EDTA
Electric Drive Transportation Association

Metropolitan Washington
Council of Governments

Electric Vehicle Forum

April 29th, 2011.

Promoting Clean, Sustainable Transportation Technologies

Electric Drive Transportation Assn

Founded: 1989

Mission: - Preeminent industry association advancing
                    electric drive in U.S.

                 - Advocacy/Policy - $7.5B US investment

                 - Education & Outreach - *GoElectricDrive*

Membership: - Inter-industry – auto, utility, infrastructure
                 - 110+ members

Conferences: - EDTA Conference (April – Wash, D.C.)

                 - EVS-26 (May, 2012 – Los Angeles)

Transportation Transformation: Emerging Electric Drive Industry

- 30 Hybrid-Electric models currently available

- 4 'Production' Plug-in Electric Vehicles
  Nissan Leaf |GM Volt | Tesla Roadster | Ford-Azure Transit Connect

- 20+ PEV models introduced by 2012

- 43% Year-Over-Year Growth for EV's

- 22,000 charging stations being installed

- $10B infrastructure investment

- Operating Cost: $1.00 - $1.50 day (40 mile/day commuter)

- High Performance / Low Maintenance

- Top Safety Rating (Insurance Institute for Highway Safety)

- Reduce CO_2 emissions by 50+%

- Leaf / Volt – 'Car of the Year'

Transportation Transformation: Remaining Challenges

- <u>Security</u>:   - Perils of Oil Dependency

- <u>Challenge</u>:   - Meet President Obama's goal: 1M EV's by 2015
  <u>Tech</u>:   - Reduce battery costs by 50%

- <u>Policies</u>:   - 'First Adopters' to 'Mass Markets'
                       - Continued Federal Support: R&D & Deployment
                       - U.S. Technology/Manufacturing Leadership

                       - Educate Consumers / Key Industries

                       - Continue / Extend Incentives
                       - Harmonize Regulations / Codes /
                             Standards / Fees / Inspections
                       - Public-Private Infrastructure Investments

GoElectricDrive

Origin: EPRI-OEM 'Collaborative' (technical/standards)

Founded: October, 2009
            'National Plug-in Vehicle Initiative' (NPVI)

Mission: - Educate consumers, policymakers &
                    key industry sectors
            - Address market/institutional barriers to
                    mass market adoption of PEV's

First Objective:

Strategic Initiatives: - 'Public-Private Partnership Initiative'
                        - (4 others)

GoElectricDrive

- Launched: Nov – 2010

- 160 professionals – 60 companies/associations/ strategic partners

- Content available for 're-purposing'

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Thank You!