



Dear friends of EMW.

Great news over the last 4-5 weeks since our last update.

Even with all the Christmas & New Year's holidays, Electric Motor Werks had several fantastic public appearances in the last 4-5 weeks. Reverse chronological order below.

On January 10, 2012, EMW visited **Genentech** main campus in South San Francisco with our exclusive electric conversion roadshow. The event was sponsored by Green Genes - Genentech public organization which unites 1400 of company employees who are interested in green technology, sustainability and socially responsible business practices.

The show was a great success. We reserved a prime spot - the main square in front of headquarters - to display our shiny orange electric EMW-1 prototype. People started gathering around the car right away, at least 30 minutes before scheduled time, asking questions and waiting for the presentation to begin. A few hundred spectators stopped by during lunch and at least a few dozen stayed for more than half an hour.

Normally at roadshows such as this, people mingle, look at the car, ask questions and collect booklets quite informally. At Genentech, after our CEO & Founder Dr. Valery Miftakhov took the microphone to give a small introduction of EMW, he did not have a chance to put it back down for almost an hour. Active and passionately interested Genentech employees continuously bombarded Dr. Miftakhov with questions. Inquiry about the Genentech group discount was our

Electric Car Conversion Roadshow

**Tuesday, January 10
12:00 – 1:30 p.m.
Building 31 Plaza**



PRESENTERS: Electric Motor Werks (EMW), a Palo Alto based company developing high performance electric car conversion solutions, will be coming to Genentech Campus with their newly converted BMW 3-series model.

WHAT TO EXPECT: EMW founder, Valery Miftakhov will make a short introduction at noon. During the roadshow, EMW team will explain the benefits of electric car conversion, will open the hood to show what electric car conversion involves, present a sleek newly developed Android based EV dashboard, answer questions and address any concerns.

WHO SHOULD ATTEND: Anyone interested in cars, green energy, technology and speed.

Dubbed 'EMW-1', the car you will see is the first fully functional prototype of the high-performance electric conversion solutions being developed by EMW.

Some technical details:

- 0-60 under 6 seconds
- Top speed over 120 mph
- 100 mile freeway range
- 2-3 hour full recharge from 220V house electrical service




Brought to you by:

Green Genes

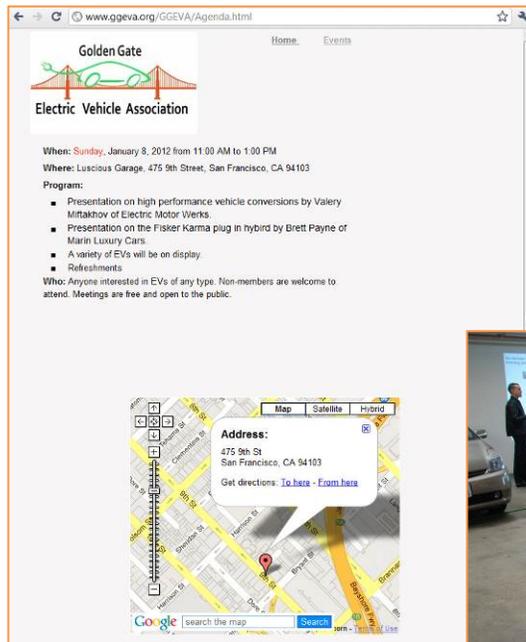
We look forward to seeing you at the roadshow!

favorite since it indicated seriousness of the public intention towards electric vehicle conversion.

Valery stayed on stage talking about electric conversion, the car parameters, benefits of converting to electric, and EMW plans for the future.

Our VP of R&D, Henry Grishashvili, dazzled the crowd with our sleek Android based EV dashboard.





On **January 8th**, Valery Miftakhov presented EMW and its BMW 3-series converted prototype at Golden Gate Electric Vehicle Association (GGEVA) meeting in San Francisco. GGEVA, founded in 2004, is a chapter of the Electric Auto Association, founded in 1967. It is an all-volunteer, not-for-profit educational, support, and advocacy group that promotes electric vehicles (<http://www.ggeva.org/GGEVA/About.html>)



About 40 people showed up for a Saturday event, including many highly respected and influential local EV proponents (executives from national organization Plug-in America, president of SF EAA chapter, and 2-3 executives from local EV companies).

Two companies were on the agenda for the event – EMW and Fisker Karma – a new EV company that just released their first plug-in series hybrid. Ironically enough, EMW has received much warmer welcome than the maker of a \$120,000, 5,500lb gasoline hybrid car. Once again, we heard a couple of now-familiar complements on “approaching conversions as a real business, not a boutique hobby”. Someone asked about group discount... Overall, attendees were impressed with performance (0-60 in ~5.5s), range (100 miles), and polished looks – both exterior and under the hood.

January 5th, 2012

For those electric car conversion enthusiasts who want to learn more about what EMW keeps under the hood of its beautiful prototype – the January 2012 issue of the national Electric Auto Association publication “Current Events” featured a 4-page long technical article “**Electric Motor Werks: EMW 3 series Road Shows and a 10kW Charging System**”. A copy of the issue can be found: http://www.eMotorWerks.com/EAA/jan2012_ceweb.pdf (see pages 12-15).

This is the fourth article on EMW in this informative and widely respected publication. Over the last few months, the company has earned its reputation of “the company most likely to finally develop a successful mass conversion solution” (says Chairman of EAA, Ron Freund)



On December 8th, EMW could be seen with the electric BMW roadshow at **Yahoo** headquarters in Sunnyvale, CA. 200-300 people stopped by to learn about electric conversion and EMW on the way to and from lunch at the central cafeteria.

In 2012 we will continue visiting the largest and the greenest SF Bay Area companies with a road show and outdoor displays of our BMW EV conversions. Please

contact Julia Sirotna at julias@emotorwerks.com if you would like us to visit your company or if you have great ideas on potential destinations.

These roadshows are designed to generate high levels of public interest in the upcoming BMW 3-series conversion solution. By focusing on the largest, most progressive, and most successful companies in the Bay Area, EMW reaches into the heart of its target customer segment. Based on EMW field research, 6-7% of all employees in these companies drive BMWs – a very strong concentration of prospects.

All this outreach is already paying off – without any traditional marketing, EMW already has a waiting list of ~40-50 people who would like to order their electric 3-series once it's publicly available later this quarter.



R&D

The last 4-5 weeks also marked introduction of two new EV component products from EMW. EV conversion enthusiasts can now buy the first releases of fully built units of EMW SmartCharge-10000, a 10kW EV charger (previously offered only as a kit), and EMW EV Dashboard, an Android-based system that monitors, controls, and displays status of all the EV components in the converted car. Initial market response indicates very strong demand from both individual converters and EV conversion companies.

Last but not least, the team has just put online its second 3-series prototype, EMW-2! The design elements have been evolved based on experience with EMW-1 over the last few months. This milestone brings EMW very close to the first limited public release of its conversion solutions later this quarter. The first lucky 10 people from EMW waiting list will soon be able to enjoy their now-clean, reborn 3-series!

Stay tuned for upcoming announcements.

For more information on anything described above, please contact Julia Sirotna (julias@emotorwerks.com) or Valery Miftakhov (valery@emotorwerks.com).

Sign up for monthly updates by sending an email to julias@emotorwerks.com or follow us on Facebook at <http://www.facebook.com/pages/Electric-Motor-Werks-EMW/177632228959506>

Thank you for your continued support of EMW!



Go Electric!

Electric Motor Werks – Leader in High Performance Electric Vehicle Conversions



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Electric Motor Werks (EMW) is a California Group focused on promoting high performance electric conversions. Our mission is to dramatically accelerate adoption of electric car conversions and raise the image of the affordable AND fun electric car solutions.

We will accomplish this mission in two ways:

- *We will drive down the costs of high performance conversions through open source designs for core EV components. We have already created or actively contributed to open-source designs of a number of high power electric car components, including a 10kW+ charging system, and a 1000A+ DC motor controller.*
- *We will make conversions MUCH more accessible to progressive drivers like you. From bolt-on conversion kits for a variety of most popular performance car models to ready-to-drive EVs based on such models, your smart move to the 100% electric drive can be as effortless as you want it to be.*