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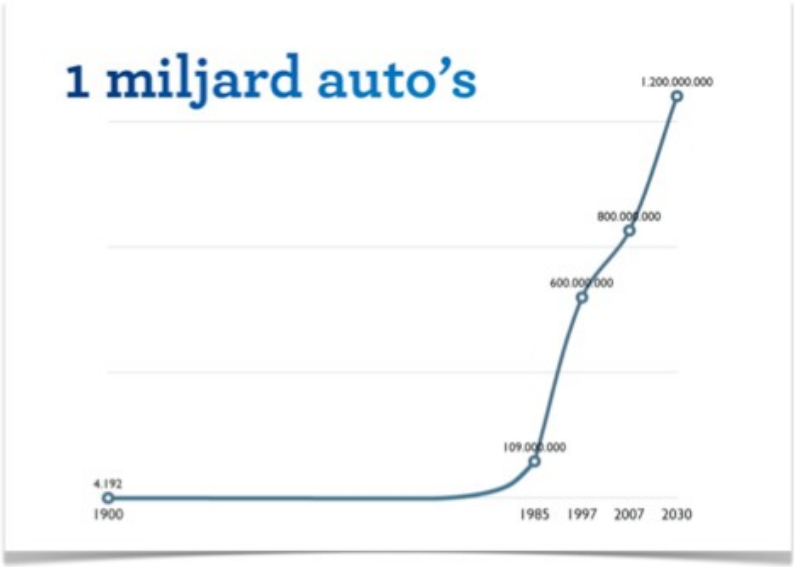
The Why

The How

25% of CO2 emitted by transport



49-KVD-2
52-KJS-9
96-NXJ-1
77-NGV-2

Electric vehicles

Market for EV	2011	2012	2020	2025
Netherlands	1,000	5,000	230,000	850,000
Europe	NA	NA	7-8 mil	20-25 mil

Adoption Curve

The Trendy Greens

General Attitude

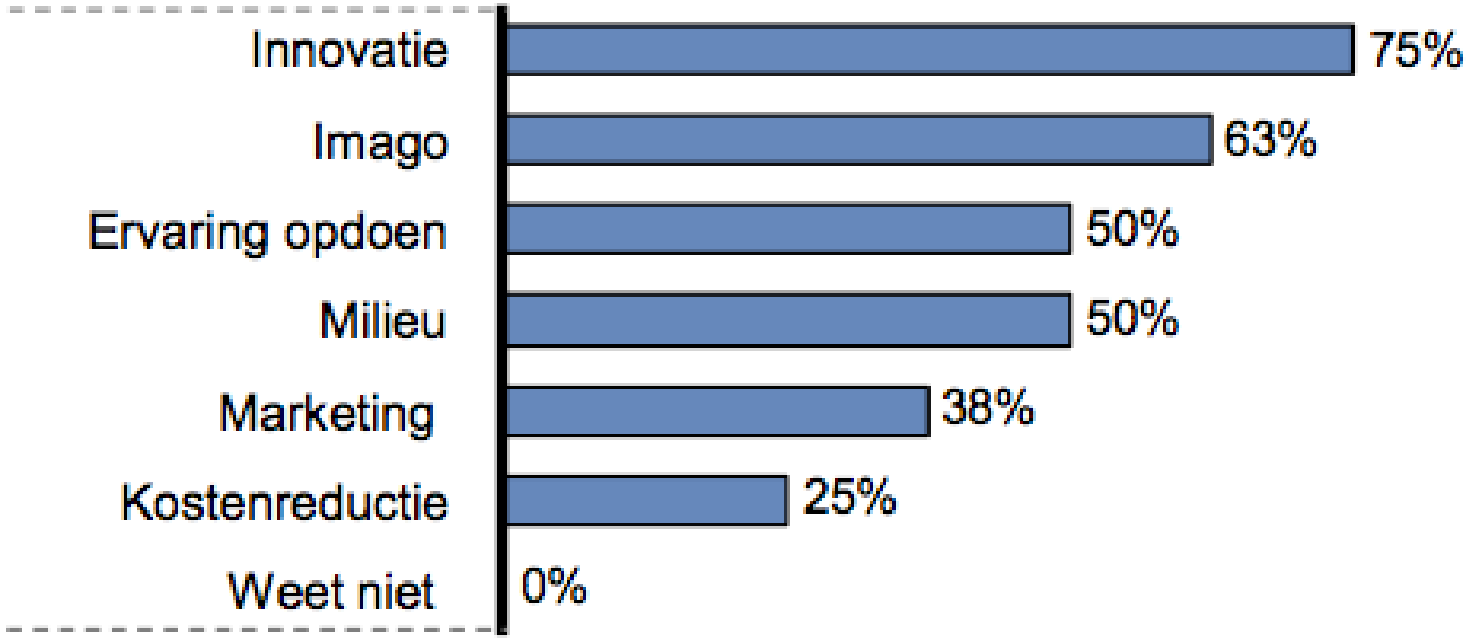
- Like to show off
- Willing to try new technology
- Less price sensitive
- Willing to pay premium and sacrifice performance
- for green
- Convenience seeker

EV Attitude

- Like EV's design, lower running costs
- Willing to pay for a home charger
- No concerns toward EV

Why EV's for companies?

Why companies invest in EV's



Mobility trends

GENERAL

- Ownership to access to
- Status of a car is going away

EV

- When people have a petrol car as well as an EV, they use the EV more often
- 70% EV drivers would buy an EV again as their next car
- EV drivers recommend electric driving to others

Future of urban mobility

City & behaviour trends

- Car-sharing – pay for what you need
- Mobility passes/budgets
- Incentives to drive EV's

Where are we now?

Early Majority

What are their general characteristics & attitude?

- They live in urban & suburban areas
- 67% are male
- They have a higher than average income - Their weekly milage is low (160km)

-Age between 40-44

-Prudent - need to see measurable benefits -Need to be convinced and assured

What is their EV attitude?

- Perceive EV as 'Green & Clean'
- They are concenred about the dependancy on oil
- Willing to pay a premium for convenience
- Top purchase influencer is ' Reliability'
- Other influencers: price, cost to charge and convenience to charge

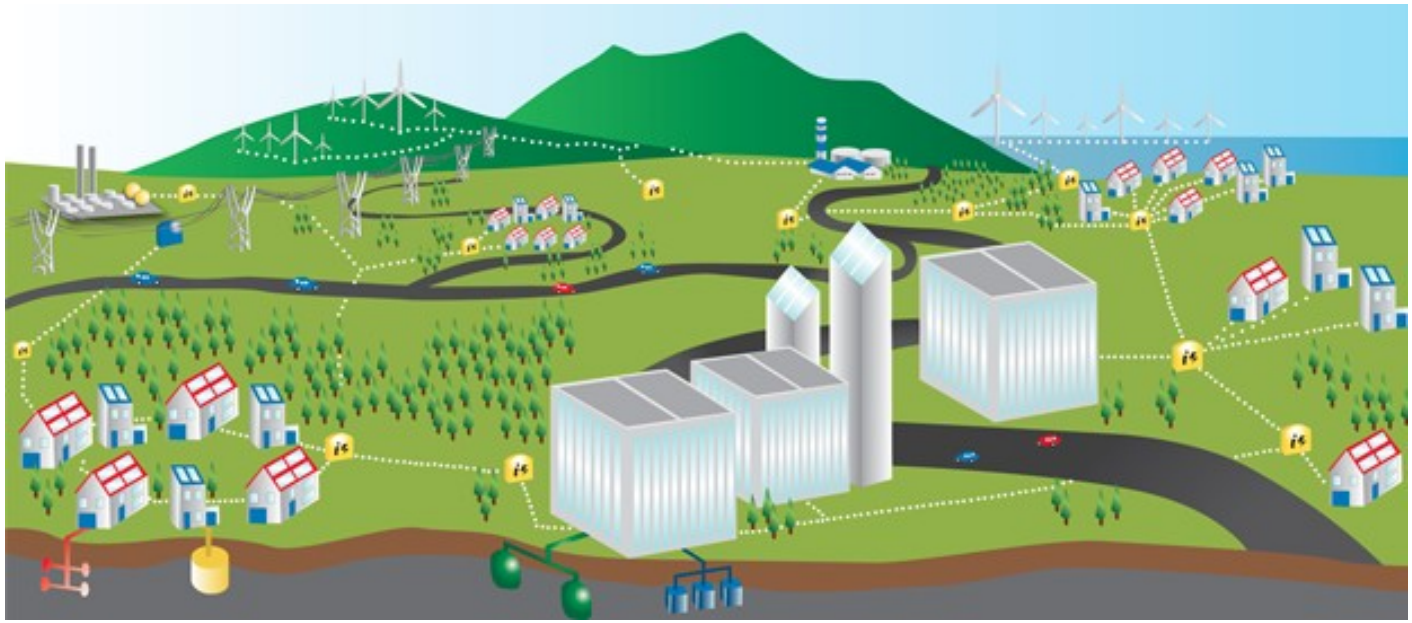
The Critique

Decentralised power production

Smart Grids

Old way – car starts recharging at maximum power as soon as it's plugged in
Smart way – the car interacts with the elctric grid as it makes sense in a given situation

Enabling
-load balancing – matching supply and demand of energy – essential for stable energy supply
- Energy trading



‘Be the change you want to see in the world’

- Gandhi