

# The Way to Go

## The View of CEiiA

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The 27th INTERNATIONAL  
ELECTRIC VEHICLE  
SYMPOSIUM & EXHIBITION

BARCELONA  
17th-20th November 2013

# INCLUSIVE MOBILITY



CEIIA® 3W Device | New Vehicle



CEIIA® 3W Device | Portable Vehicle



CEIIA® 2W Device | Electric Bicycle



CEIIA® Energy Device | Electric Bicycle

# MARKET UPTAKE

## CHALLENGES

A new paradigm for transportation, a new paradigm for electric systems

Mitigation of current EV limitations:

- Adjusted design and industrialization strategies
- Innovative approaches at service models (CaaS / 360° / ...)
- Market segmentation
- Adequate infrastructure



veículo eléctrico



# INFRASTRUCTURE & SERVICES

Manufacturers, electricity suppliers, cities: all part of the system

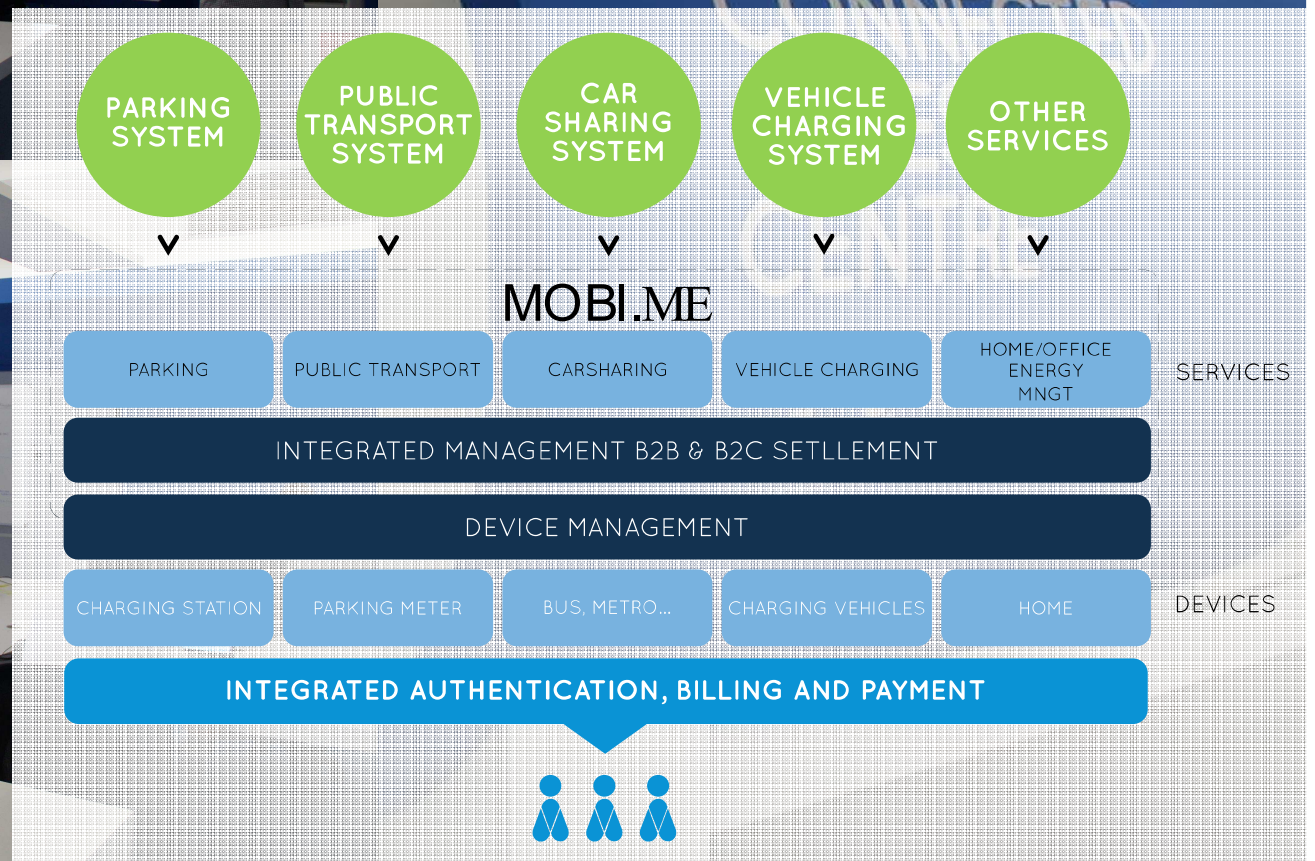
Market and business models

- User centric Innovative and value added services (much beyond “charging” ...)
- Home/fleet vs. public solutions (user vs. utility driven)

Regional coherence / integration and interoperability!



# INTELLIGENT SYSTEMS





# SMART INTEGRATION WITH URBAN DYNAMICS





# PUBLIC POLICY

## Fostering the Advantage

Europe as the largest, most coherent sustainable mobility region in the world, through:

- Innovation and R&D leadership (hard: storage, etc.; soft: social and behavioral)
- Real life demonstration lab of EV solutions and related concepts and services

## Setting an Adequate Framework

- A more mature cycle
- Smart integration with diverse urban policies and systems, though ensuring...
- Pan-european interoperability





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