



The IDEA: A Revolutionary New Vehicle

- ✓ Bright Automotive started with a clean sheet of paper and **listened to fleet customers** – including **Duke Energy, Cox Enterprises, Johnson Controls**, and other great American companies.
- ✓ The IDEA is a multipurpose vehicle in the light truck classification — the first designed to be **highly efficient and provide a clear economic benefit for its customers**.
- ✓ The IDEA uses **lightweight and sustainable materials, best-in-class aerodynamics, and an advanced plug-in hybrid electric powertrain**.
- ✓ The IDEA is a **more useful and modern vehicle**, with features that include a 180 cubic feet, 2,000 pound payload capacity, and a passenger seat that converts to a mobile office.

The IDEA: Less Pollution, Lower Costs, Better Performance

- ✓ The Bright IDEA achieves **100 mpg** for a typical customer, compared to 15 mpg for current fleet vehicles.
- ✓ The IDEA will **save the average customer 1,500 gallons of gasoline and thousands of dollars in fuel costs** per vehicle, per year. For a fleet of 250 vehicles, that means annual savings of over \$500,000.
- ✓ The IDEA **reduces CO₂ output by 16 tons** per vehicle each year, compared to competitors.
- ✓ The IDEA **performs better on the road and in a crash** versus comparable vehicles.
- ✓ The IDEA's interior is made of **natural fibers and recycled materials**, and the vehicle will be manufactured using the most eco-friendly methods.

Bright Automotive: American Leadership from an Experienced Team

- ✓ Bright Automotive's team of PHEV, hybrid and electric vehicle engineers is **the most experienced in the industry**.
- ✓ Bright Automotive executives and engineers have **decades of experience** working with GM, Chrysler, Delphi, Johnson Controls, and other industry leaders.
- ✓ Bright Automotive was founded with the initial input of visionary organizations, including **Rocky Mountain Institute, Google.org, Turner Foundation, Duke Energy, and Alcoa**.
- ✓ With incredible experience and world-leading partners, Bright Automotive is on track to go into production in 2012, **building 50,000 IDEAs annually by 2013**.
- ✓ Directly and through suppliers, Bright Automotive will **create 5,000 new American jobs**.

Advanced Technology Vehicle Manufacturing Loan Program: A Step Toward Energy Independence

- ✓ The Advanced Technology Vehicle Manufacturing Loan Program will **accelerate American leadership** in fuel efficient vehicles.
- ✓ Significant innovation is taking place at companies such as Bright Automotive, which are **entrepreneurial and committed to dramatic change**.
- ✓ For the program to achieve its full potential, **path-breaking start-up companies** must be included.

For more information visit www.brightautomotive.com