



Electric Drive Update

**Brian Wynne, President
Electric Drive Transportation Association**



Promoting Clean, Sustainable Transportation Technologies

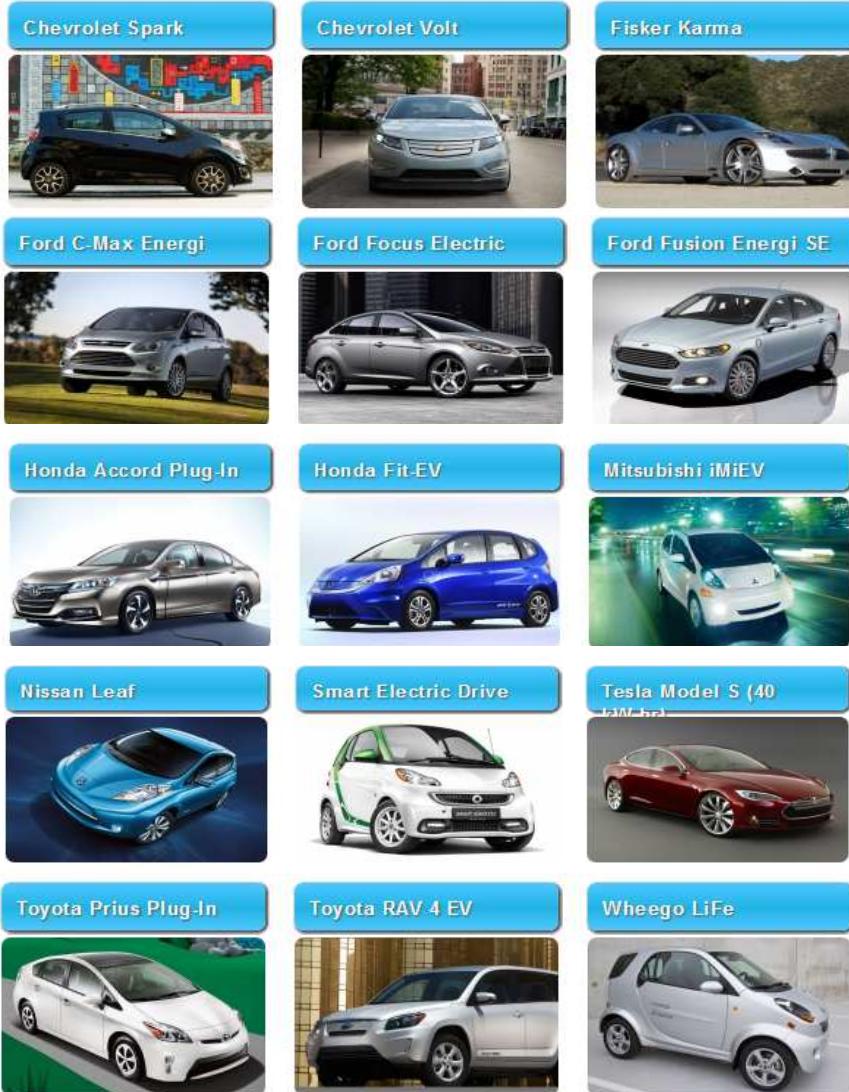
Members

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

EDTA Board of Directors



U.S. Market Update

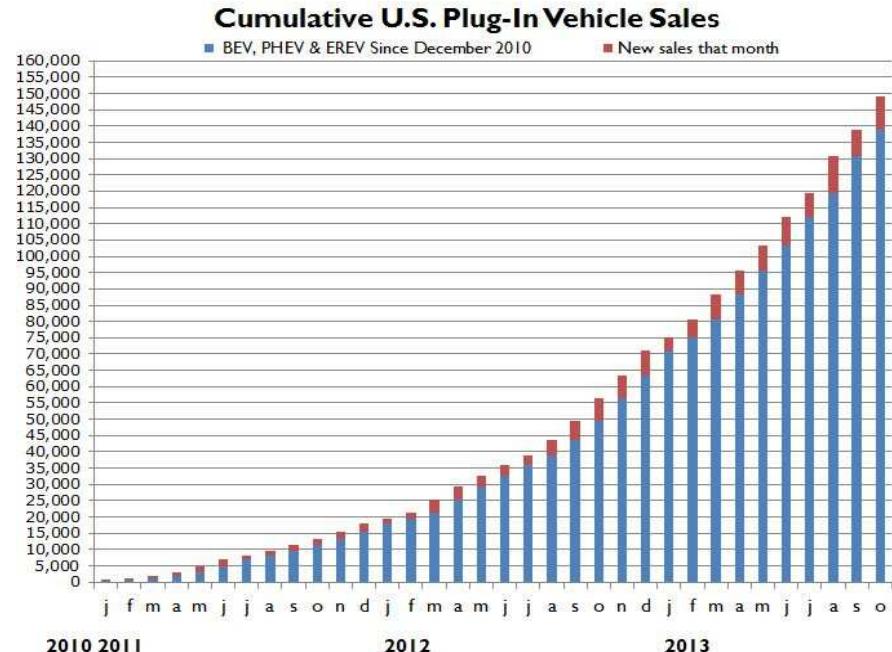


- **Growing marketplace – more choice for more budgets**
 - 15 plug-in models available now
 - will nearly triple by end of next year.



Sales

- **Shifting from market rollout to market expansion**
 - 10,100 total plug-ins, 33,565 hybrids sold Oct. 2013.
 - 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*



- **Tax Policies that Promote Investment**
 - Consistency 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:



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