

Welcome



L I G H T Y E A R

May 2012
Where it all started



L I G H T Y E A R







2013



2015



2017



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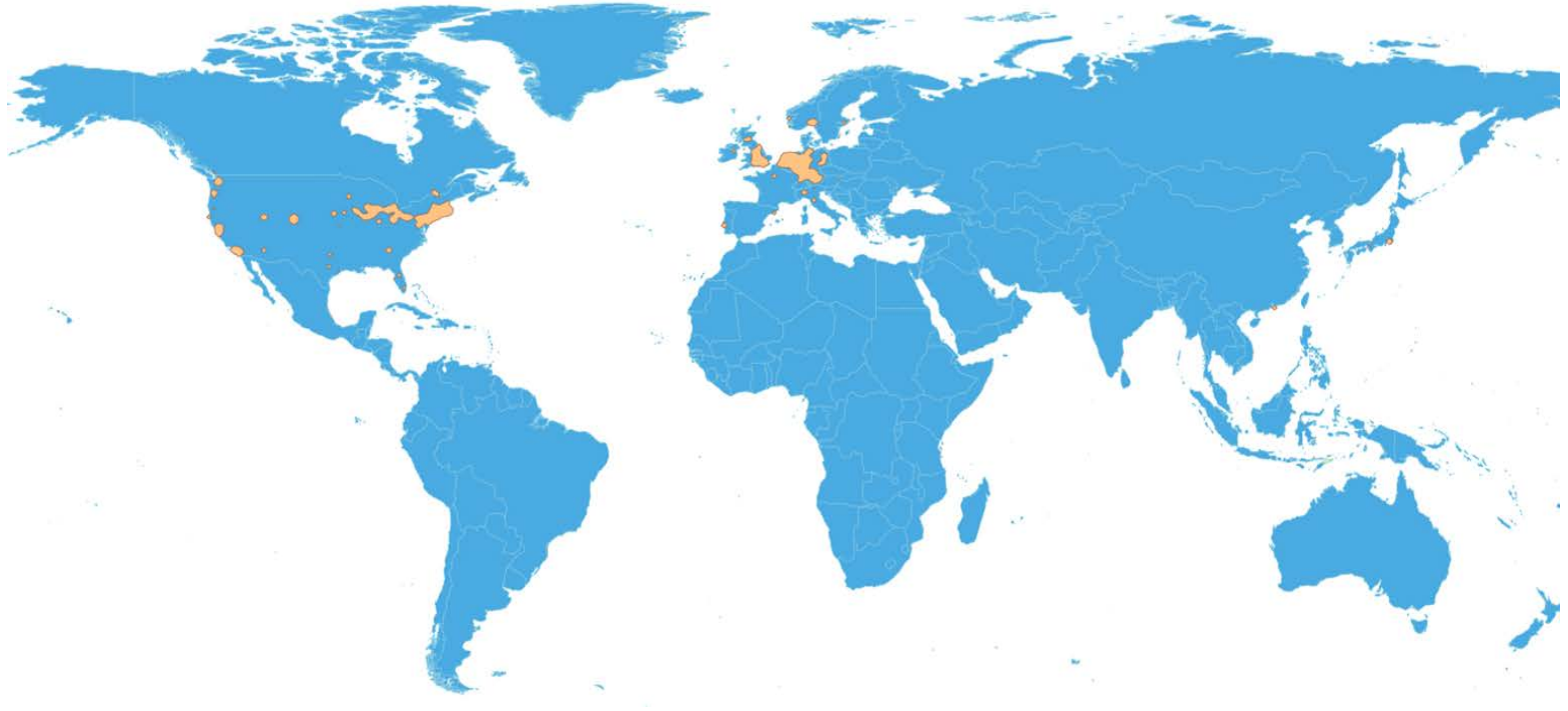
November 2015
Back to the drawing board



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Problem: Only 3% of the world lives near charging points



September 2016

**Solar cars can provide a solution. How do
we reach mass market?**



L I G H T Y E A R



Electric cars ready for every corner of the planet





Charge anywhere



4 Wheel drive



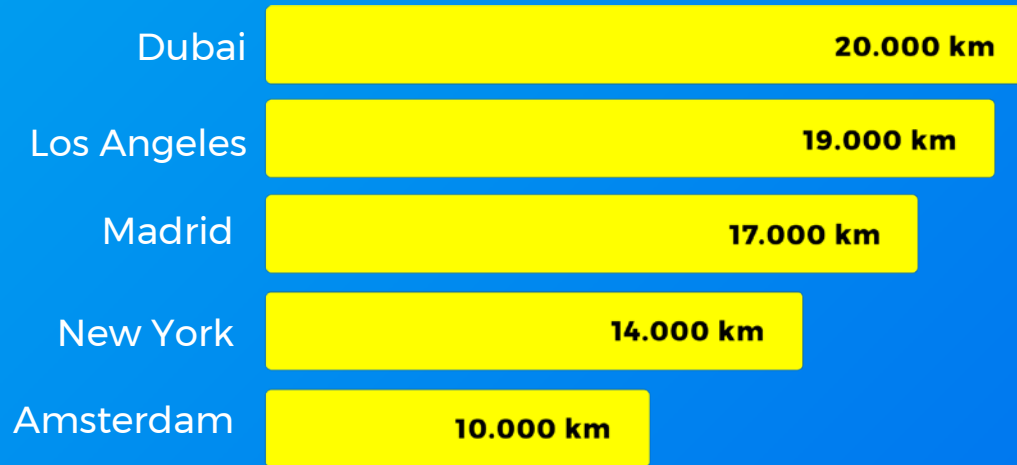
Ground clearance



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Effortless Energy

Kilometres per year powered by the sun



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Step 1:

low volume, exclusive car



Introduce a reliable brand
Develop technology
Start production

Step 2:

High volume, TCO competitive



Set-up high volume production
Reach economies of scale
Enter mass-market



L I G H T Y E A R

400 km
Base model



800 km
Upgrade



€119.000 ex

Deposit regular edition: €19.000

Deposit Signature edition: €119.000

June 2017
The brand



L I G H T Y E A R

Public launch

5M+

Online press coverage

4M+

Dutch prime time news

150k+

YouTube views

Mashable

electrek



REUTERS



rtl nieuws

rtlz



NOS

RUPTLY

THE VIDEO NEWS AGENCY

NUMRUSH



RTL LATE NIGHT



L I G H T Y E A R

The first pioneers

“I need a lot of driving range, finally a car that fits my needs”

“Great to see that this is finally happening”

1st

**Signature edition
sold**

10

**Regular models
sold**

58

In pipeline

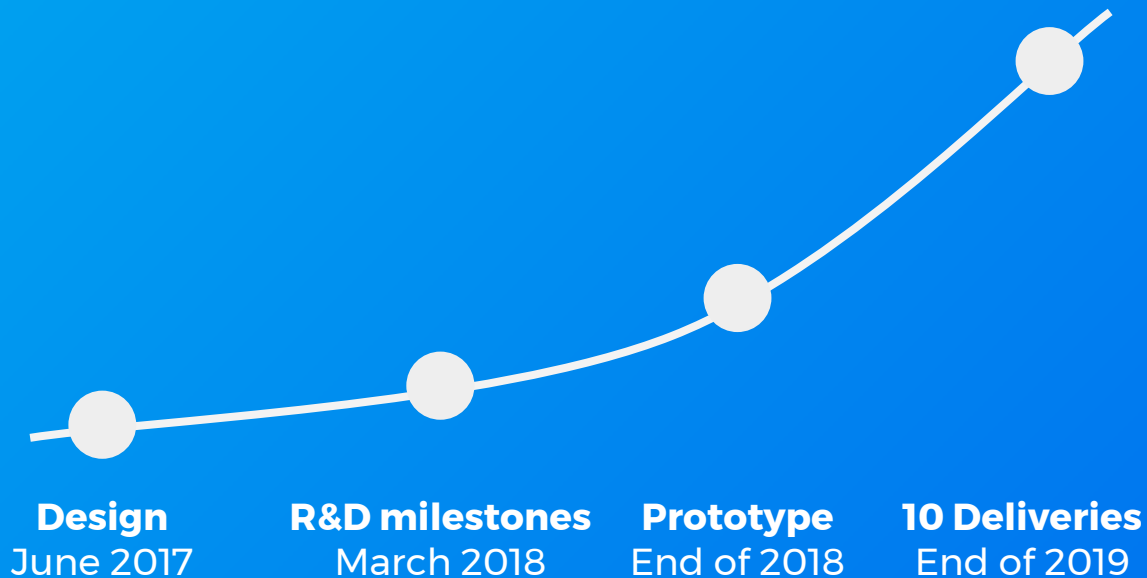


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September 2017
Scaling

Roadmap



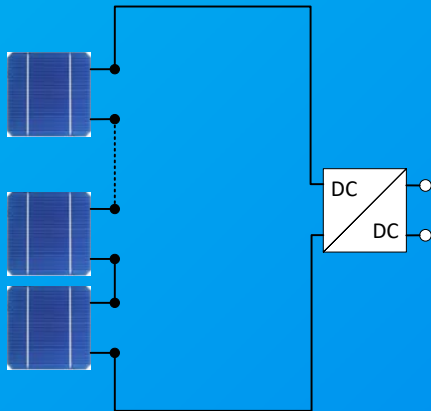
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The PV System



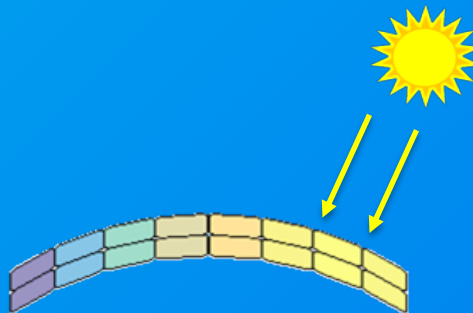
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State-of-the-art for SEV:

- 3 strings of 125 cells
- The **weakest** cell determines the string current



Curved Surfaces and **Shadows** cause mismatches between cells



Therefore, Stella and Stella Lux had flat solar roofs

This limits **design freedom** and **aerodynamic** performance



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Grouping Efficiency: *ratio between the individual cell MPPs and the suboptimal group MPPs*

$$\eta_{group} = \frac{\sum P_{mpp,group}}{\sum P_{mpp,cell}}$$



$$\eta_{group} = 98.6 \%$$



$$\eta_{group} = 75 \%$$




Solution: Smaller groups, AKA Distributed Maximum Power Point Tracking

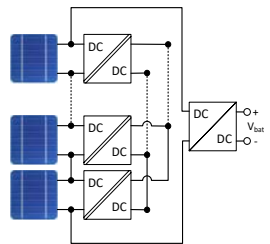
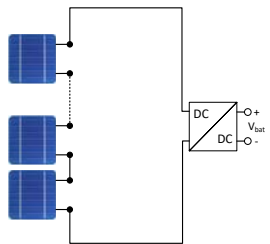


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Old System

New System

				
Old System	Grouping Efficiency	99%	80%	75%
	Conversion Efficiency	98%	98%	98%
	System Efficiency	97%	79%	74%
New System	Grouping Efficiency	100%	-1 99%	+15 98%
	Conversion Efficiency	96%	95%	94%
	System Efficiency	96%	94%	92%



Thank you!



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