EDTA Overview

Members

• Utilities/Power Generation Companies
• Vehicle/Component Manufacturers
• Charging/Infrastructure Companies
• Energy/IT Developers
• Fleet Operators/Industry Stakeholders

EDTA Board of Directors

Promoting Clean, Sustainable Transportation Technologies
U.S. Market Update

- Growing marketplace – more choice for more budgets
  - 15 plug-in models available now
  - will nearly triple by end of next year.
• Shifting from market rollout to market expansion
  - Plug-in sales growing exponentially:
    24% over last month
    43% over same month last year.
    103% total year-over-year
  - 148,994 plug-in vehicles sold since market introduction.
Infrastructure

• Virtually all EV owners charge at home
  – J.D. Power & Associates

• 6,699 public stations in the U.S.
  – U.S. Department of Energy

• Strategic focus on workplace charging and retail locations

• Market forecasts: 135,000 charging stations worldwide in 2011, could grow to as many as 10.7 million in 2020
  – IMS Research
Policy Priorities

• Tax Policies that Promote Investment
  – Consistence and predictable
  – Facilitate state and regional infrastructure deployment
  – Modernize federal transportation programs
  – Maximize electric drive in federal fleets

• R&D
  – Robust federal investments
  – Private/public partnerships

• Regulatory Harmonization
  – Establish centralized oversight
  – Central point of contact in federal government
  – Private standard setting organizations
Awareness

- Education and Awareness Campaign: “Accelerate the Good”
- Examples:

GED TV