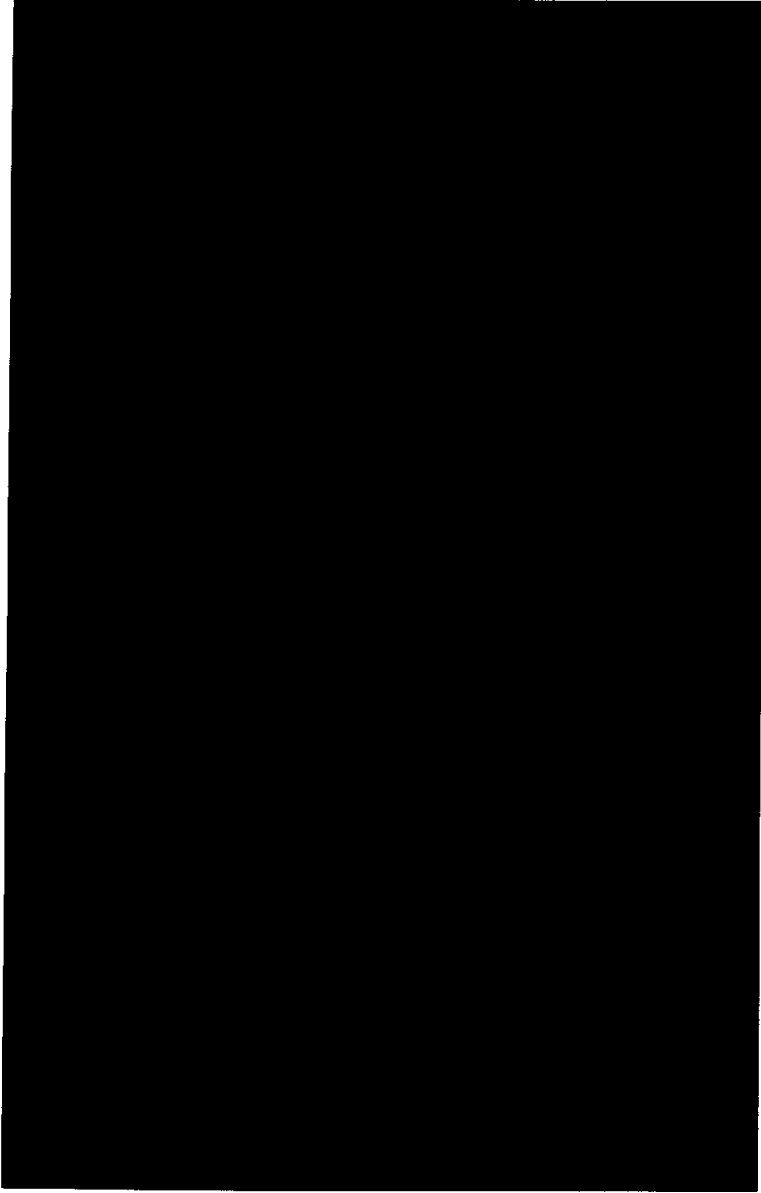
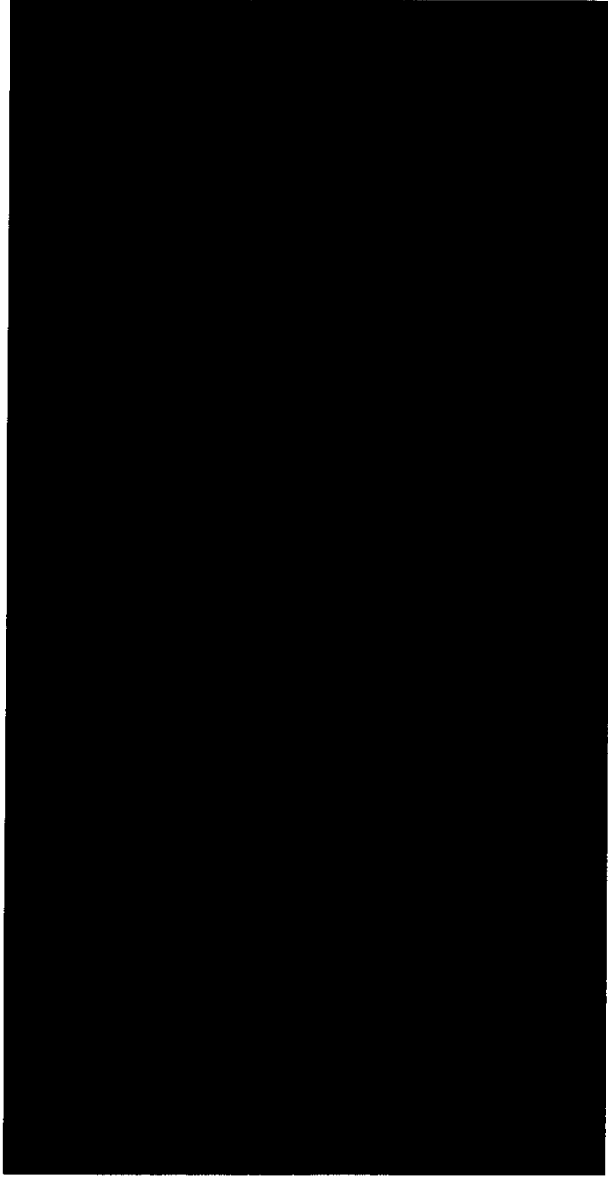


Figure 10: Retail channel implementation timing



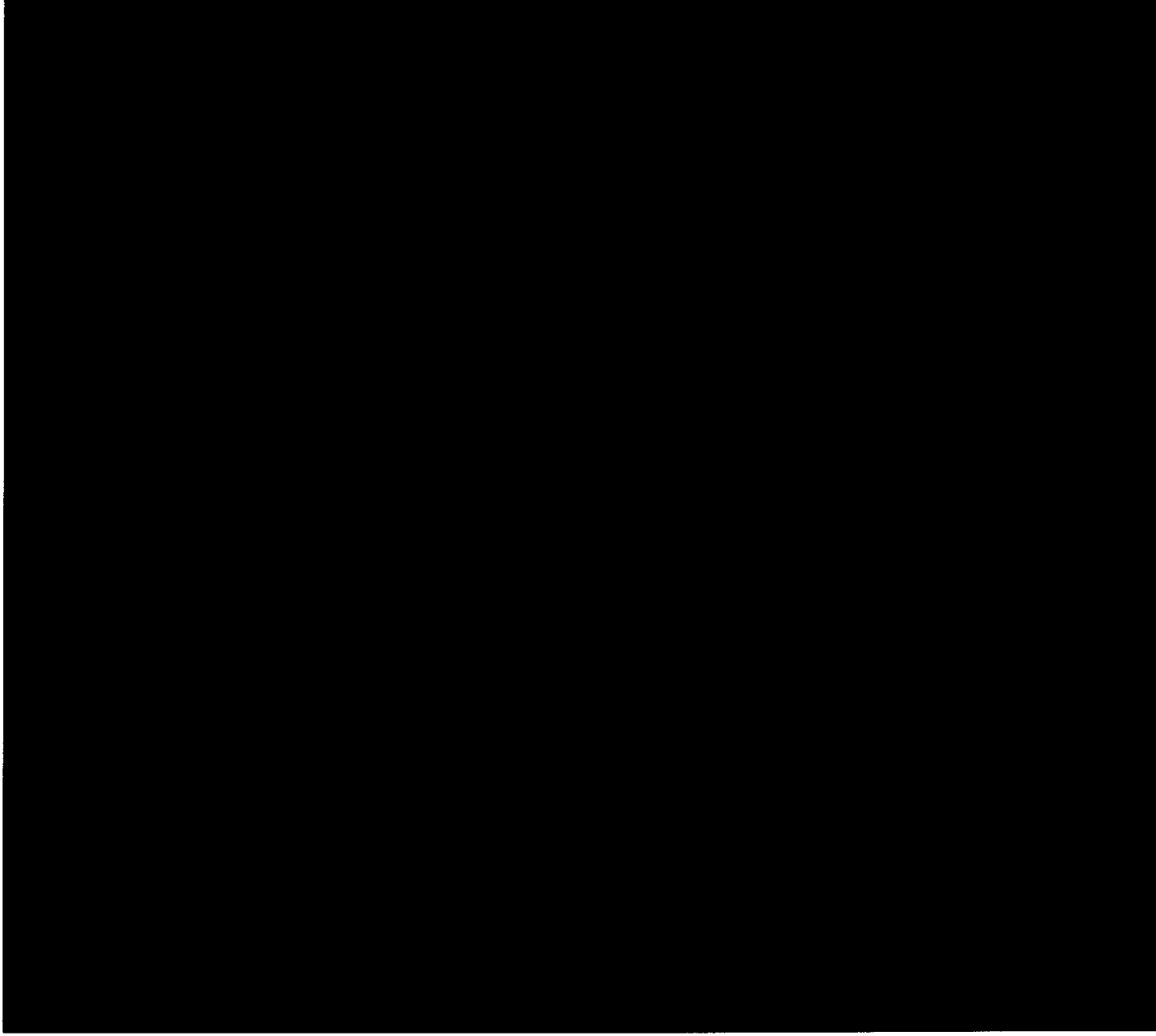


[REDACTED]

What is the “Vehicle Integration Plan” and how is Bright using it to pre-sell to its customer base years before production?

[REDACTED]

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[REDACTED]

What is the planned sales force organizational structure, and sales productivity targets?

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

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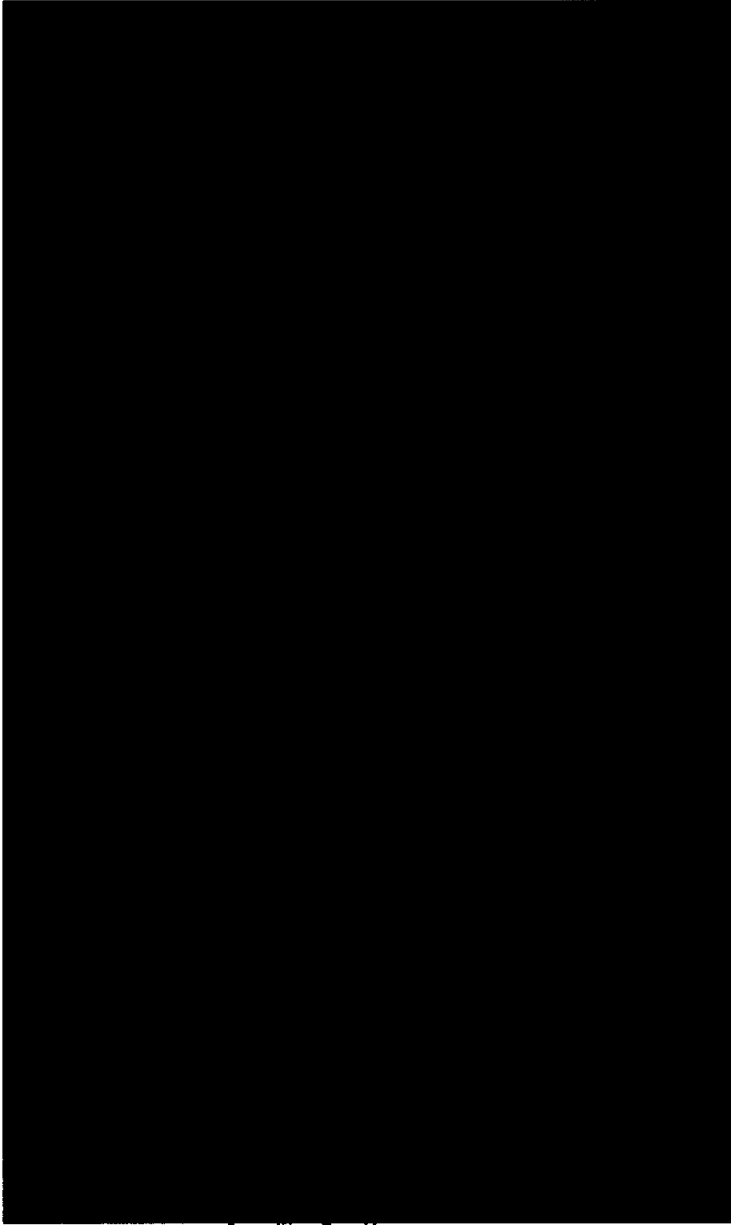


[REDACTED]

What is the planned compensation structure for the sales force?

[REDACTED]

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Bright Fuctional Levels	Bright Base Compensation ^{1,2}	Bright Bonus Structure	Competitive Base Compensation	Competitive Bonus Structure
Vice President				
Director				
Manager				
Sales/Technician				
Administration				

Notes:

[Redacted notes content]

Figure 12: Bright competitive compensation





[REDACTED]

What are the implications for product and channel mix of Bright's flexible platform and sales infrastructure strategy?

[REDACTED]

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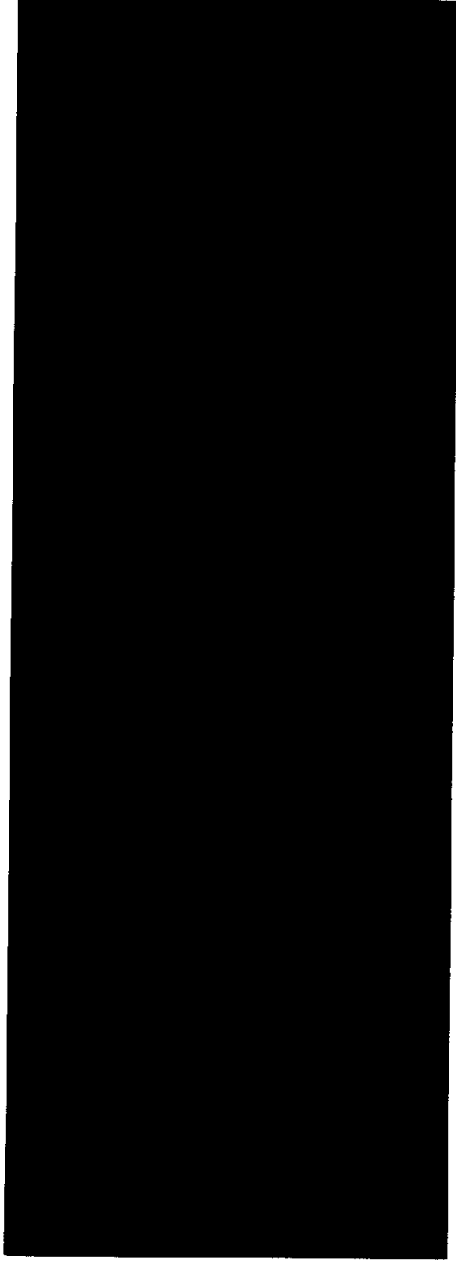
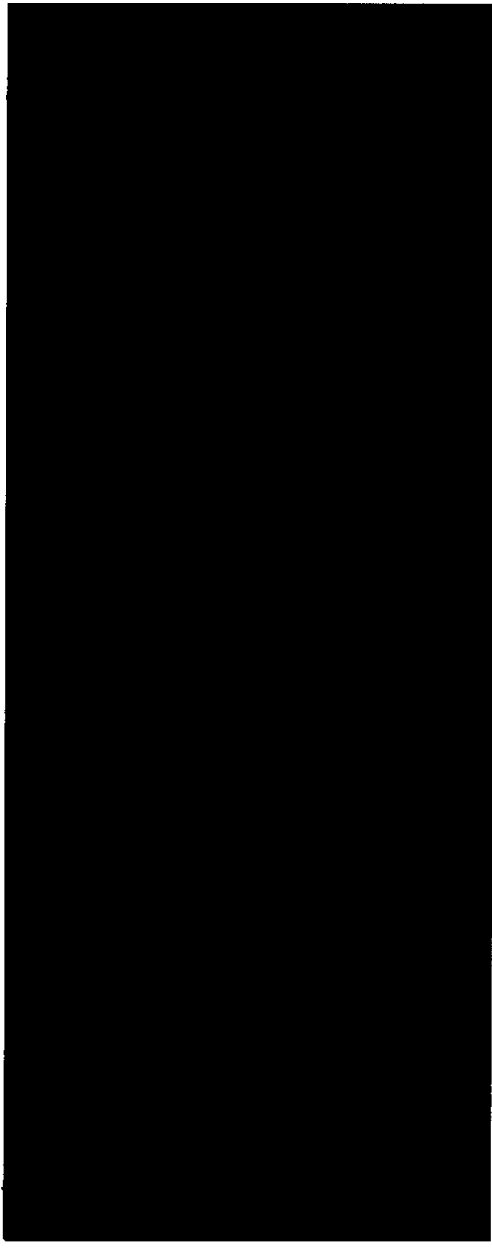


Figure 13: Suggested framework for assessing Bright Automotive market potential



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TOTAL COST OF OWNERSHIP

Bright Cost Per Mile	Fullsized van competition (avg)
----------------------	---------------------------------

Fleet Volume

vehicles

Daily Usage

miles

Working Days

days/week

Working Weeks

weeks/year

Ownership Term

1, 3, or 5 years

Gasoline Cost

\$/gallon

Electricity Cost

\$/kWh

Diesel Cost

\$/gallon

Interest Rate

1.5% down,
5-yr term

Laden or Unladen

Annual CO₂ Savings **

Annual Fleet Savings

Competitor Cost per Mile					CO ₂	fuel	T/Y
Competitive Vehicle	1 yr	3 yr	5 yr	g/ml			
Chevrolet Express							
Ford E-250							
Sprinter Diesel							
Sales Weighted Avg							

IDEA

annual saved vs class (each) 1040

years to 150k mi
Bright 250k fleet lifetime vs. class

M Tons

Bright 250k fleet lifetime vs. class
M bbl (42 gal)

BRIGHT AUTOMOTIVE™
Financial Statement Summary
 For the years ended December 31
 (000's)

Income Statement Summary											
(all \$ in 1000s)											
Program Year	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11
Program	Program	Program	Program	Program	Program	Program	Program	Program	Program	Program	Program
Sales (Unit Volume)											
Revenue											
Cost of Goods Sold											
Gross Profit											
Selling Expenses											
G&A Expense											
Design Engineering											
Other Income											
Interest Expense											
Depreciation											
Pretax Income											
Federal and State Tax											
Net Income											
EBITDA											
Balance Sheet Summary											
Cash											
Other Current Assets											
Fixed Assets, net											
Total Assets											
Current Liabilities											
Long Term Debt											
Owners' Equity											
Current Earnings											
Total Liabilities and Equity											
FCF calculation											
Net Income											
Interest											
Depreciation											
Net Income											
FCF											
Ratio											
NP											

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3rd Qtr	4th Qtr	Total for Program Year 8	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total for Program Year 7	Total for Program Year 8	Total for Program Year 9	Total for Program Year 10	Total for Program Year 11

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[illegible]

