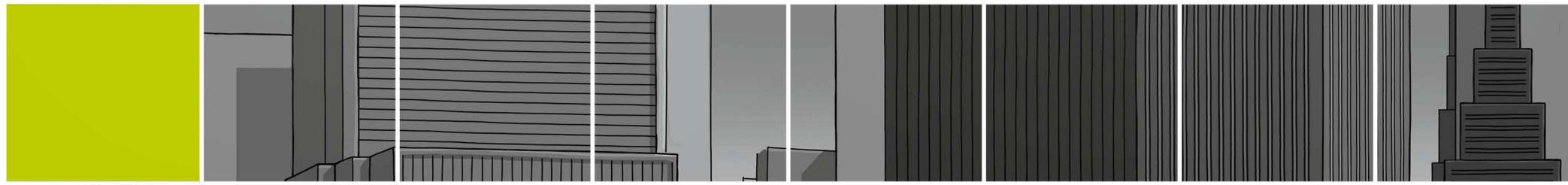




Eine Initiative der Bundesregierung



Unterstützt durch das Land Baden-Württemberg



LivingLab BW^e mobil

Showcase Region for Electric Mobility Baden-Württemberg



managed by
e-mobil BW


Wirtschaftsförderung
Region Stuttgart

EVS 27 Barcelona
Franz Loogen
e-mobil BW GmbH
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Electric mobility – a complex system: intermodal & connected

Electricity generation

Electricity network

- development
- smart grid



Charging station concepts:

- public
- semi-public
- private

technology

- conductive/ inductive
- alternating current/ direct current

different modes of charging



Users and goods

- smart phones
- mobility services



Vehicle interfaces

- ICT in vehicles
- charging technol.



Urban living

- smart home
- smart city
- energy storage



Further vehicles

- car-to-car
- fleet management/ back-end
- logistics



Modes of transport

- connecting public transport
- intermodality
- mobility services

Images: Daimler AG, EnBW Energie Baden-Württemberg AG, Fraunhofer IAO, MVV Energie AG, PTV AG, Robert Bosch GmbH, Stuttgarter Straßenbahnen AG

Baden-Württemberg's roadmap to sustainable mobility

Industrial policy

- competitiveness of the business location
- research & development, production site

Environmental ambitions

- reduction of emissions
- enable new mobility based on renewable energies

Goal of all the activities:

Increasing the market share of electric mobility on the long run and complete the technological evolution towards electric mobility...

...focusing on

- **industrialisation of electric mobility** – open to all technologies
- **demonstration of electric mobility** – development of integrated mobility systems in modern life



Cluster Electric Mobility South West – road to global market



- industrialisation of electric mobility
- more than 80 partners from industry and science
- cluster region: Karlsruhe – Mannheim – Stuttgart – Ulm
- cluster management: e-mobil BW GmbH

Objectives:

- realizing a high-capacity, low-emission and market-driven mobility
- Baden-Württemberg as leading manufacturer and supplier for electromobile solutions
- strengthening the regional economic power (esp. SMEs)
- linking industry and local research institutions

Vision:

Developing and producing the most attractive solutions for future mobility and turning Germany into a leading provider and key market for electric mobility.

Images: e-mobil BW

Living Lab BW^e mobil – Baden-Wuerttemberg's showcase project



In April 2012, four German innovative German regions have been selected as national showcases for electric mobility:

- Baden-Wuerttemberg
- Bavaria and Saxony
- Berlin and Brandenburg
- Lower Saxony

Their projects funded by four federal ministries...

- Federal Ministry of Economics and Technology (BMWi)
- Federal Ministry of Transport, Building and Urban Development (BMVBS)
- Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
- Federal Ministry of Education and Research (BMBF)

...as well as the individual states and regions.

Living Lab BWe mobil – Baden-Württemberg's Showcase Region



Main focus:

- development of viable business models and sustainable mobility solutions
- research on electric mobility in everyday life

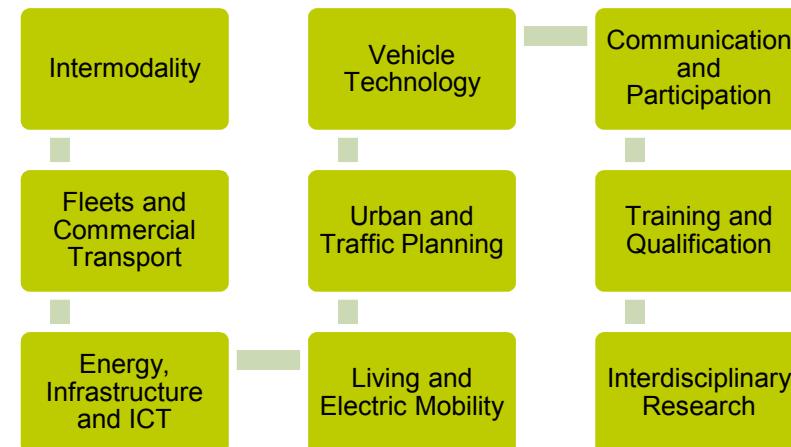
Key facts:

- more than 100 partners in 40 projects with a total volume of €110 million
- more than 2,000 electric vehicles and 1,000 charging points until 2015
- coordinated by the State Agency for Electric Mobility e-mobil BW and the Stuttgart Region Economic Development Corporation (Wirtschaftsförderung Region Stuttgart GmbH or 'WRS')

Images: Daimler AG, e-mobil BW GmbH, Flughafen Stuttgart GmbH, SSB AG, Staatsministerium Baden-Württemberg

LivingLab BW^e mobil – Key Topics

The LivingLab BW^e mobil projects reflect the **complex system** of electric mobility and address **nine key topics**:





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Thank you

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