

Dear All,

Like many of you, for the last 4 years I have devoted my life to our extraordinary mission.

As our company continues its rapid transformation to commercial operation, it is essential that we are unified at every level on what we are seeking to achieve and how we intend to achieve it. In recent times, strong and honestly-held differences have emerged at the most senior levels of the company about how we best take the company forward. I do not wish to be a barrier to that unity and so will step down and let the company transition to new leadership.

I'd like to offer my sincere thanks to the wonderful team here in Israel and around the world who have devoted everything they have seeking to make this vision a reality. I also want to thank Idan for his vision and commitment to our incredible mission.

I continue to believe that the Better Place vision is both accurate and commercially sound and trust that whatever shortfalls we suffer are correctly seen as errors of execution not of strategy.

I have friends and colleagues too numerous to mention from the last four years who I want to thank and look forward to staying in touch. I will continue to support the company in any way I can and our broader mission.

My last official duty will stay with me as emblematic of what matters in a venture such as ours - a meeting with 100+ very satisfied, passionate, opinionated and devoted customers who will never go back to "driving fossil" - they are our heroes. With their help and the changes we're making, our sales pipeline is now filling fast. All strength to your arms.

Onwards ...

Warmest,ET