

Leviton Manufacturing, Co., Inc.



Company Overview October 2011 EVSE Development

Leviton Manufacturing Co.



Over a Century of Innovation

Founded 1906 in Brooklyn, NY

- Exceptionally Stable Company
- Only 3 presidents in 100+ years

Isidor Leviton
Founder &
President
1906 - 1965



History of Innovation

- Over 600 patents
- The Patent Board™ ranked Leviton #1 in 2005, 2006 & 2007. In the top 10 for 2008
- The Patent Board tracks and analyzes innovation, movement, and the business value of patent assets across a wide variety of industries globally

Harold Leviton
Chairman, CEO
1965 - 2007



Don Hendler
President
2006 - Present



Leviton's Unmatched Breadth of Line



*...over
26,000
products
strong*



Lighting Systems and Energy Management



Leviton has a full UL certified laboratory (NY) and EVSE technical center (CA)



Leviton is the most recognized brand in residential and commercial markets

Market leader in residential and commercial wiring devices

#1 Builder Brand

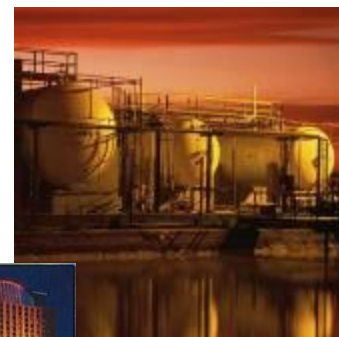
#1 Contractor Brand – Residential and Commercial

#1 Consumer recognized Brand

■ Residential



■ Commercial and Industrial



Market Research- primary and secondary

- **Mini-E Drivers**
- **Electric Car Club**
- **Automakers**
- **Utilities**
- **Distributors**
- **Electricians**
- **Adjacent markets**
- **Public Stakeholders**
- **Installation experience too long**
- **Costs and complexity of installation unknown**
- **Treat EVSE as appliance**
- **Separate EVSE and car buying experience**
- **Economics across value chain**
- **Make it is easy...**

The Overall Product Portfolio

Residential

Level 1
Portable Charger



Level 2
16 Amp



Level 2
32 Amp



Price: Level 1 - \$ XXXX
Level 2, 16 Amp - \$ XXXX
Level 2, 32 Amp - \$ XXXX

Light Commercial / Fleet

Level 2
evr-green 500



Price: Level 2, 500 - \$ XXXX

Public

Level 2



Bollard



Pole Mount



Wall Mount

Price: Level 2 Bollard - \$ XXXX
Level 2, Pole Mount - \$ XXXX
Level 2, Wall Mount - \$ XXXX

EVSE installation can vary based on automaker, EVSE manufacturer or consumer preferences

“White Glove” Service

- EVSE included in car purchase
- Cost of EVSE in lease, loan and/or vehicle purchase
- “Standard” Installation defined by automaker
- Consumer may or may not pay difference beyond “Standard”
- EVSE and/or automaker provide oversight on installation experience

Turn-Key

- Automaker recommends EVSE manufacturer
- EVSE manufacturer program manages installation experience
 - Contractor qualification
 - Payment
 - Inventory
 - Product
- Cost constant across markets



Consumer Driven

- Customer purchases EVSE
- Selection of Installer based on consumer preferences
- Installer may/may not be licensed
- Consumer responsible for installation, utility notification & obtaining local and federal credits
- Consumer finances EVSE costs

Do It Yourself

- Customer may purchase EVSE through multiple channels
 - Dealership
 - Distributor
 - On-line
 - Retail
- Installation may or may not meet agency or code requirements
- Lowest cost to consumer?

Traditional Value Chain

Leviton installer network selection process

Nearly 80,000+ installer network across USA and Canada- currently market, install and service Leviton 25,000+ products

- 60,000 Electrical Contractors
- 12,000 Low Voltage Contractors
- 10,000 Electrical Distributors
- 2,500 Electrical Inspectors

Leviton District Managers Identify 10+ top electrical contractors in ~70 lead markets in USA and Canada

700

Interview recommended installers to determine interest, capability, market

500



LEVITON
Evrgreen™
EVSE Installer

2010 Offering Exclusive
10 year warranty

Train 5+ installers for each lead market

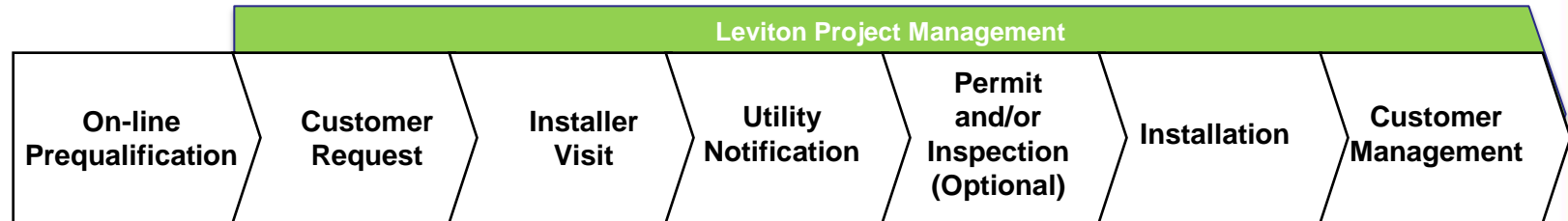
400



Customer Relationship Management Score, rank and monitor qualified installers

Leviton offers a turnkey EVSE installation solution

Leviton EVSE Installation Process



Key Steps



Product Material for Consumer



The customer experience will be measured based on qualitative and quantitative metrics – Scorecards – at the initial installer visit, after installation and up to 6 months later

Expectations of the plug in vehicle stakeholders

- Value Customer Experience
- Brand Extension
- Cost
- Consistency

Automakers



- Authentication
- Networking
- Service
- Control
- Diagnostic

Utilities



EVSE Manufacturer



- Economies of Scale
- Modularity
- Production
- Market Channels

Consumer



- Safety
- Ease of Use
- Economics
- Access
- Service
- Time to install

The Leviton Difference

	Residential & Commercial Installation	Product Breadth	Warranty	Brand Awareness	Corporate Stability
LEVITON	✓ #1 in North America	✓ Residential, Commercial, ChargePoint	✓ Industry only 10 year	✓ #1 recognized brand	✓ 100 year+
Traditional Electrical Device Manufacturers	✓		✓	✓	✓
EVSE Manufacturers	✓	✓			
Automotive Suppliers			✓		
Non-automotive suppliers			✓		✓