Tesla Model 3 Benchmark Report
$1,000,000 Analysis for $60,000

Purchasers of this ~2400-page report will receive the following:

a. Component Fit Finish Quality Assessment (FFQ) and Ride & Drive Report
c. Vehicle Executive Summary with Consolidated Eye-Catching Features
d. Complete Vehicle Summary CBOM with weights and most materials and suppliers identified

Individual Zone Reports are Available for Those Only Interested in Specific Vehicle Areas

- Zone 1 Body and Chassis $21,600 USD 500 Pages
- Zone 2 Controlling Electronics $25,800 USD 374 Pages
- Zone 3 Interiors and Safety $21,600 USD 621 Pages
- Zone 4 Powertrain and Battery Pack $30,000 USD 448 Pages

Side-by-Side Analysis Report
$500,000 Analysis for $25,000 USD

a. Tesla Model 3 -v- BMW i3 -v- Chevy Bolt Side-by-Side Plus
b. Tesla Topology: Wiring & Cooling Architecture Diagrams

Siemens Reports

a. NVH Dynamic Characterization $8,000 USD
b. Body with & without Battery: Modal & Stiffness $5,000 USD
Description of the Analyzed Tesla Model 3

Long Range Premium Package

❖ The Tesla Model 3 Munro analyzed is the highest option version available.
❖ It is a Premium Package with Autopilot ($10,000 worth of upgrades). Although Auto Pilot is not yet functional, Munro has analyzed all the circuit boards.
❖ Prior to Munro, the car was never driven, however, it was held back by Tesla for two extra weeks due to an undisclosed Quality issue.
❖ Munro has disassembled the Tesla Model 3 down to nuts, bolts, sensors, and PCBs, including battery, control management, drivetrain, etc.
❖ Munro documented findings related to eye catching features, weights, number of parts, materials and suppliers where possible and conducted a complete Munro Vehicle Quick Cost Analysis.

Report Delivery

❖ All reports and accompanying deliverables will be made available for easy access through a secure File Transfer Protocol (FTP) site.
❖ A user-friendly PDF format will help ensure that subscribers can easily locate a wide range of materials in addition to the reports.
❖ The large reports utilize hyperlinks within a table of contents to facilitate the user’s ability to easily navigate throughout the contents and quickly find specific data and information to meet user needs.
Model 3 Benchmark Report

❖ The Benchmark Report is highly advantageous for OEMs or Tier Suppliers looking to effectively expand and compete in new EV markets.
❖ The report is a comprehensive analysis of all four Zones of the vehicle.
❖ This ~2400-page report contains descriptive and pictorial detail on every facet of the vehicle including manufacturing, Quick Cost Analysis and perceived Quality.
❖ Those who chose to purchase the report will receive:
  a. Component Fit, Finish & Quality Assessment (FFQ) and Ride & Drive Report
  c. Vehicle Executive Summary with Consolidated Eye-Catching Features
  d. Complete Vehicle Summary Costed Bill of Material (CBOM) with associated weights and most materials and suppliers identified

- OR -

Individual Zone Reports

❖ Zone Reports are designed to accommodate Tier Suppliers or non-automotive companies looking to enter the EV market.
❖ Zone Reports are similar to the full report and contain descriptive and pictorial detail on every facet of the Zone from manufacturing through assembly including cost analysis and quality projections.
❖ Individually purchased Zone Reports, include:
  a. FFQ Initial Quality with Calibrated Ride & Drive report.
  b. Zone related component weights, materials and suppliers (as is possible) and Munro Quick Cost estimates.
  c. Summary Zone Costed Bill of Materials (CBOM)

Prospective customers are invited to a “Genba” tour of the Munro BIC.
Fit, Finish & Quality Report
with Ride & Drive

❖ The Fit, Finish & Quality Audit (FFQ) is a thorough yet non-intrusive evaluation of the Tesla Model 3.
❖ The purpose is to analytically document a new buyer’s “first time” experience - what they see, hear and feel.
❖ The FFQ also contains all gap and flushness dimensions, weights, and operating forces.
❖ It is a comprehensive 255-page report of detailed information.
❖ Munro’s partner on NVH fingerprinting is Siemens, a worldwide expert in NVH assessments. Siemens provides’ objective analytically derived, tactile vibration response at driver touch points for rough and smooth roads. Tesla Model 3 NVH calibrated ride and drive section includes an operational NVH status of:
  o Sound pressure and acceleration attributes on smooth & rough roads
  o Sound pressure frequency content on smooth & rough roads

The complete NVH analysis is available in Report #3 the Siemens Operational NVH Evaluation.
Munro has identified, in each Zone, specific observations of interest which are called ‘Eye-Catching Features’. These observations can represent both advantages or disadvantages in cost or weight as related to material choice and assembly or manufacturing process selection.

Each Zone is then further broken down to systems and components for Quick Cost Estimating (QCE). QCE is gaining popularity due to the need for speed-driven results. In response, Munro has developed a proprietary methodology. Quick Cost estimates provide the customer with approximate versus detailed costs which are more expensive and time consuming to generate. This level of accuracy provides OEM’s and Suppliers the ability to make sound comparisons and directional decisions.

[Richman from EPA]
“Munro is recognized as being technically competent, highly experienced, knowledgeable and creative in benchmarking and lean engineering of automotive and non-automotive systems. Costing models are thorough covering all elements of total production cost.”
Vehicle Executive Summary with Consolidated Eye-Catching Features

- This report consolidates the vehicle summary, Zone summaries and all Zone Eye-Catching Features in a convenient 150-page report.
Vehicle or Zone
Summary Costed Bill of Material

- The costed bill of material is a consolidated view of the information presented in the Zone reports (51 pages) or an individually purchased Zone report.
- The bill of material is in an indented format and includes:
  - Part name
  - Material
  - Supplier (as is feasible)
  - Total Cost
  - Weight
  - Quantity
  - Total Weight

![Side by Side Summary Example]
Side by Side Analysis and Topology Report

- This report is only available to purchasers of the full Benchmark Report.
- The Side by Side Report is a description and cost comparison of the differences between the Tesla Model 3, the BMW i3 and the Chevy Bolt. Items of comparison are generally cost, weight and part count, however there will also be a spider diagram comparing many functions that are related to Fit and Finish, Ergonomics and weight distribution. Munro also compares materials and their usage in the three different vehicles.
- Also included in this report package are the Munro Topology Reports for Wiring and Cooling. These reports are pictorial and describe the BIW structure and materials as well as the wiring strategy with major electrical connection points and cooling layout/flow.

a. Side by Side and Radar Charts

b. Cooling Topology & Electrical Topology
Description of the Side by Side Comparison

❖ Evaluation on multiple dimensions, such as styling, reliability, price, safety, weight, configuration, NVH, ride & handling, maintenance, etc.

❖ Evaluation results are displayed in the form of radar charts to better demonstrate Side by Side results.

Material identification and usage - proportional distribution in the compared vehicles.

Results are presented in the Side by Side cumulative percentage comparison histogram to demonstrate the trend of lightweighting in recent years.
Siemens

Operational NVH and BIW Characterization Reports

There are two Siemens reports intended for customers with a need for deeper knowledge in specific areas. Siemens, a world expert in NVH has teamed up with Munro to fingerprint the Tesla Model 3 for NVH and BIW performance.

These reports are available for purchasers regardless of the other report purchases.

a. **Tesla Model 3 Operational NVH Evaluation**  $8,000USD

   On road operational NVH performance at standard operating conditions
   - Sound pressure levels at occupant ear
   - Sound quality indices – Articulation index, loudness
   - Tactile response at steering wheel and seat track

b. **Tesla Model 3 BIW Dynamic Characterization**  $5,000USD

   BIW (with Glazing) characterization for:
   - Global modal frequencies and mode shapes
   - Global Static stiffness – Torsion and vertical bending
   - Body attachment point stiffness

* Evaluation was done on the BIW with and without battery
FAQ (Frequently Asked Questions)

❖ Was Tesla involved in the study?
   No. Neither Tesla proprietary costs nor any Tesla Model 3 supplier’s quoted costs were used in this study.

❖ Is there any Tesla Model 3 proprietary (stolen) IP in this report?
   No. All data was developed through Munro’s proven methodologies, analyzing Munro’s purchased production Tesla Model 3 vehicles.

❖ Are the components costed using USMCA costing centers?
   Yes, Munro includes labor, factory floor cost, taxes and SG&A for OEM or Tier Suppliers.

❖ Is this a Costing or Pricing report?
   This is a Costing Report. Pricing has too many variables.

Legal Disclaimers & Sales Condition

❖ How can I see the sample report before purchasing?
   Please contact your regional Munro salesperson. They can provide sample information in digital PDF format. NOTE: Critical data will be hidden in the sample.

❖ Is Purchaser allowed to Reproduce, Distribute, Disseminate, Photocopy, Fax, or Transmit report content internally within the Purchaser’s organization?
   Yes, ONLY INTERNAL Company correspondence is authorized.
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❖ If questions arise, is a Munro expert able to visit and explain the report’s details?
   It is not included in the price of report.
   Munro will visit if the customer pays for the travel and a daily fee.

❖ If there are limited specific questions on the content of report, is it possible for a Munro representative to support phone or e-mail communication?
   Yes, please contact the local area salesperson and we will respond with our answers.