



Electrifying Transportation

Brian Wynne, President, Electric Drive Transportation Association



Promoting Clean, Sustainable Transportation Technologies

EDTA Members & Board of Directors



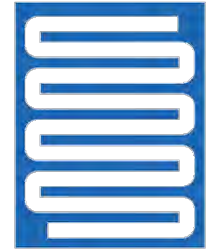
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- Utilities/Power Generation Companies
- Charging/Infrastructure Companies
- Vehicle/Component Manufacturers
- Energy/IT Developers
- Fleet Operators/Industry Stakeholders

EDTA Board of Directors



Electrified Transportation



Vehicles Available Now

Battery Electric Vehicles

BMW ActiveE

Ford TRANSIT connect electric

Mitsubishi i

Nissan LEAF

Smart Fortwo electric drive

Smith Newton (truck)

Tesla Motors Roadster Sport 2.5

Extended Range Electric Vehicles

Chevrolet Volt

Plug-in Hybrid Electric Vehicles

Fisker Karma S

Fuel Cell Electric Vehicles

BMW Hydrogen 7*

Honda FCX Clarity*

Mercedes-Benz B-Class*

Neighborhood Electric Vehicles

Club Car Villager LSV

GEM e2, e4, e6

GEM eS, eL, eL XD



Vehicles Available Now

Hybrid Electric Vehicles

BMW 7-Series ActiveHybrid

BMW X6 ActiveHybrid

Cadillac Escalade Hybrid

Chevrolet Silverado Hybrid

Chevrolet Tahoe Hybrid

Ford Escape Hybrid

Ford Fusion Hybrid

GMC Sierra 1500 Hybrid

GMC Yukon Denali Hybrid

GMC Yukon Hybrid

Honda Civic Hybrid

Honda CR-Z Sport Hybrid

Honda Insight

Hyundai Sonata Hybrid

Infiniti M Hybrid

Kia Optima Hybrid

Lexus CT Hybrid

Lexus GS Hybrid

Lexus HS Hybrid

Lexus LS Hybrid

Lexus RX Hybrid

Lincoln MKZ Hybrid

Mercedes M450

Mercedes S400

Nissan Altima Hybrid

Porsche Cayenne S Hybrid

Porsche Panamera S Hybrid

Toyota Camry Hybrid

Toyota Highlander Hybrid

Toyota Prius V

Toyota Prius, 3rd Generation

Volkswagen Touareg Hybrid



Vehicle Announcements for 2012-14

Battery Electric Vehicles

Audi e-tron

BMW i3 (Megacity)

Coda Automotive Sedan

Ford Focus electric

Honda Fit EV

Infiniti ZEV

Mercedes SLS E-Cell AMG

Nissan ESFLOW

Tesla Motors Model S

Toyota FT-EV

Toyota RAV4 EV

Volkswagen Golf Blue-e-motion

Volvo C30 Electric

Extended Range Electric Vehicles

Cadillac ELR

Plug-in Hybrid Electric Vehicles

BMW i8

Bright Automotive IDEA Plug-in Hybrid

Ford C-MAX Energi

Ford Escape Plug-in Hybrid

Ford Fusion Plug-in Hybrid

Mercedes S-Class Plug-in Hybrid

Mitsubishi Outlander

Toyota Prius Plug-in Hybrid

Volkswagen XLI

Volvo XC-60 Plug-in Hybrid

Hybrid Electric Vehicles

Audi A8 Hybrid

Audi Q7 Hybrid

Ferrari HY-KERS Hybrid

Ford C-MAX Hybrid

Mercedes C-Class Hybrid

Mercedes E-Class Hybrid

Suzuki Kizashi Hybrid

Toyota Prius C

Volkswagen Jetta Hybrid



Calculating and Understanding the Larger Benefits

- National Security
- Economic
- Environmental



Electric Drive Benefits: Energy Security

US national security is threatened by dependence on volatile and increasingly competitive global marketplace

Electricity is domestically produced from diverse sources
Current transportation fueled over 90% by oil

Electric Drive technology reduces dependence on foreign oil imports
US imports more than half of its needs



Los Angeles Times

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U.S. drivers spend record amount on gasoline in 2011

Despite lower demand, more than \$448 billion has been paid so far for fuel — \$100 billion more than in 2010. Consistently high oil prices are blamed.

December 09, 2011 | By Ronald D. White, Los Angeles Times

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American drivers

collectively spent more than \$448 billion on gasoline since the beginning of the year,

the Oil Price Information Service, putting the previous record for gas expenditures — set in 2008 — in the rearview mirror with weeks of driving still to go.



Electric Drive Benefits: Economic

Electricity **cost** per mile: 3-5 cents

Oil cost per mile: 12-15 cents

Spend energy dollars **domestically**

Annual US petroleum trade deficit is over \$200 billion

Build US leadership in advanced energy technology manufacturing

Electric Drive will create thousands of **American jobs**



Electric Drive Benefits: Environmental

1/3 less carbon emissions with current base load mix

Reduced or eliminated tailpipe emissions - controlling emissions from stationary sources is more effective than 250 million tailpipes

Electric vehicles get cleaner as the utility grid gets cleaner



2011 Electric Drive Action Plan



Driving Forward: An Action Plan for the Electric Drive Era

EDTA's policy recommendations for speeding the growth of the electric drive market and achieving the many benefits of electric drive transportation.

- **Reduce market hurdles**
- **Educate consumers**
- **Ensure U.S. leadership**
- **Establish coherent regulatory policies**
- **Accelerate technology breakthroughs**



Non-financial Incentives

- HOV lane access
- Preferential parking
- Reduced toll access
- Utility TOU pricing support
- Streamlined charging permitting
- Reduced vehicle registration cost



Need for Education

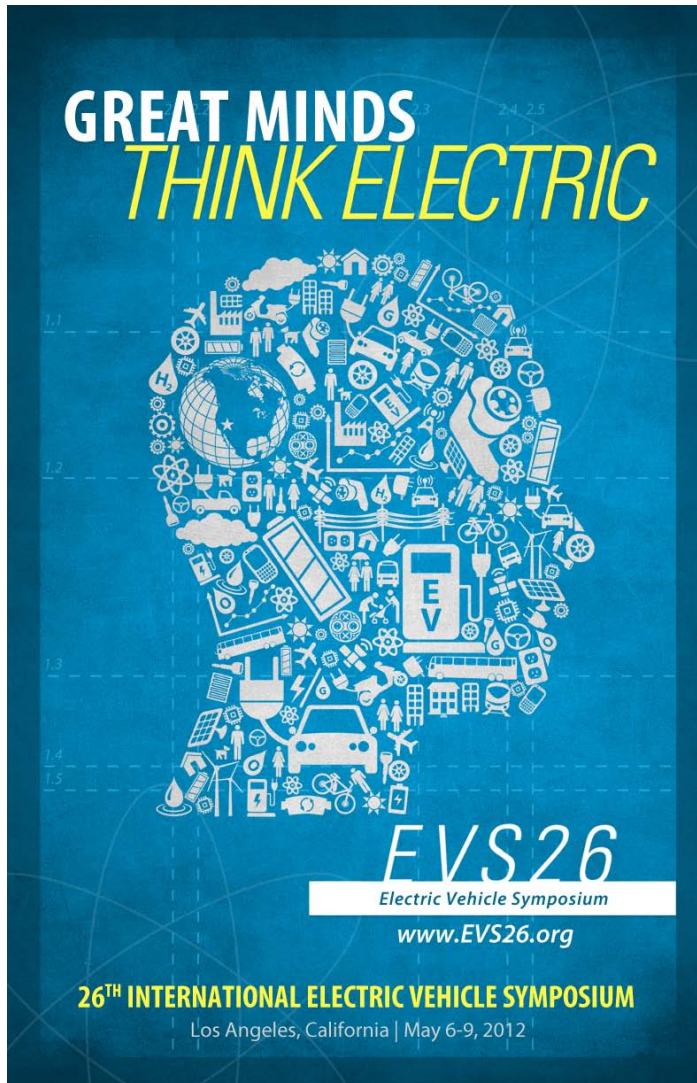


The 'go-to' hub for EV information

- Redefining transportation
- Making informed decisions
- MPG vs. cost-per-mile



26th International Electric Vehicle Symposium (EVS26)



- Plenaries
- Innovation Motorcade
- Ride, Drive & Charge
- Exhibition



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1101 Vermont Avenue, NW

Suite 401

Washington, DC 20005

bwynne@electricdrive.org

electricdrive.org

202-408-0774

 **[@electricdrive](https://twitter.com/electricdrive)**

