

What have we learned? ...the story of an EMO...

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To predict future growth...

- Our story is a journey involving people, technology, customers and a fair amount of entrepreneurship



2009



2010



2011



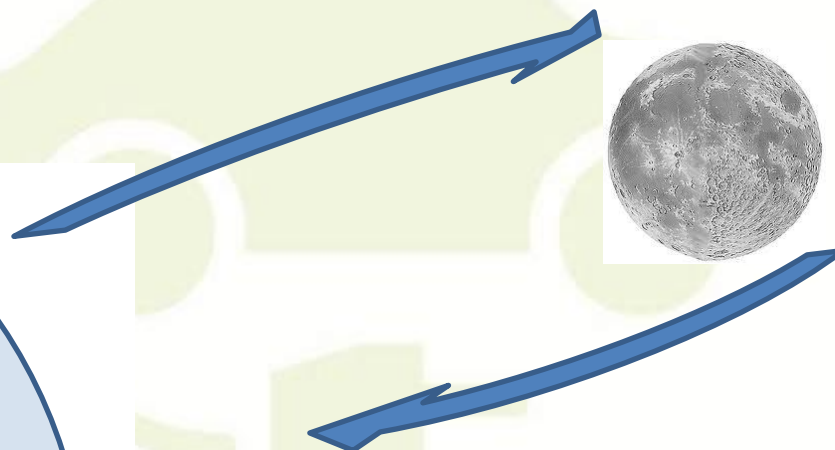
ChoosEV

- 30+ employees
- Owned by utility companies SE & SEAS-NVE, as well as Sixt Denmark
- The goal is to deliver EMO (Electric Mobility Operator) solutions to all car manufactures and leasing companies in the car industry
- In addition, the goal is to establish and operate an intelligent nationwide network of charging infrastructure
- Business model:
 - To offer customers who buy an EV - through our EMO partners - a safe and reliable product which fulfils the environmental requirements which the future means of transportation offers
 - While at the same time giving the energy sector the possibility to participate in the business opportunities that the EV provides in respect to the grid



So far "testenebil.dk"

19 times



750.000 km
Out of 7.000.000



The future customer

This car IS the future – even my husband now admits that we need to get rid of our fossil-fuel car – and replace it with a EV – We are so excited

Mie, Høje Taastrup

The EV certainly cover the needs of our family – If only the prices was more attractive, there is no doubt that we would buy one now!

Marit, Aalborg

I often stop at the red light, and the car next to me looks at my "little stupid car" – But hey, who is laughing, when I accelerate and leave the other car behind – Yes, the EV is indeed the future!

Erik, Varde

I wish this could be my company car
*Peter RK
Næstved*

The only problem with the EV is the huge interest from our neighbours, family and friends – We have never been invited for so many dinners, and the only thing they want to hear about is the EV – its like having a puppy!
Rasmus, Aalborg

I guess you have to be a politician to not realize the potential of the EV
Marianne , Vejen

I just love to drive by the gasstation, thinking – yes, I drive clean, and I drive cheaper!

Carsten, Varde

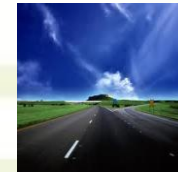


Thesis vs. reality

The EV will increase environmental awareness?



Range anxiety is the biggest challenge related to the EV ?



Safety is not an issue ?



There is a need for infrastructure on every street corner ?





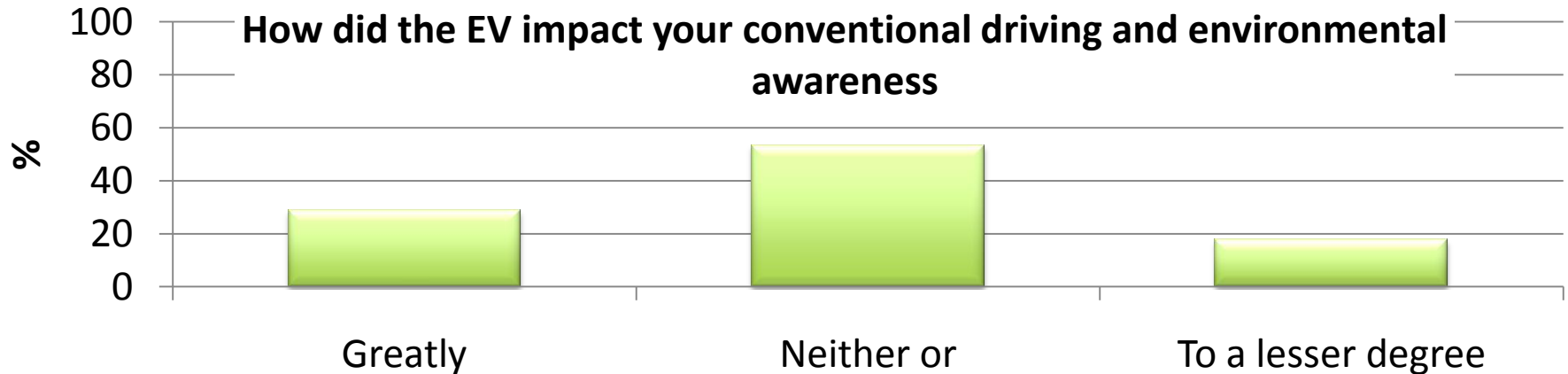
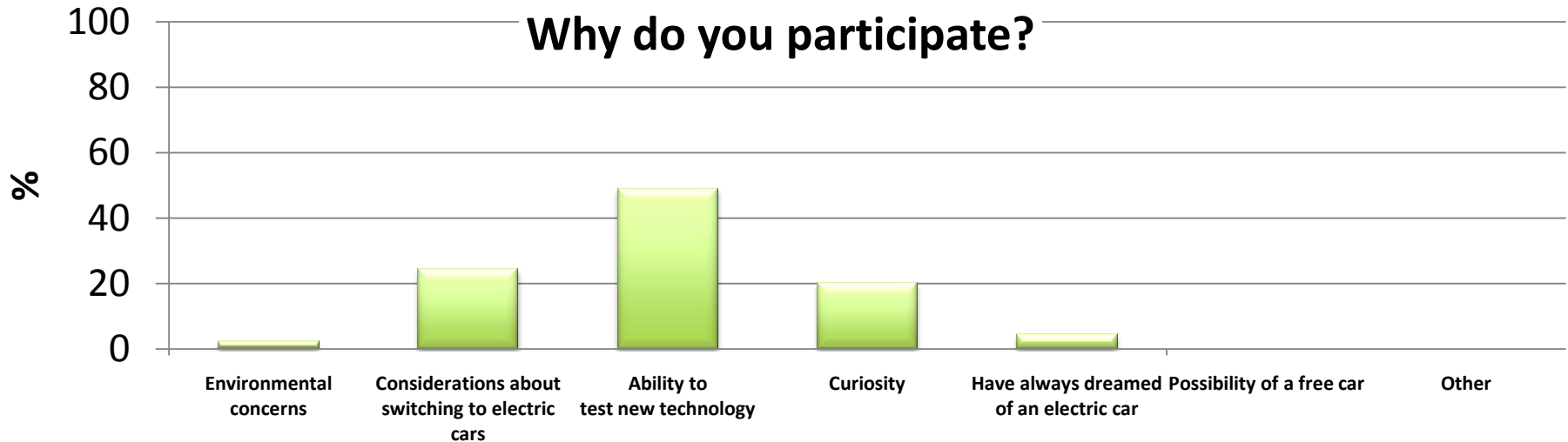
Environmental awareness 1/2

- If we look at the response from our customers vs. car manufactures and the EV industry in general it is clear that
 - we too often underestimate the environmental aspects of the buying process from future customers
 - The first-movers (including companies and public organisations) are keen to understand the environmental impact and opportunities of the EV
 - That drivers radically change behaviour in a number of areas once they have used an EV
 - The drivers want “green electricity”





Environmental awareness 2/2



Source: testenbil survey, 45 samples 08/11





Range anxiety ?

- Facts
 - 80% of all car owners in DK drive less than 100/day *)
 - 400.000 Danish families have two cars or more *)
 - The most discussed topic among EV stakeholders is ...range....
- But guess what..
 - Driving the EV is a new way of driving
 - Range anxiety is manageable
 - However – size of cars and tow bar is still a challenge
- From all our collected data – the direction is clear – users change behaviour and adapt!
- The biggest challenge right now is the price of the car!

*) Source: Trafikstyrelsen 2010





Safety issue ?

- Facts
 - OEM Cars have high safety ratings, 4*
 - All our customers and users are trained in possible safety issues related to lack of noise from the car
 - Falck, police and others are trained in safety requirements related to the battery
- So what's the deal
 - Up to 10% of the drivers perceive that there are safety related issues related to charging, car etc
 - The grid is heavily impacted once you charge more cars i.e.. on a suburban street – but intelligent charging solves the issue
 - **Professional EMOs need to secure that safety is in place in respect to correct installed infrastructure, and correct use of equipment!**





Infrastructure needs ?

We started with a charging point on every street corner...

- most cars can be available “to the grid” more than 12 hours pr. day
- for a private household 92% of the charging is done at home
- Quick Charge is requested by 99% of our customers
- What to do if you live in an apartment?
- a number of practical issues have to be solved...
- but...solutions are already available!



The future is now!

- For us at ChoosEV and our partners, the journey and growth have only just begun
 - ChoosEV have this morning announced our partnership with Siemens
 - We continue to work with the strongest brands and most innovative Companies in the industry
- We will continue to walk the talk!
 - We will make it possible for any EV drivers to connect throughout Denmark
 - Our subscription will encompass services, safety and intelligent charging based on our learning's from the past 2 years
 - A massive roll-out plan for Quick Charge in 2012 will remove all range anxiety in Denmark



Thank You!



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