



STUART COUNTESS

President & CEO

Kia Georgia, Inc.



Plan S: \$25 Billion Shift to Electrification

More EVs/hybrids/PHEVs, new mobility



U.S. EV Strategy

More EV models with more range ... increase EV sales 10x

Brand: **TRANSFORM** ... More Techy, More Green, More Advanced

1) Aggressive EV shift (EV6)



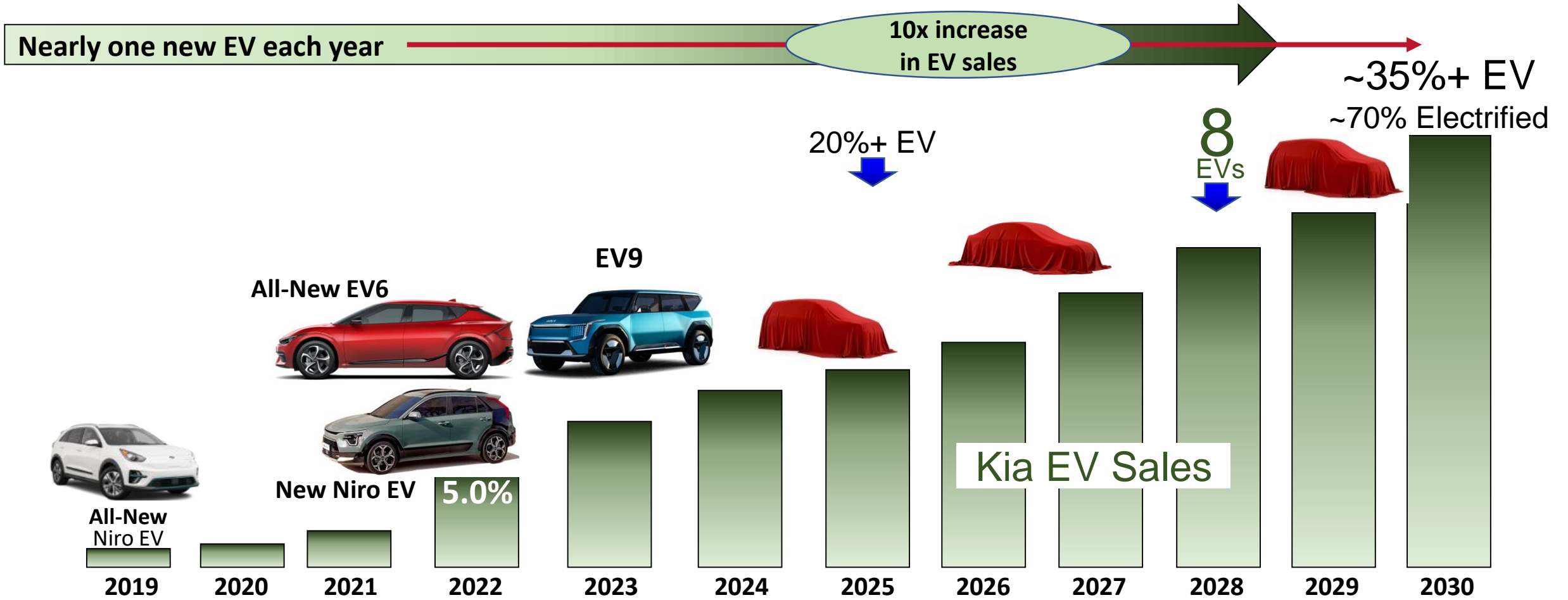
2) Launch mainstream EV SUV (EV9)



3) Broaden EV portfolio



\$25 Billion Plan S Product Plan Yields One New EV Each Year



Sources: March 2022: Kia Investor Day (global) update

- One new EV each year through the decade
- 35%+ of 2030 Kia sales to be EV
- Product focus: EV SUVs

Manufacturing Skill Transitions

- ❑ Fundamentals of Electric – Sources > Path > Load > Ground.
- ❑ Structural Technology – New Design Standards
- ❑ Equipment Needed – Safety, Manufacturing, Diagnostic, Testing
- ❑ Electrical Hazards Related to Battery Systems – PFMEA Analysis
- ❑ Battery Design/Performance
- ❑ Hazardous Waste Risks & Handling
- ❑ “What if” Scenarios - Fire, Damage, Spills
- ❑ “What to do” Scenarios - Personal Injury, Who to Call, How to Contain

Logistics & Management

- ❑ Weight Considerations; Transportation, Towing, Parking Decks, Road Wear
- ❑ Storage Parameters – Charge-Based Duration
- ❑ Roadway Assistance
- ❑ Charging Station Density

Emergency Services

- ❑ Rescue Standards Development - Assessment, Priorities of Actions
- ❑ Rescue Conditions - Incompatibility with ICE vehicles, immersion, suspension
- ❑ Unintended Electrical Conductors; Grounding
- ❑ Environmental impacts

Things that NEVER Happen...

Don't happen for a reason!

