



# Electric Drive Update

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



Promoting Clean, Sustainable Transportation Technologies

# EDTA Overview



## Members

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

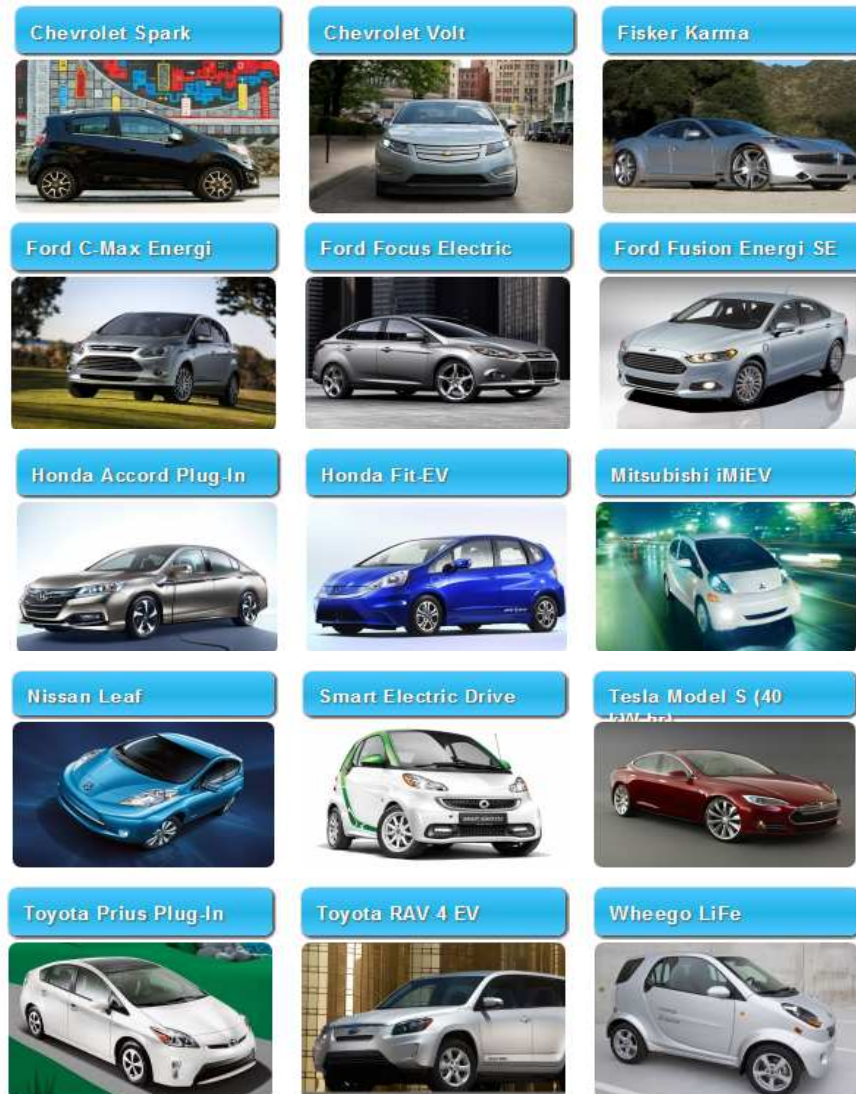
## EDTA Board of Directors



Promoting Clean, Sustainable Transportation Technologies



# U.S. Market Update



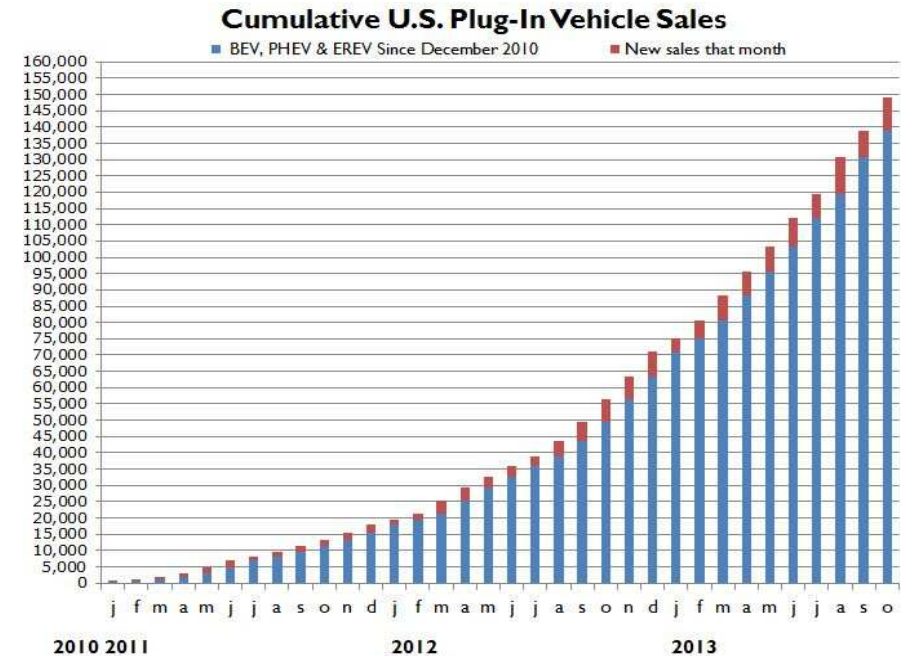
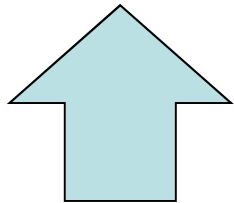
- **Growing marketplace – more choice for more budgets**

- 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**
  - Consistence 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





## GoElectricDrive

- Education and Awareness Campaign: “Accelerate the Good”
- Examples:

GREEN  
SPORTS  
ALLIANCE



GED TV







