



MY2012 *Firefly*[®] Product Description
Efficient. Less Cost. Proven

Good Earth EC Vision

- The Firefly has been designed as an efficient, all-electric, durable, and affordable 3-Wheeled vehicle that is specifically targeted for the parking enforcement niche, and capable of being configured for other niches for utility and small commercial delivery vehicles for meeting the specific requirements of fleet operators.
- The Firefly began as a collaborative effort with the City of Santa Monica, CA, in 2008 to develop a vehicle from a clean-sheet design and render all competition obsolete.
- From the beginning, Good Earth has worked directly with the parking enforcement officers from the City of Santa Monica to design an alternative fueled vehicle to compete against the industry-standard “GO-4.” In addition, we have recognized the desire to have a much-improved product, solid reliability, and outstanding customer support. Good Earth has worked from the start to drive the Firefly development with end-user input, as well as continually integrate feedback from these officers and field testing.
- This spirit of continuous improvement and collaborative design has resulted in an all-electric traffic control/parking enforcement vehicle which achieves and/or exceeds the operating requirements, incorporates the newest of technologies, and safety features along with the comfort and convenience for the operators. With the basic design in place, other configurations such as utility and small commercial delivery vehicles are easily adapted.

Introducing the *Firefly*[®] Proof of Concept “Proven”

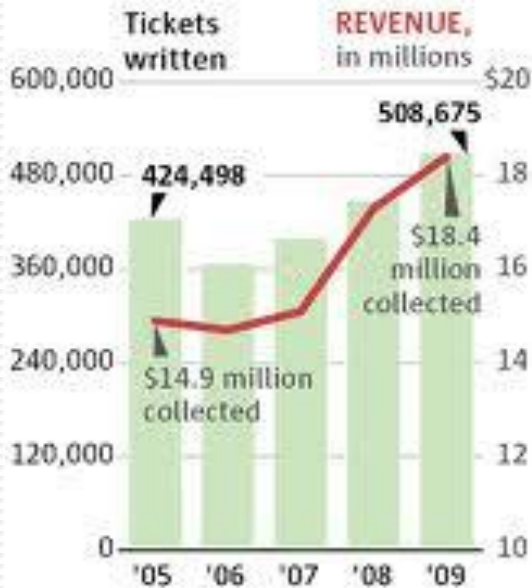


Seattle, WA

“Proven”

Parking fines boost city revenue

Parking-fine revenue rose 23.5 percent from 2005-2009.



Source: city of Seattle

A. RAYMOND/THE SEATTLE TIMES



San Francisco, CA

“Proven”



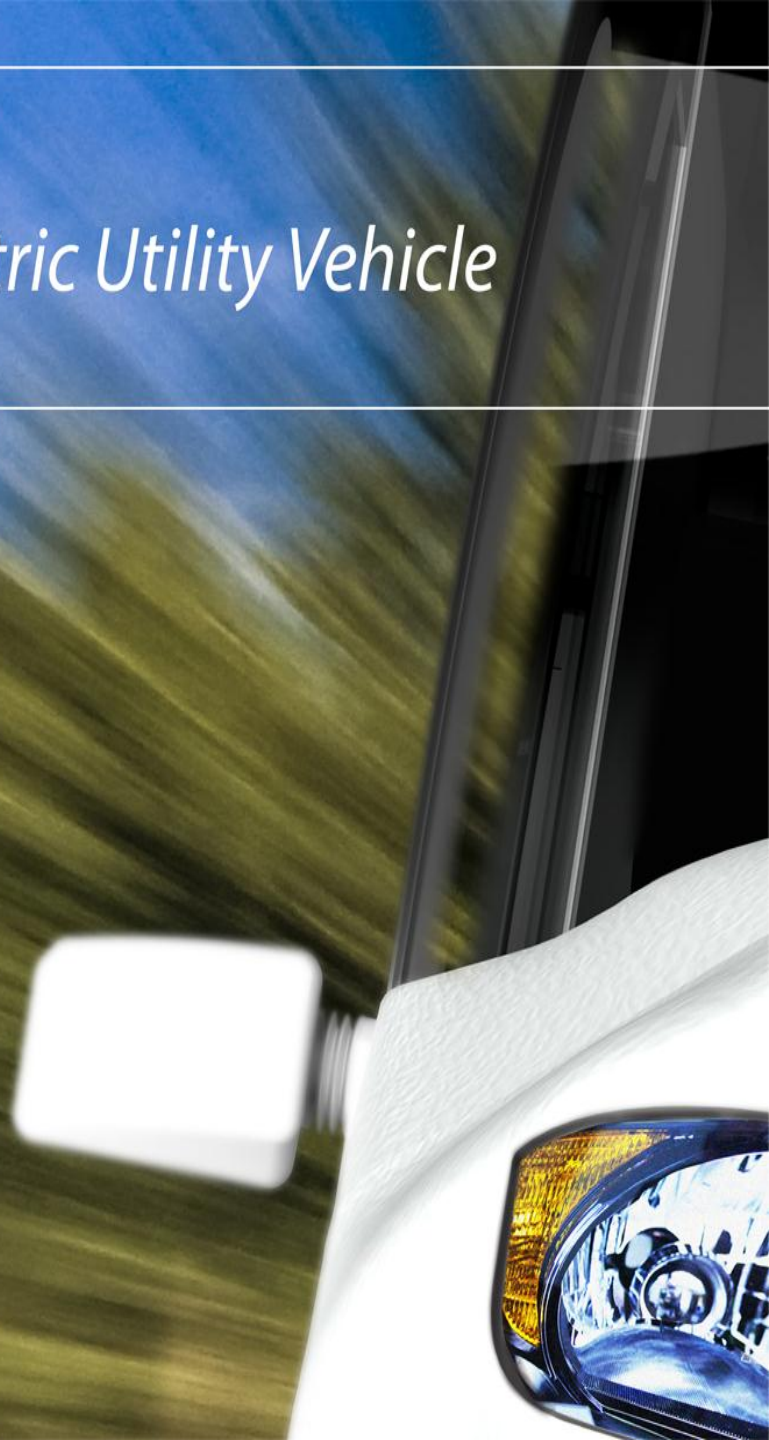
Good Earth EC Customers and Associations

- National Parking Association (NPA)
- International Parking Institute (IPI)
- The International Association of Chiefs of Police(IACP)
- City of Santa Monica
- City of Seattle

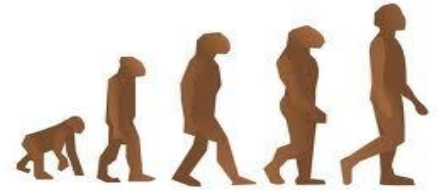
Firefly[®] 100% Electric Utility Vehicle

Good Earth Energy Conservation

- Efficient, Affordable, Proven
- Zero Emissions Vehicle (ZEV)
- Speeds up to 45 MPH
- Range - 60+ Miles Per Charge
- Versatile Modular Design



Parking Enforcement Evolved



MY2012 Production *Firefly*[®] “Efficient”



Battery Technology

The Firefly utilizes the newest battery technology (Lithium-Iron-Phosphate) for improved energy efficiency, reliability, and an expected lifespan of 4-5 years. LifePO₄ batteries are also not as adversely effected by temperature extremes.

Charging

The Firefly offer's compliance with most public charging stations as well as any household 110V outlet. Charging time from 110V is 8 hours and that time is greatly reduced if utilizing 220V.

Longer Range

The Firefly's range per charge is 60-100 miles better than any electric vehicle in its class with performance speeds up to 45 mph.

Firefly[®] Design

“Efficient”

- 3-wheel vehicle with integrated safety cage, textured ABS UVprotected body panels, and lockable, covered pickup bed
- “Shallow Swing” door system to maintain narrow vehicle profile with 26 in (66 cm) extra-wide openings. Traditional vertically sliding windows
- Extra-low step-in height of less than 10 in (25 cm) to maximize operator comfort and minimize fatigue
- Steel front and rear spring-mounted bumpers
- 3-point seat belt system
- High-visibility, tinted, haze/scratch/impact-resistant polycarbonate windows with outside and inside mirrors
- 2-speed windshield wiper system
- Switchable dome light and backlit controls for nighttime use
- Floor mat and integrated, adjustable sun visor
- Integrated console with cupholders
- Document holder and recessed dashboard for accessories.
- 12V DC accessory ports for phone, radios, etc.

Firefly[®] DAS

The Firefly is equipped with a data logging system to enhance the ability to track day to day operations of the vehicle.

Nearly every parameter is logged to profile characteristics such as Speed vs. Range and Charge vs. Time.

The Data can be downloaded via removable storage devise for quick analysis.



Firefly[®] Master Control Electronic Module

Deploys an expanded sensor array to help us compensate and overcome the critical adjustments that lead to a stable, high performance drive package.

With the mechanical advantages of our steering package, front wheel support, tunable sway bar, and rear axle mounted Integrated Drive System (IDS), we are producing a traditional 3-wheeled vehicle that will rival most of the aging utility vehicles that are being used in our target markets.





< Superior Handling
Due to the length, low center of gravity and the lateral acceleration system (Anti rollover) it allows the rider to handle the road with ease.



< Modular Bed
The modular bed design is built with versatility in mind. Design it to fit your needs: flat bed, lockable storage, sectional bed, van box, dump bed and a refuge bed



< Interior Ergonomics
Featuring spaciousness, the Firefly offers a roomy cab with cloth bucket seats with manual adjustments for seat back, fore and aft movement. The wide 28" wide doors allow easy in/out access.



< Standard Features
Standard features include a padded arm rest with storage and drink holders. A cab heater and defroster are also standard.



Firefly® Specifications

Motor

- 80 Volt, 50 HP (37 KW) nominal permanent magnet

Battery Pack

- 72 Volt nominal Lithium Ion Phosphate LiFePO₄

Transmission

- Computer-controlled Integrated Drive System (IDS)

Exterior Dimensions

- Overall cab height 68 in (173 cm)
- Overall length 150 in (380 cm)
- Overall width 50 in (127 cm)
- Ground clearance (at side) 5 in (13 cm)
- Outside turning radius 113 in (287 cm)
- Wheelbase 91 in (231 cm)
- Track 46 in (117 cm)
- Cargo bed 54 x 46 x 14 in (137 x 117 x 36 cm)

Speed & Range

- Electronically Governed at 40 mph
- Normal operation yields 60 miles per charge

Electrical System

- Charging – On-board 80-240 VAC charger, compatible with the new SAE J1772 standard
- Lights – Two halogen headlights and LED stop, tail, turn signals, and dome light, DOT approved
- Starting/Operation – HOLD mode provides a safety interlock requiring the driver to press the brake to switch to FORWARD/REVERSE operation
- Gauges – Column-mounted Integrated Display Unit displays speed, odometer, hour meter, state of battery pack, warning and operator messages, and on-board Data Acquisition System (DAS) parameters
- Wiring – Additional harness pre-wired for cab-mounted light masts
- Electronic Controlled Drive – Variable-rate electronic drive system to optimize speed and range
- Lateral Acceleration Sensor – 3-axis accelerometer and steering position sensor for maximum stability
- DAS – The Firefly® is equipped with data logging to enhance the ability to track day to day operations of the vehicle. Nearly every parameter is logged to profile characteristics such as Speed vs. Range, and Charge vs. Time. Data can be downloaded via removable storage for quick analysis

Steering

- Tilt-column steering wheel with center horn button

Braking

- Hydraulic disc brakes on all 3 wheels
- Dual circuit master cylinder
- Mechanical parking brake

Suspension

- Front – Proprietary load distributing system with anti-dive control
- Rear – Heavy-duty leaf springs equipped with tuned shocks for maximum load control

Climate Control

- Heating - Electronic 72V, 700 watt heater/defroster

Tires

- 175/65-14 Kumho Eco Solus HM KR22 low-rolling resistance all-season radials

Seat

- Single passenger bucket seat, optional dual buckets or a 2 passenger bench-style seat.

Features

- 3-Wheel vehicle with integrated safety cage, textured ABS UV-protected body panels, and lockable, covered pickup bed
- “Shallow Swing” door system to maintain narrow vehicle profile with **26 in (66 cm) extra-wide openings**. Traditional vertically sliding windows
- **Extra-low step-in height of less than 7 in (18 cm)** to maximize operator comfort and minimize fatigue
- Steel front and rear spring-mounted bumpers
- 3-Point seat belt system
- High-visibility, tinted, haze/scratch/impact-resistant polycarbonate windows with outside and inside mirrors
- 2-Speed windshield wiper system
- Switchable dome light and backlit controls for nighttime use
- Floor mat and integrated, adjustable sun visor
- Integrated console with cup holders,
- Document holder and recessed dashboard for accessories.
- 12V DC Accessory ports for phone, radios, etc.

Weight Capacity

- Vehicle Weight – 1750 pounds
- GVWR – 2800 pounds
- Rated Capacity – 1050 pounds (incl. driver)

Color

- White ABS plastic w/UV protection standard – other colors optional. Steel frame is black powder coat.

The *Firefly*[®] Accessories

- Auto Chalking



- License Plate Recognition



Firefly[®] Warranty

- Includes a twelve month manufacturer's warranty which covers all parts in the vehicle found to be defective. This warranty will include any labor required to repair defective parts or install new parts into the vehicle. The installation to be performed by an authorized representative.
- Any failures found to be the result of negligence or abuse will not be a covered warranty repair.

Firefly[®] Extended Warranty

Extended Warranty Program

Components	Covered	Excluded
12 Volt Battery	X	
LiFePO ₄ Battery Pack	X	
Wiring Harness	X	
Solenoids	X	
Controller	X	
DAS System	X	
Fuses	X	
Charger	X	
Charger Cord	X	
Dials	X	
Gages	X	
Motor	X	
Transmission	X	
Axle	X	
Front Suspension	X	
Rear Suspension	X	
Brushes		X
Brakes		X
Rotors		X
Tires		X
Rims		X
Shocks		X
Light Bulbs, Head & Tail		X
Glass		X
Body Parts		X
Paint		X
Dome Light		X
Upholstery		X
Coverage Cost is \$2500 per vehicle per year. Term Commitment 4-years		

Warranty Conditions

Conditions, Terms and Exclusions of Extended Warranty Program

A Four year Manufacturer's Maintenance Agreement is available for purchase at the annual cost of \$2,500 per year per vehicle, payable at time of initial purchase agreement. This Maintenance Agreement is a "Bumper to Bumper" coverage type of maintenance free program. All batteries, drive train sub-assemblies (motors and transmission), electrical wiring and components, and dials/gauges are included under the Maintenance Agreement Program. See above for further details.

The Maintenance Agreement is available for purchase at end of the warranty period at the annual rate of \$3,000 per year, payable in advance, however, only upon inspection and acceptance of vehicle by an authorized representative of Good Earth Energy Conservation, Inc. prior to expiration of the warranty period.

A vehicle service contract (extended vehicle warranty) is not intended to repair problems that a vehicle may be currently experiencing. A problem with a vehicle that exists prior to the contract's activation is termed a "pre-existing condition", and will not be approved by service contract companies. The determination of a problem as being pre-existing is made by the repair facility or by the service contract company. An extended service contract should not be obtained for the purpose of paying for the repair of an existing vehicle problem. Claims made within 90 days of enrollment are especially subject to review to ensure that they are not pre-existing conditions.

Contract Terms

This is a 4-year contract where \$2500 is payable on the day of purchase and on the anniversary date for the next 3-years.

Payment Terms

Good Earth offers Net 15 day terms from date of invoice. The pay terms are subject to credit approval.

Exclusions:

Any part not specifically listed in the Plan Coverage section listed above.

Coverage is afforded only after 30 days and 1000 miles from the effective date and mileage of this Agreement. Failure(s) that occur within this period will be considered a pre-existing condition and are not covered.

Repair work performed without the authorization of the Obligor.

The *Firefly*[®] is Good for Business “Less Cost”

- From a cost point of view the Firefly will reduce the operating costs of the current parking enforcement vehicle by 80%.
- Good Earth is Headquartered in Ft. Worth, TX along with their parts and manufacturing plant. The benefit of a US based company is essential to the parking enforcement world. It allows Good Earth to support the product in the field.

Made in America, supporting America!

The *Firefly*[®] will Cost Customers Less

- GO-4 Operating Cost:
\$0.125/Mile



- Firefly Operating Cost:
\$0.019/Mile



The *Firefly*[®] Applications

- Municipal Government
- University
- Airports
- Private Industry
- Parking authorities
- Management Companies
- Correctional Institutional
- Hospitals
- Stadiums
- Theme Parks
- Large Manufacturing Facility's
- Stadium
- Security Services
- Water Meter Reading



HIGH VISIBILITY of Environmental Stewardship



Good Earth EC Management TEAM

Good Earth Energy Conservation Inc. is an American company headquartered in Fort Worth, Texas. Its main product offerings are electric 3-wheeled utility and commercial delivery vehicles, which are transforming the green vehicle landscape by focusing on quality over quantity. The G.E.E.C. approach is based on the premise that electrical efficiency is the key to building an affordable electric vehicle with sufficient range and speed.

The Management Team

James M. Hawes - (Chief Executive Officer) Jim has served as Chief Executive Officer of GEEC since startup. He has started and managed and/or been a director of more than twenty companies. Many of these companies, including McDonald's Restaurants in Hong Kong (first McDonalds in Asia, outside of Japan), IKEA, Asia Renal Care (associated with Stanford Medical School), and the Sheraton Hong Kong (first Sheraton in Asia, outside of Japan), represent the transfer and development of proven business models and technologies from the West into successful companies in Asia. Jim was a U.S. Navy officer and served on SEAL Team-2 in Vietnam and the Congo. He has an MBA from Harvard Business School.

James R. Emmons - (President and Chief Financial Officer) has over 25 years' experience in the financial and operations management in multiple company environments with emphasis on growth enterprises and start-up and/or turnaround situations. He is a Certified Public Accountant licensed in the state of Texas. Mr. Emmons formerly served as President and CFO of General Electrodynamics Corporation ("GEC") and was responsible for all operations and business functions, including the design and implementation of the strategic, financial and operating plans in a multiple company structure. Prior to GEC he served as the Chief Accounting Officer and CFO for Wilson Brothers USA, Inc. a manufacturer of promotional products with consolidated annual revenues in excess of \$25 million with the responsibilities of managing all financial and accounting functions including financial reporting, cash management, banking relationships, audit functions, and SEC filings including interaction with legal counsel and external auditors.

Greg Horne – (Chief Technology Officer) is a 1987 graduate of Univ. of Texas (Arlington) in Computer Science Engineering. He worked on software and flight testing for Bell Helicopter on the Bell/Boeing V-22 Osprey, then was Director of Engineering for General Electrodynamics Corp., responsible for design and development of weight and balance equipment for military and commercial aircraft. For the past 15 years he has been CEO of Advanced Microcontrols, which provides engineering services to the elevator industry, in which product safety and reliability are critical. He holds 10 patents related to engineering, telecommunications, and radio frequency identification.

Todd Marcucci - (VP, Research & Development) Todd has a degree in Engineering Technology from Texas A&M University in College Station, Texas. He managed the global lab operations for Littelfuse, Inc., responsible for circuit protection device characterization and customer applications testing from consumer electronics to industrial power distribution. He has also worked on product development, sales, marketing, and production in the both the automotive performance/racing and telecommunications industries

Peter G. Barsky - (VP, Sales) is co-founder and co-owner of Electric Car Company of Long Beach, one of the leading dealerships of electric vehicles in the US. Electric Car Co focuses on sales and service of NEVs and other models of electric vehicles to residential, commercial and government customers through the Western US. Pete has many years' experience in sales and marketing management in several industries. He has been responsible for managing teams of sales executives (most recently as National Sales Manager of Adapco Inc.) and for establishing new sales territories in many States of the US.

Dennis Carter – (Regional Sales Director) is a 1992 graduate of The Ohio State University in Columbus, Ohio. He managed Eastern USA and Canada for Cushman/E-Z-GO a division of Textron in their UTV, LSV, specialty, and used car division. He is a certified Green Belt in Lean Six Sigma where he led several major projects resulting in significant savings and increased sales. Mr. Carter formerly was the Vice President of Sales and Marketing for Westward Industries headquartered in Winnipeg, Canada. There he led sales and marketing to the expansion of their current products in new market segments, built brand awareness, streamlined dealerships and worked with a project team to develop a street-legal Hybrid/Electric truck. As a senior-level sales manager he has 19 years of experience and knowledge in sales management, contract negotiations, new business development and dealer development.

Eric R. Burmeister – (Regional Sales Director) has over 12 years of experience in the alternative fuel vehicle market. Mr. Burmeister is a recognized leader and pioneer in the electric vehicle manufacturing industry. He has worked for such companies as Chrysler Group GEM and ZENN Motor Company, in the position of Regional Sales Manager/Director, where he was directly responsible for much of these companies' growth and development. Prior to coming to Good Earth Mr. Burmeister was the CEO of his own highly successful Electric Vehicle consulting firm. In this position he assisted in implementing corporate policy for a number of recognized alternative fuel vehicle manufacturers. Eric is an expert in start-up companies and has experience in all aspects of organization.

THANK YOU!

Efficient. Less Cost. Proven



Street legal speeds exceeding 40 mph.