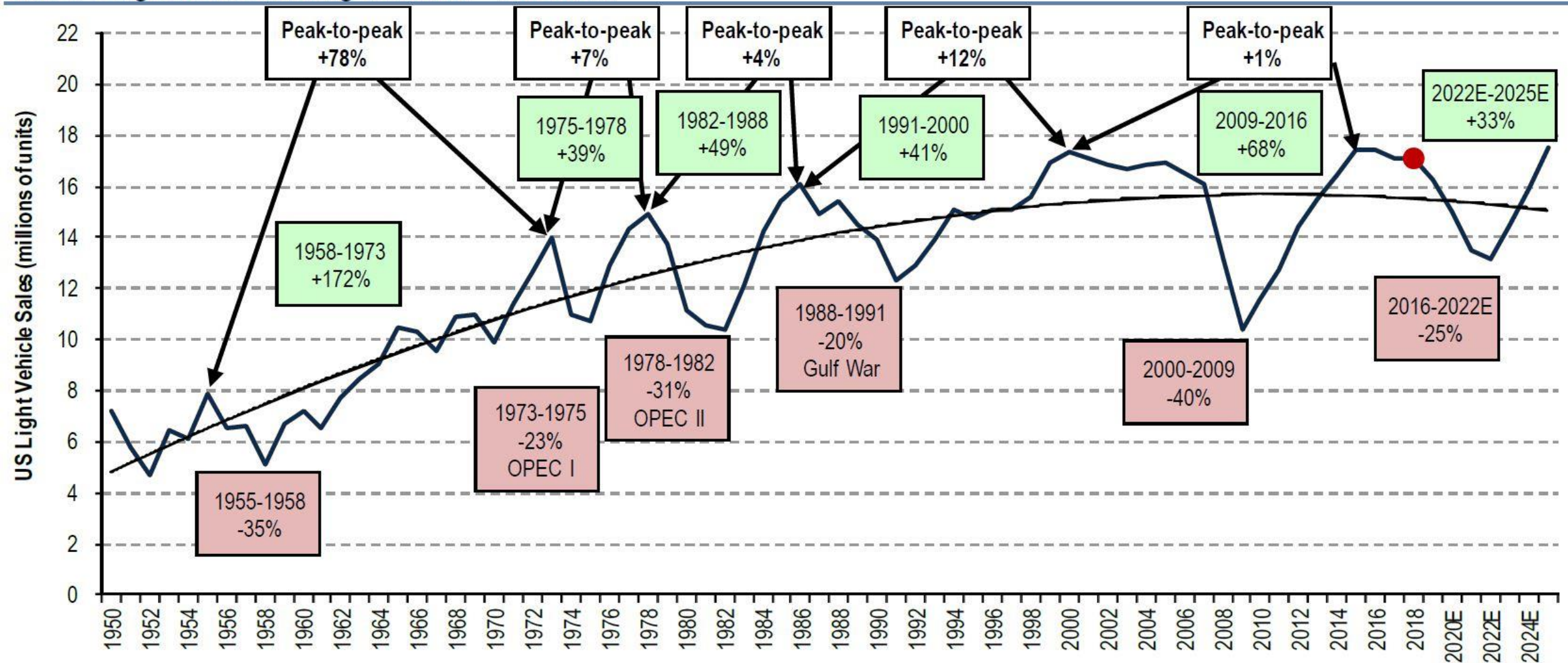
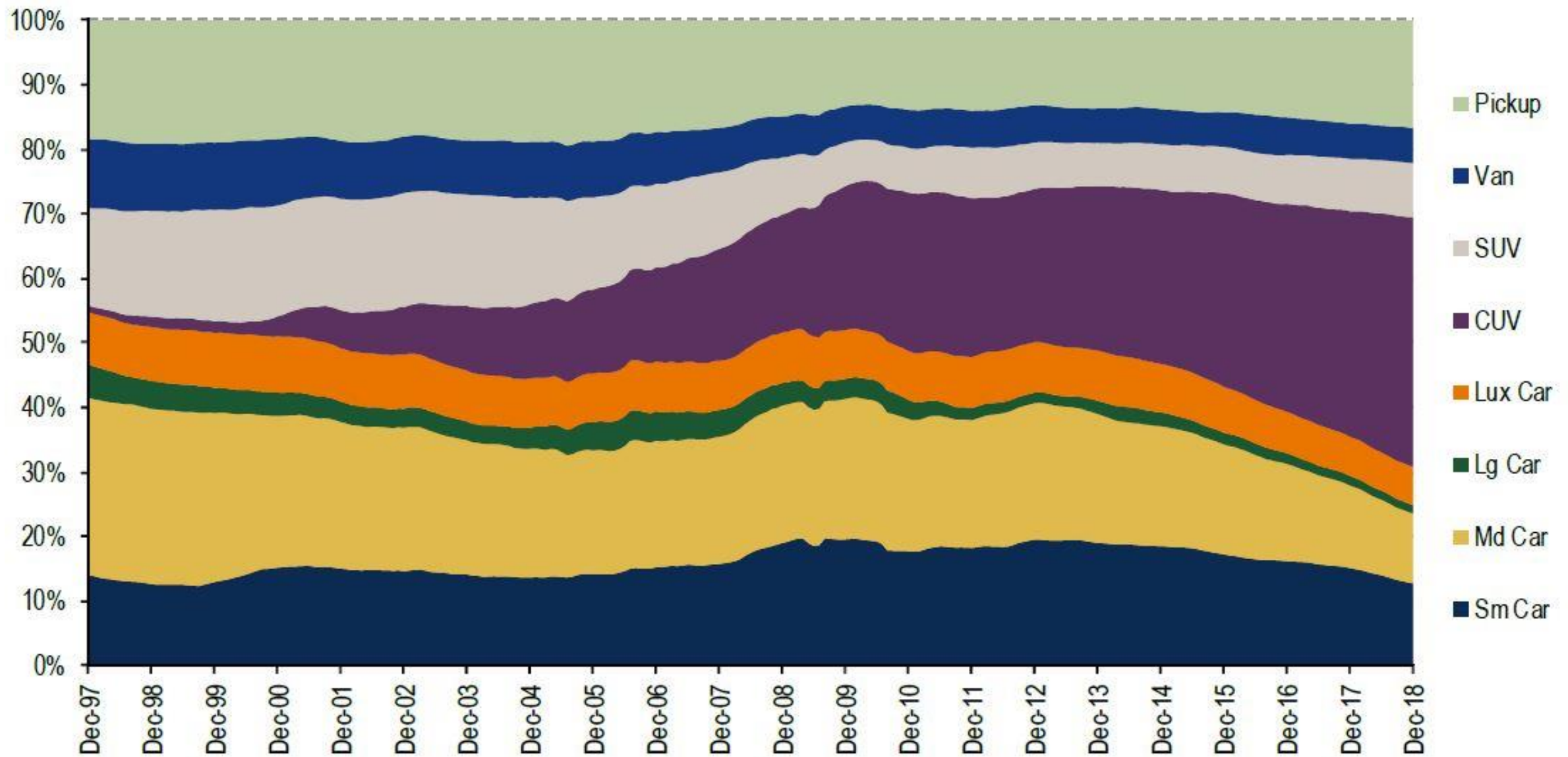
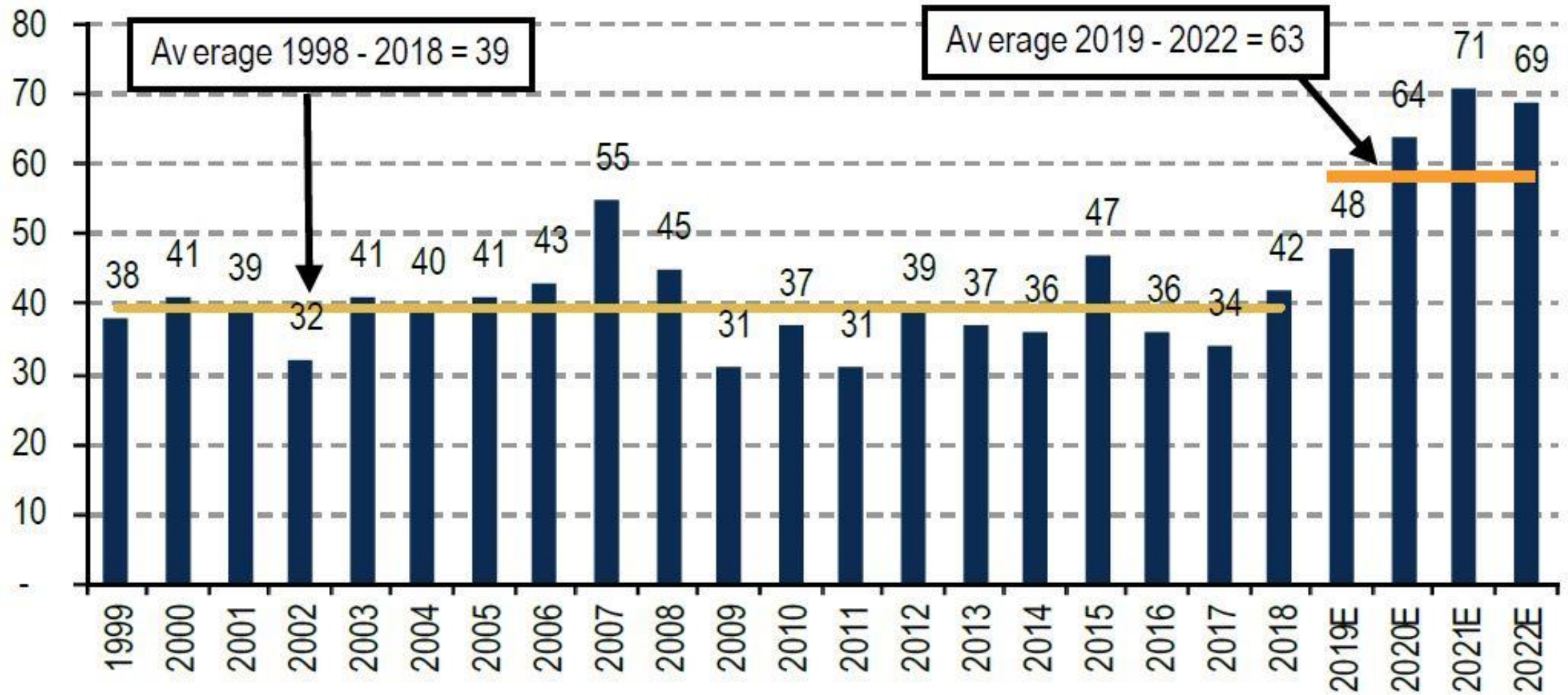


Chart 1: US light vehicle sales long-term trend – 1950-2025E



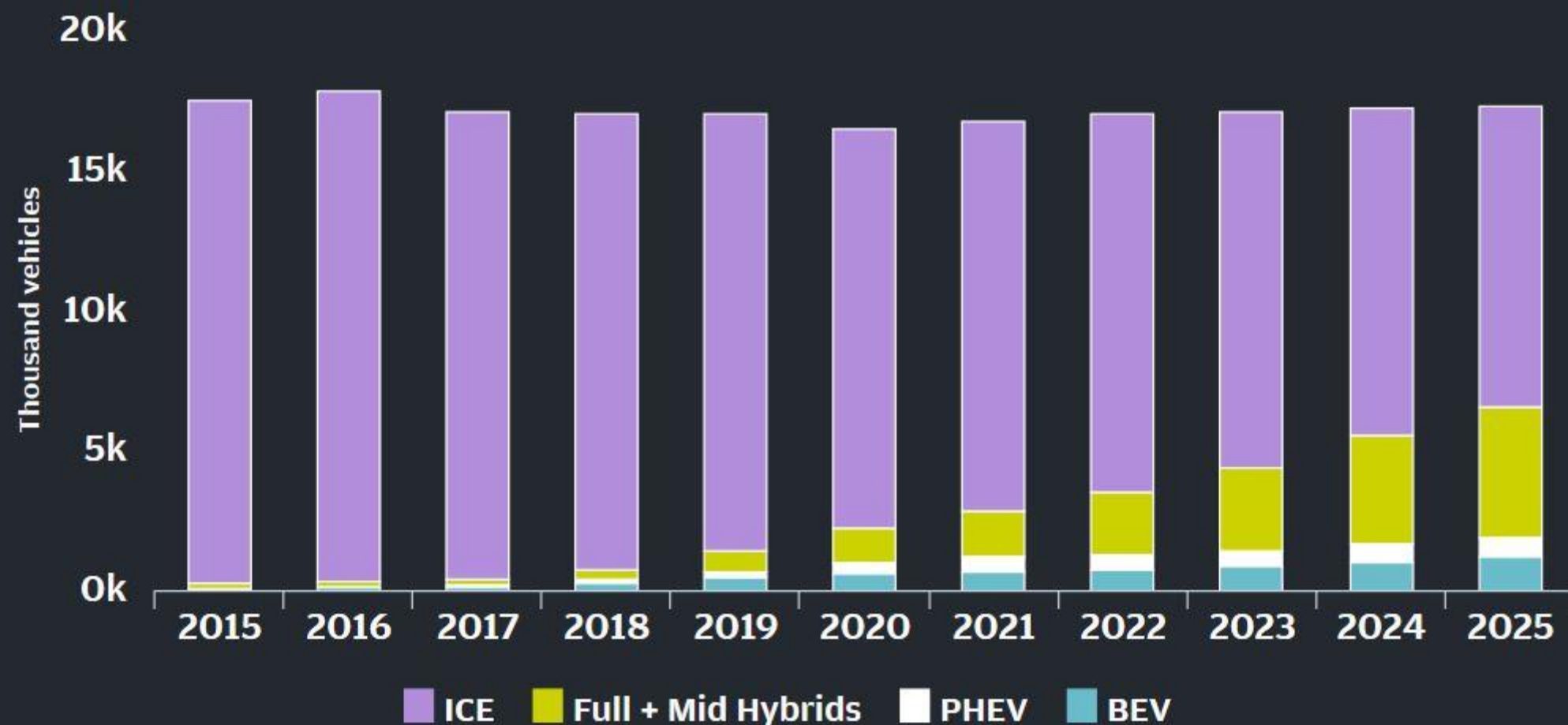
Source: WardsAuto, BofA Merrill Lynch Global Research estimates













New Model Launches 2019 - 2022








ESTIMATED NORTH AMERICAN LIGHT VEHICLE SALES BY POWER TYPE



Source: J.P. Morgan estimates

2018 Monthly Sales Chart

2018 U.S. EV SALES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Tesla Model 3* 	1875	2485	3820	3750	6000	5902	14250	17800	22250	17750	18650	25250	139,782
Toyota Prius Prime	1496	2050	2922	2626	2924	2237	1984	2071	2213	2001	2312	2759	27,595
Tesla Model X* 	700	975	2825	1025	1450	2550	1325	2750	3975	1225	3200	4100	26,100
Tesla Model S* 	800	1125	3375	1250	1520	2750	1200	2625	3750	1350	2750	3250	25,745
Honda Clarity PHEV*	604	911	1131	1129	1639	1495	1542	1462	1997	2025	1897	2770	18,602
Chevrolet Volt*	713	983	1782	1325	1675	1336	1475	1825	2129	1475	2530	1058	18,306
Chevrolet Bolt EV* 	1177	1424	1774	1275	1125	1083	1175	1225	1549	1975	2825	1412	18,019
Nissan LEAF 	150	895	1500	1171	1576	1367	1149	1315	1563	1234	1128	1667	14,715
BMW 530e*	224	413	689	518	729	942	536	749	756	733	1012	1363	8,664
Ford Fusion Energi	640	794	782	742	740	604	522	396	480	453	1131	790	8,074
Chrysler Pacifica Hybrid**	375	450	480	425	650	710	450	654	637	623	895	713	7,062
BMW i3 (BEV + REX) 	382	623	992	503	424	580	464	418	461	424	490	356	6,117
BMW X5 xDrive 40e*	261	596	627	563	499	321	431	264	225	224	213	210	4,434
Mitsubishi Outlander PHEV	300	323	373	273	297	390	350	366	378	309	376	431	4,166
Kia Niro PHEV*	155	246	227	120	218	281	225	346	313	323	619	316	3,389
BMW 330e*	101	142	202	166	150	138	106	192	195	229	373	606	2,600
Audi A3 Sportback e-tron*	145	199	214	189	267	238	220	240	230	210	180	265	2,597
Volvo XC60 PHEV*	109	155	167	141	214	226	185	210	215	180	225	240	2,267
Fiat 500e** 	210	235	285	215	250	225	220	75	94	100	148	193	2,250
Porsche Panamera E-Hybrid*	1	2	49	336	275	168	195	200	210	170	200	230	2,036
Mercedes C350e*	29	172	208	158	166	176	165	170	82	75	80	240	1,721
Hyundai IONIQ PHEV*	22	178	218	180	217	143	180	43	11	128	136	134	1,590
Mini Countryman SE PHEV*	127	100	74	106	163	211	210	128	140	117	74	114	1,564
Volvo XC90 T8 PHEV*	99	106	93	90	126	133	115	125	120	100	130	150	1,387
Volkswagen e-Golf 	178	198	164	128	76	32	18	32	14	62	230	222	1,354

smart ED 	84	90	103	80	110	126	103	108	98	95	100	122	1,219
Kia Soul EV* 	115	163	157	152	133	57	130	33	18	61	61	54	1,134
Porsche Cayenne S-E*	113	121	197	265	59	12	15	45	60	25	35	75	1,022
Mercedes GLE 550e*	44	70	181	93	83	75	85	90	42	28	35	140	966
Kia Optima PHEV*	86	103	156	142	98	83	90	39	17	51	79	21	965
Honda Clarity BEV* 	153	74	48	39	34	86	102	75	108	106	37	86	948
BMW i8	32	39	47	57	64	45	72	67	55	64	133	97	772
Ford C-Max Energi	234	142	105	57	18	6	4	4	12	0	0	0	582
Mercedes GLC 350e*		5	57	59	64	66	60	65	27	20	24	120	567
Ford Focus Electric 	70	73	137	83	88	50	46	7	4	0	1	1	560
Hyundai Sonata PHEV*	52	54	78	38	67	62	60	20	15	5	5	4	460
Volvo S90 T8 PHEV*	27	29	52	29	30	35	30	40	45	35	40	45	437
Jaguar I-Pace* 										5	165	223	393
Hyundai IONIQ EV* 	49	3	60	7	32	47	35	21	12	21	34	24	345
BMW 740e*	18	23	31	60	17	16	40	18	25	45	18	28	339
Cadillac CT6 PHEV*	6	24	17	42	30	18	26	23	11	12	13	9	231
Mercedes B250e 	40	49	33	7	3	0	0	1	0	1	0	1	135
Mercedes S550e*	13	3	11	9	7	7	8	10	8	5	4	11	96
2018 U.S. Sales Totals	12,009	16,845	26,443	19,623	24,307	25,029	29,598	36,347	44,544	34,074	42,588	49,900	361,307
2017 U.S. Sales Totals	11,004	12,375	18,542	13,367	16,596	17,046	15,540	16,514	21,242	14,315	17,178	26,107	199,826
2018 Worldwide Sales*	82,000	81,000	141,000	128,450	159,346	157,933	144,975	172,400	200,500	208,800	237,553		1,713,957

US Electric Vehicles Sales & Market Share: 2008-2025

Sources: GoodCarBadCar.net, InsideEVs, IHS Markit | Auto Manufacturers Alliance, Advanced Technology Sales Dashboard |
Chart & Projections: Loren McDonald / EVAdoption.com

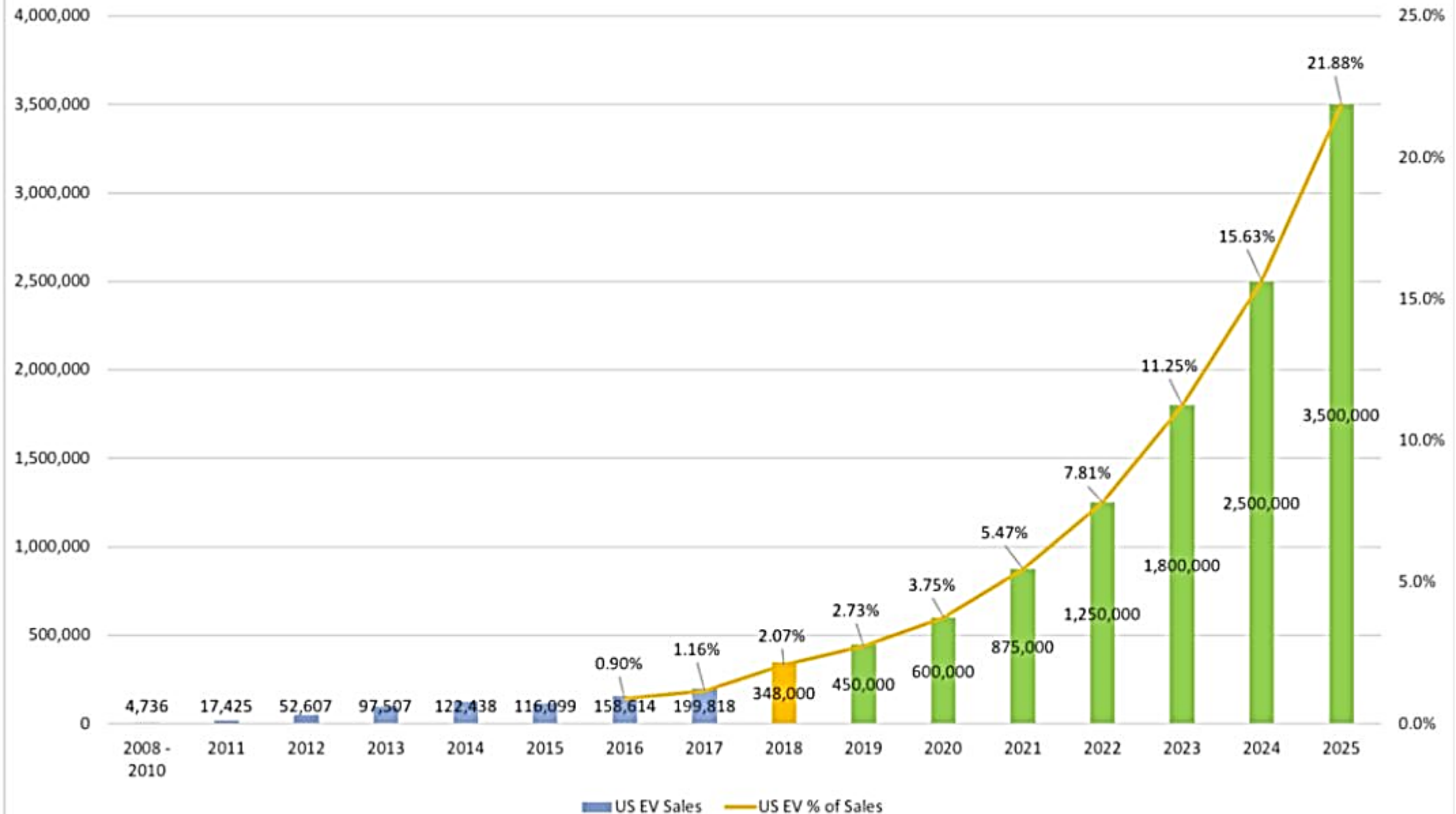
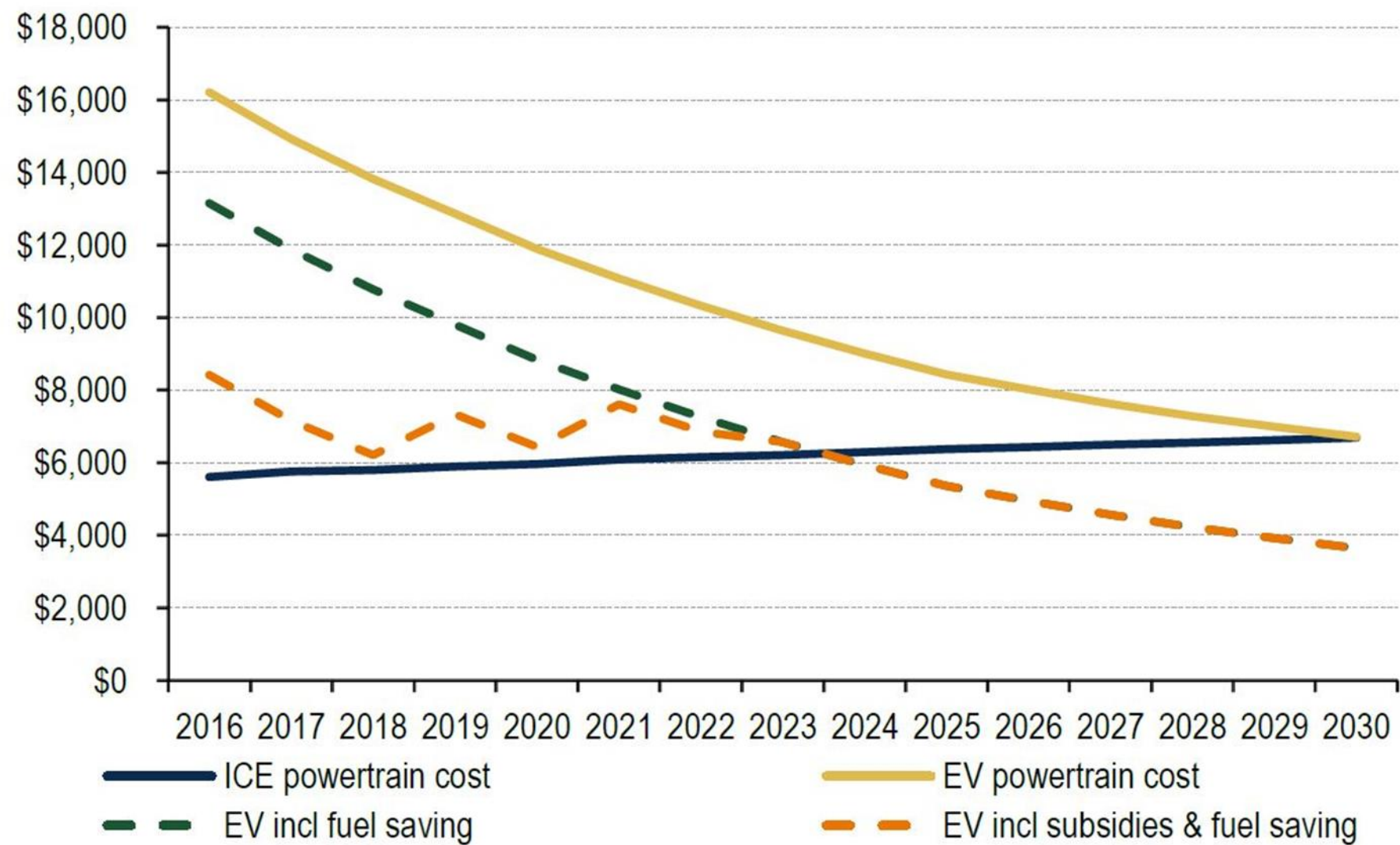


Chart 16: Inflection point in ICE and EV cost to occur in 2030; when including fuel savings this inflection point shifts to 2024

Total average global ICE powertrain cost vs total EV powertrain cost



Source: BofA Merrill Lynch Global Research estimates

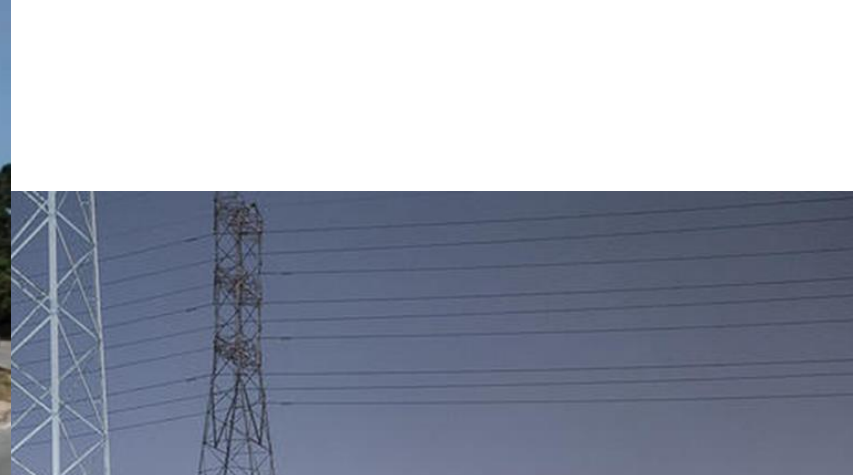


EliteTM
PRO SERVICE
A PEER GROUP OF THE INDUSTRY'S TOP SHOP OWNERS



Location	Charging Type Considered	Charge Time
Home (single family homes and multi-family dwellings)	Level 1, Level 2	Overnight (approx. 12 hours)
Workplaces	Level 2	Work day (approx. 8 hours)
Public Level 2	Level 2	Approx. 2+ hours
Public DC Fast Charging	DCFC	Approx. 30 minutes

Charging Equipment by Location







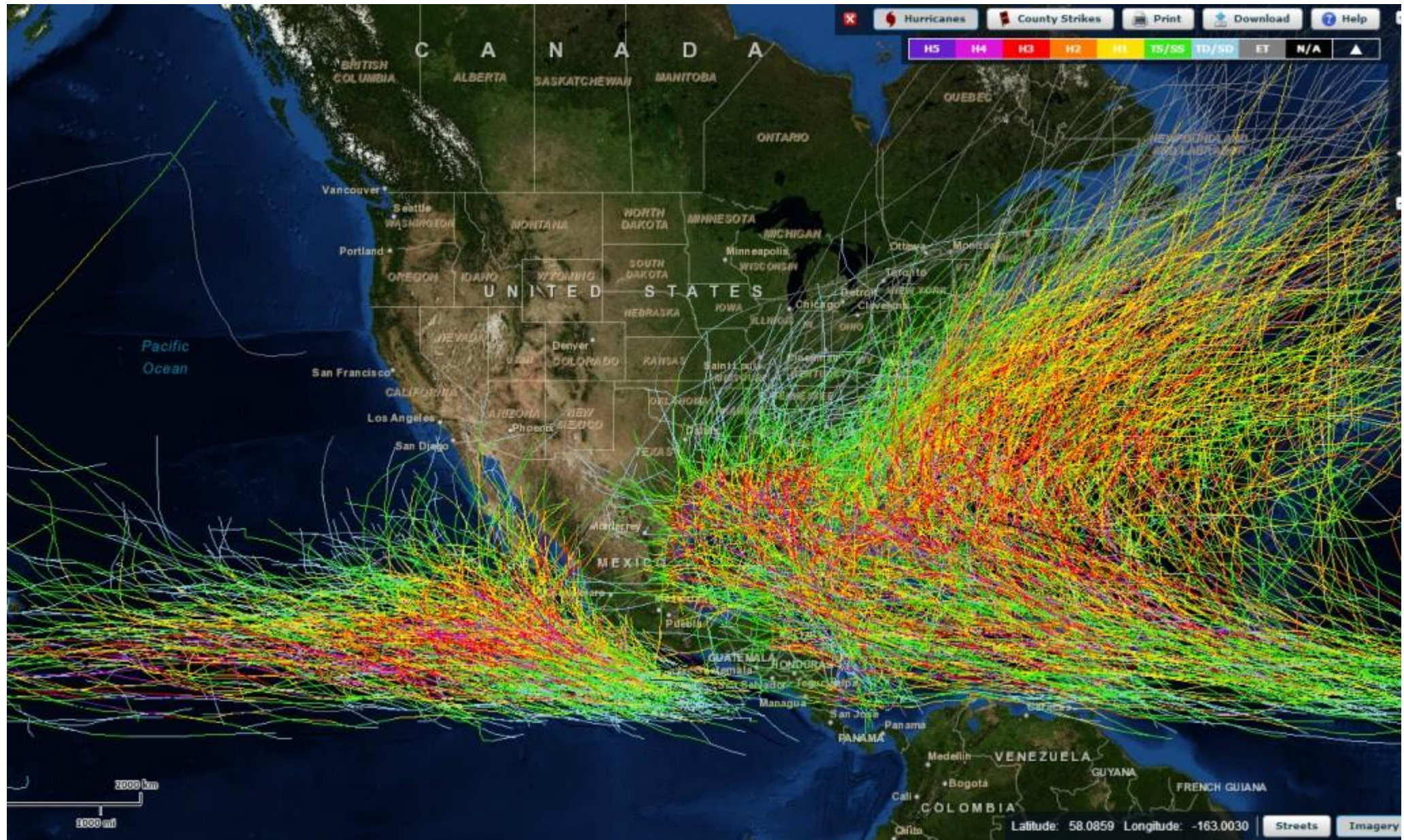
Objectives



1. Focus on what makes money now!
2. Constantly looks for opportunities outside current business model
3. Increase budget for training, technology, equipment









BRAIN STORM & ASK YOURSELF

concept → target
place → product
plan → SWOT analysis

CREATING PEOPLE ROMANTICIZE
MISTAKES AND PROBLEMS.
BUT THERE IS NO TRAIT.
IF YOU DON'T START.

PROMOTE

Media Strategist

→ Social Media
→ Building connections & share
→ post in social media

IMPORTANT POINT

JUST MAKE
THE BEST
THINGS!

PLANNER & CALENDAR						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	Staff meeting	10	11	12
13	14	15	SEMINAR	17	18	19
20	21	22	23	24	break	26
27	28	29	30	31		

Business Research

SWOT

Strengths
Weaknesses
Opportunities
Threats

Place
People
Process
Product

YOUR 2019 PLAN







Connect to People



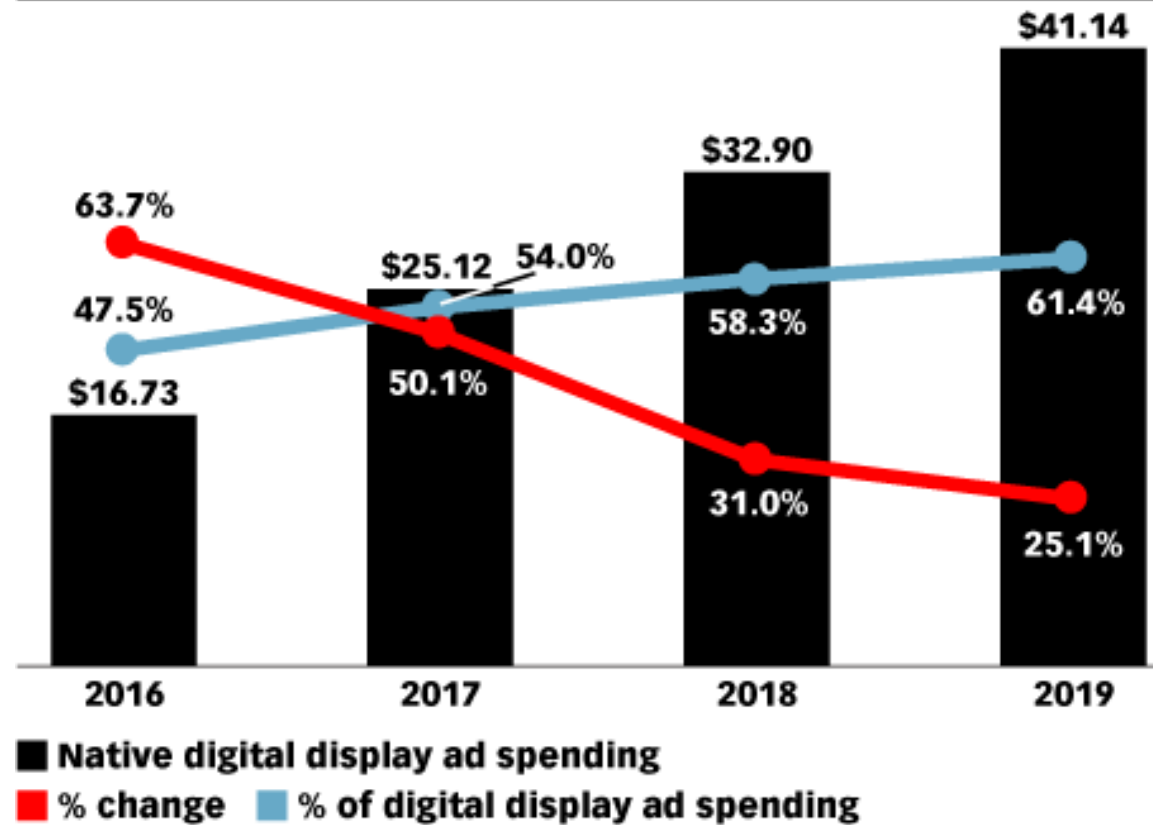
Increase Sales With

Personalized Marketing



US Native Digital Display Ad Spending, 2016-2019

billions, % change and % of digital display ad spending



Note: includes digital display ads that follow the form, feel and function of the content of the media on which they appear

Source: eMarketer, March 2018

235945

www.eMarketer.com





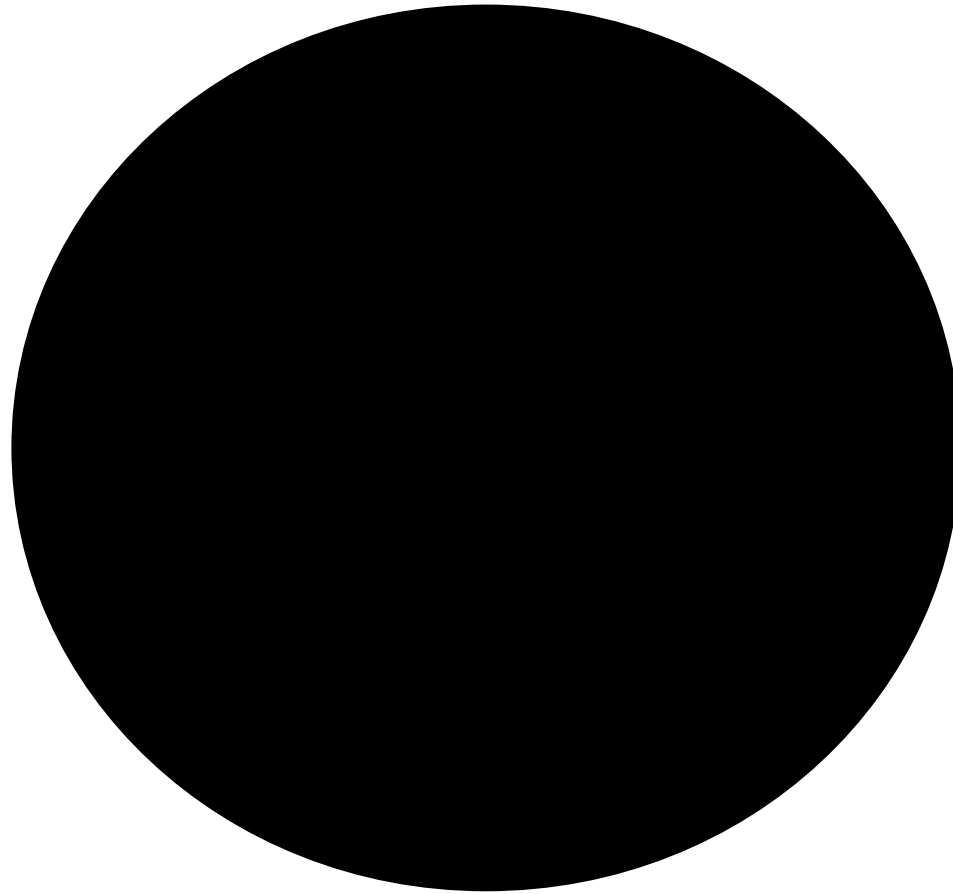
Alexa, Open My
Bank Account







FINISH
STRONG



What is the Point?



Stop Stressing
Focus on your
Blessings!

Thank you for being a part of
Pro Service!