

Lisbon
November 21.st 2013

EVU Partners



Emobility based on renewable energy - sunshine, water and wind.

Clean, sustainable and silent

A world of opportunities



Rune Haaland

President of the Electric Vehicle Union

Co- founder of the Bellona Foundation

25 years of experience with electric mobility







Medicine



Medicine



Medicine





The polluter pays for mass adoption of electric vehicles

By Rune Haaland of the Electric Vehicle Union



The most sold car in Norway now is an EV

9% of total car sales in september 2013
More than 10% in october 2013



€ 80.000

Tesla Model S Performance 416 hp



€ 270.000

BMW 5-serie M5 560 hp

Nissan Leaf: 2nd most sold car in Oslo
2013. More than 4000 sold in 2013



€ 32.800

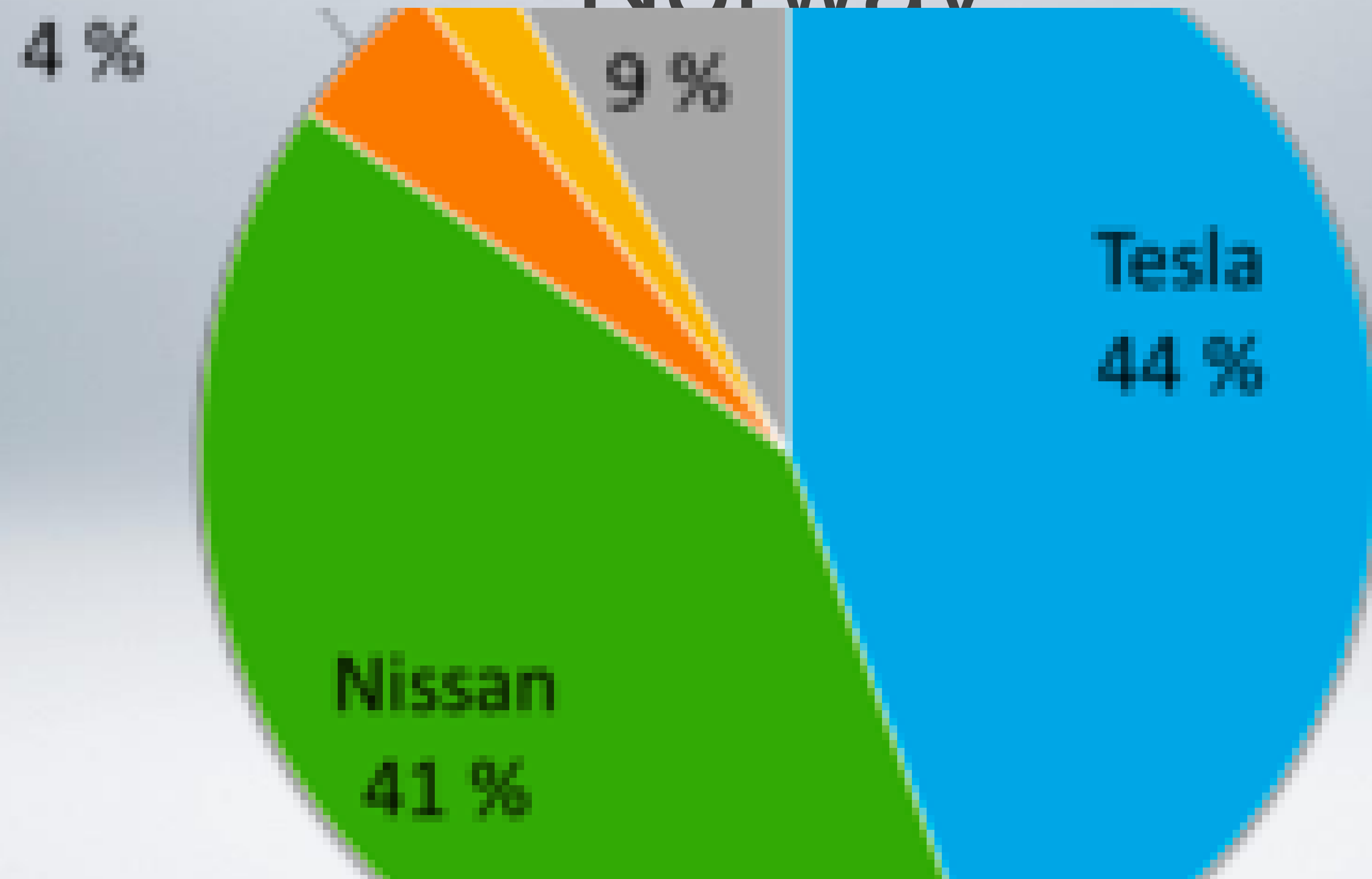
Nissan Leaf, Cold Option



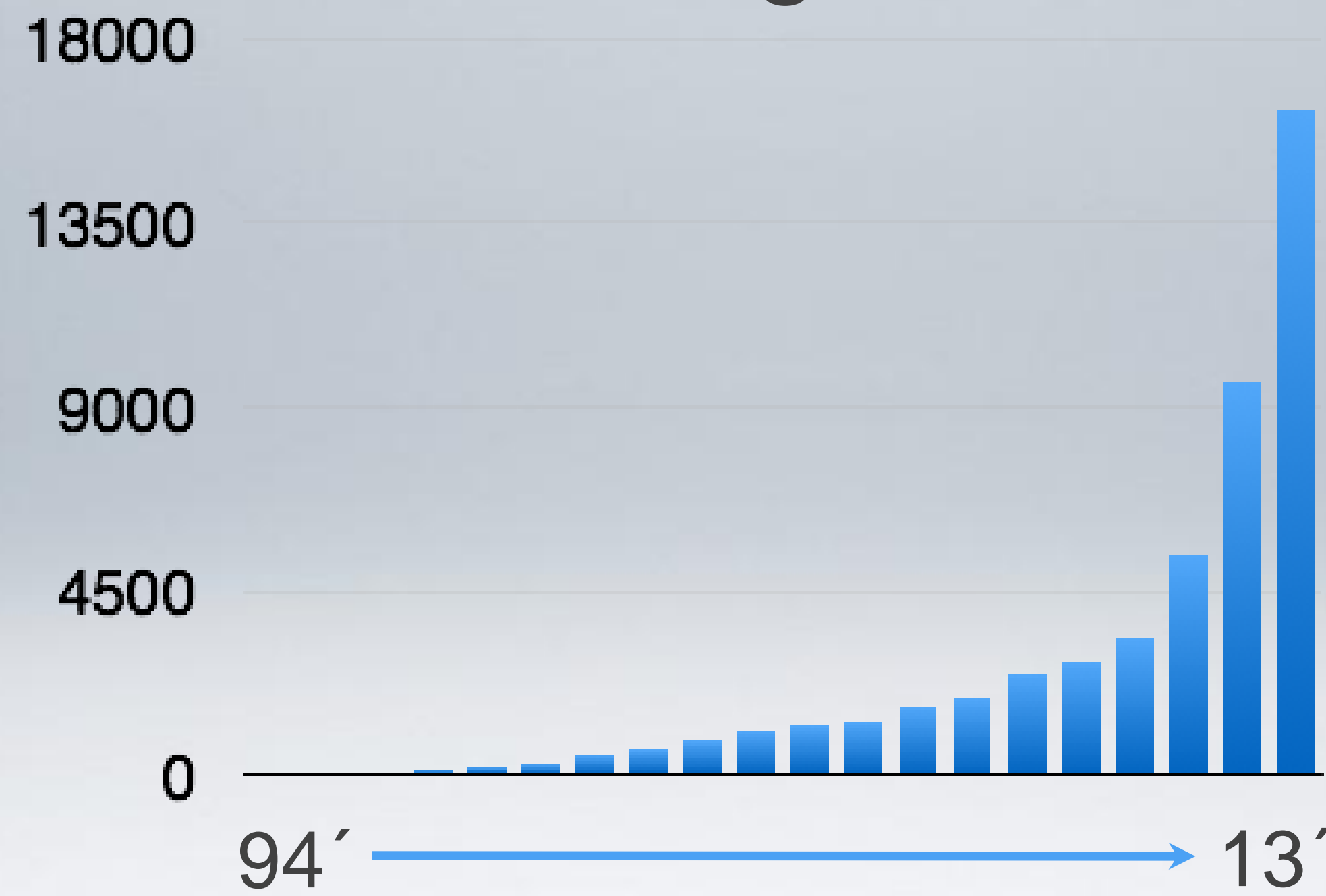
€ 37,666

Volkswagen Golf 1,2 TSI DSG R-Line

Sep 30. 15 277 EVs registered in Norway



EVs registered



Electric taxis will help cleaning the air in polluted cities. Delivery vans and buses will be the next step.







Polluter Pays

The Norwegian EV policy is based on the polluter pay principle.





High taxes



No taxes

INCENTIVE

Zero emission strategy



**Free parking on all
public roads**

**Free slow charge on
more than 3000 public
available charging
points**

Access to the bus-lane



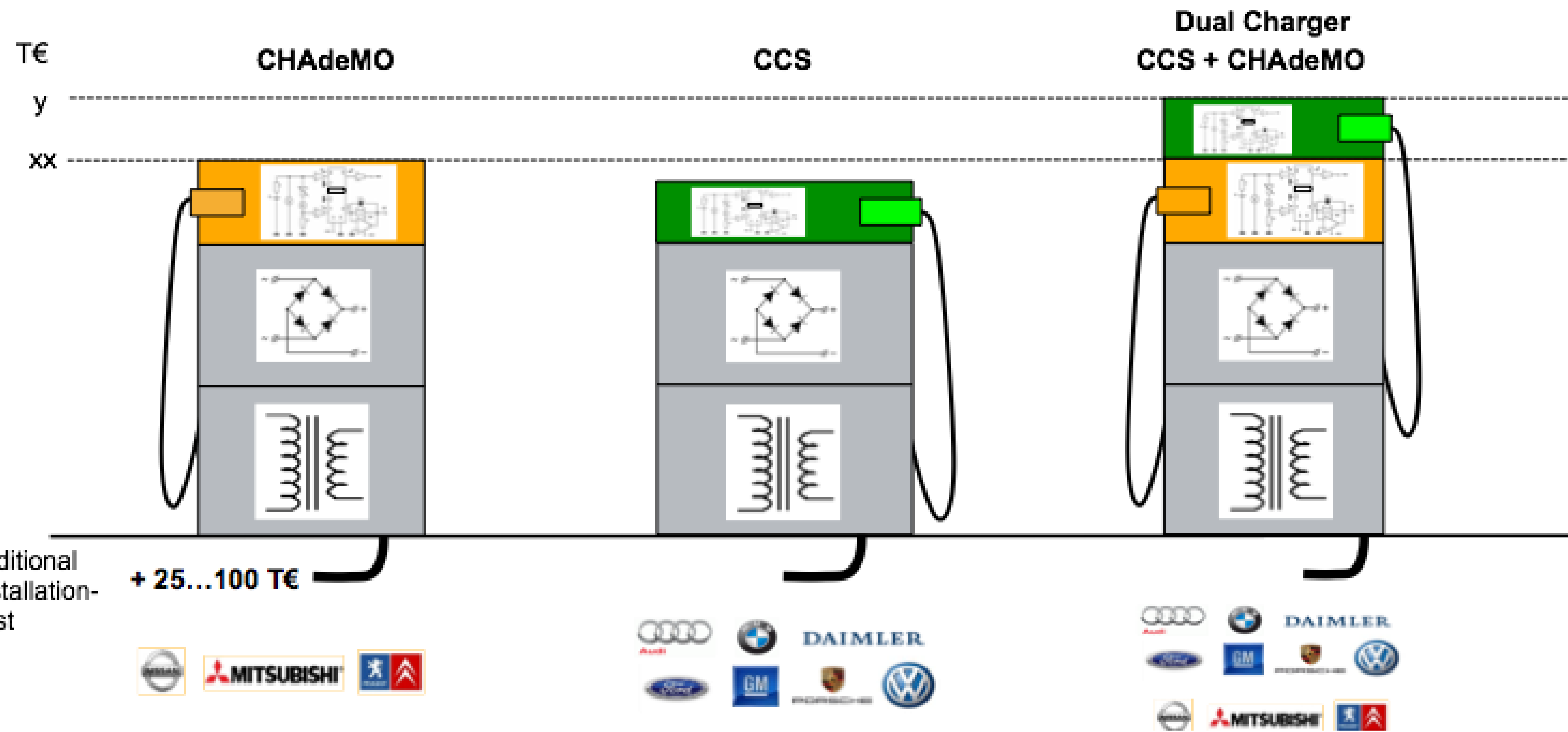


Kr 75



Kr 25







New generation of
universal fast
chargers with
CHAdeMO, CCS
and AC Quick

Coopetition =
compete on selling
cars + cooperate
on infrastructure
and incentives



Infrastructure first



Cars first

Before

After



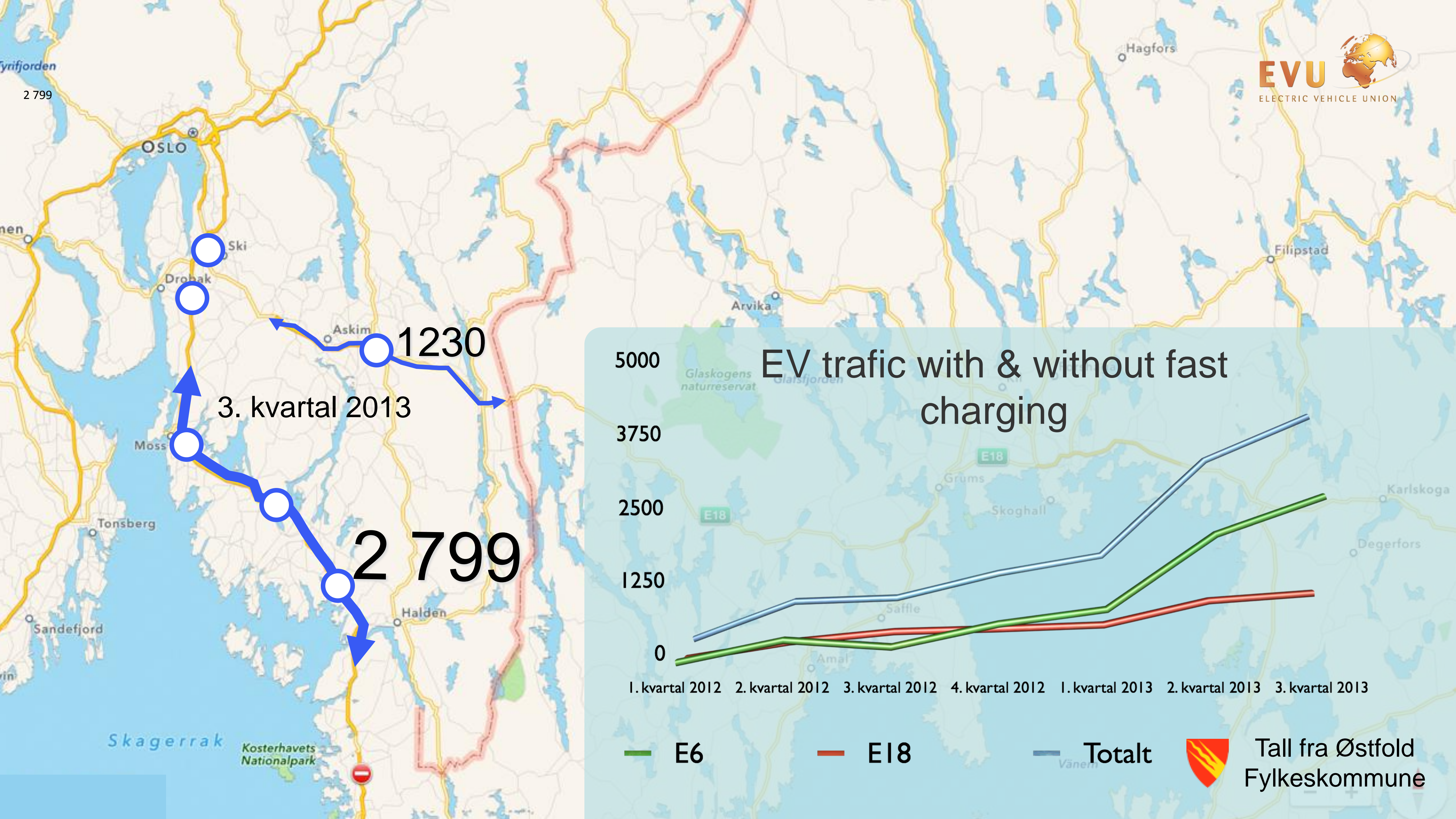
CHAdeMO units: **2**

19% of EV drivers
using a highway

CHAdeMO units: **6**

46% of EV drivers
using a highway

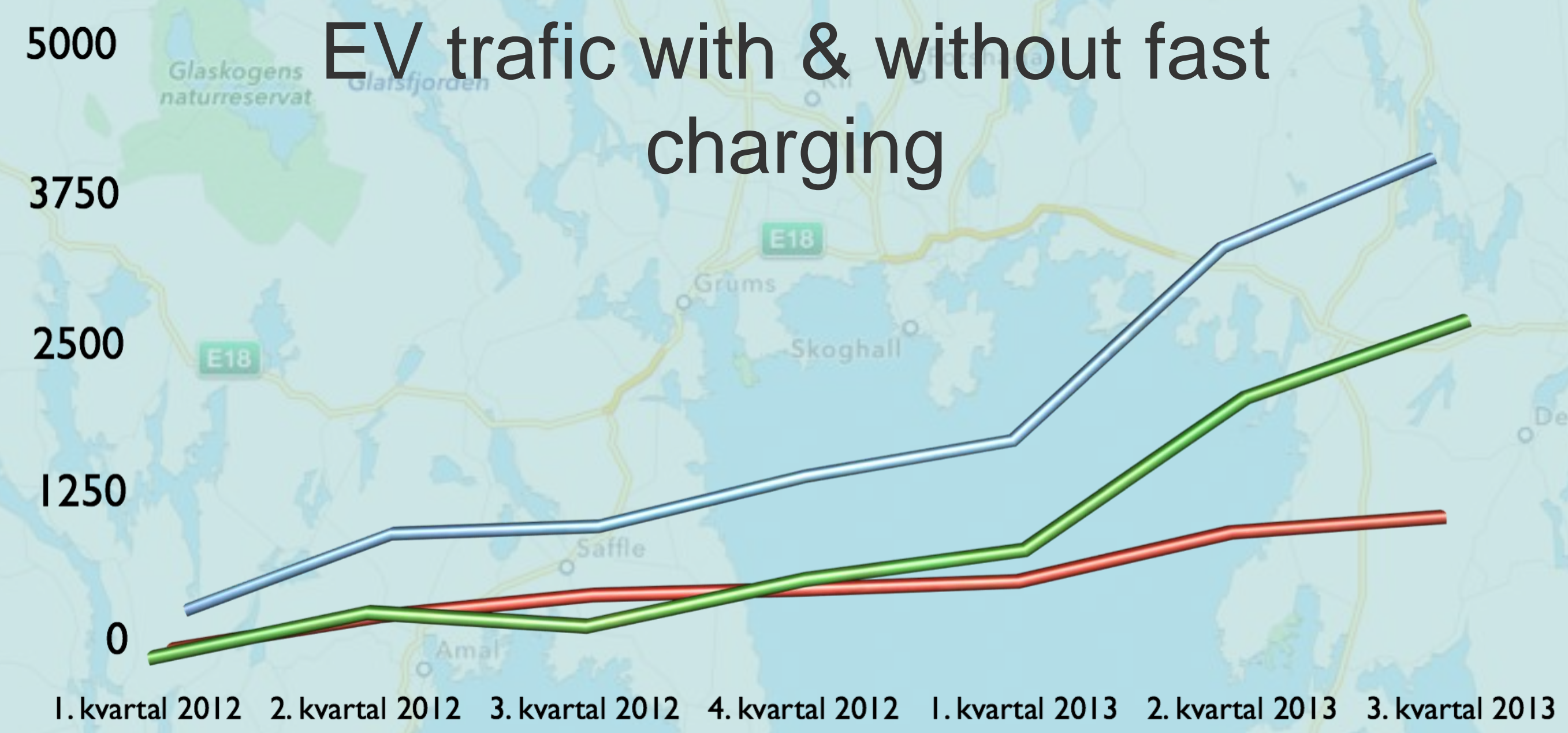




1230
3. kvartal 2013

2 799

EV traffic with & without fast charging



E6

E18

Totalt



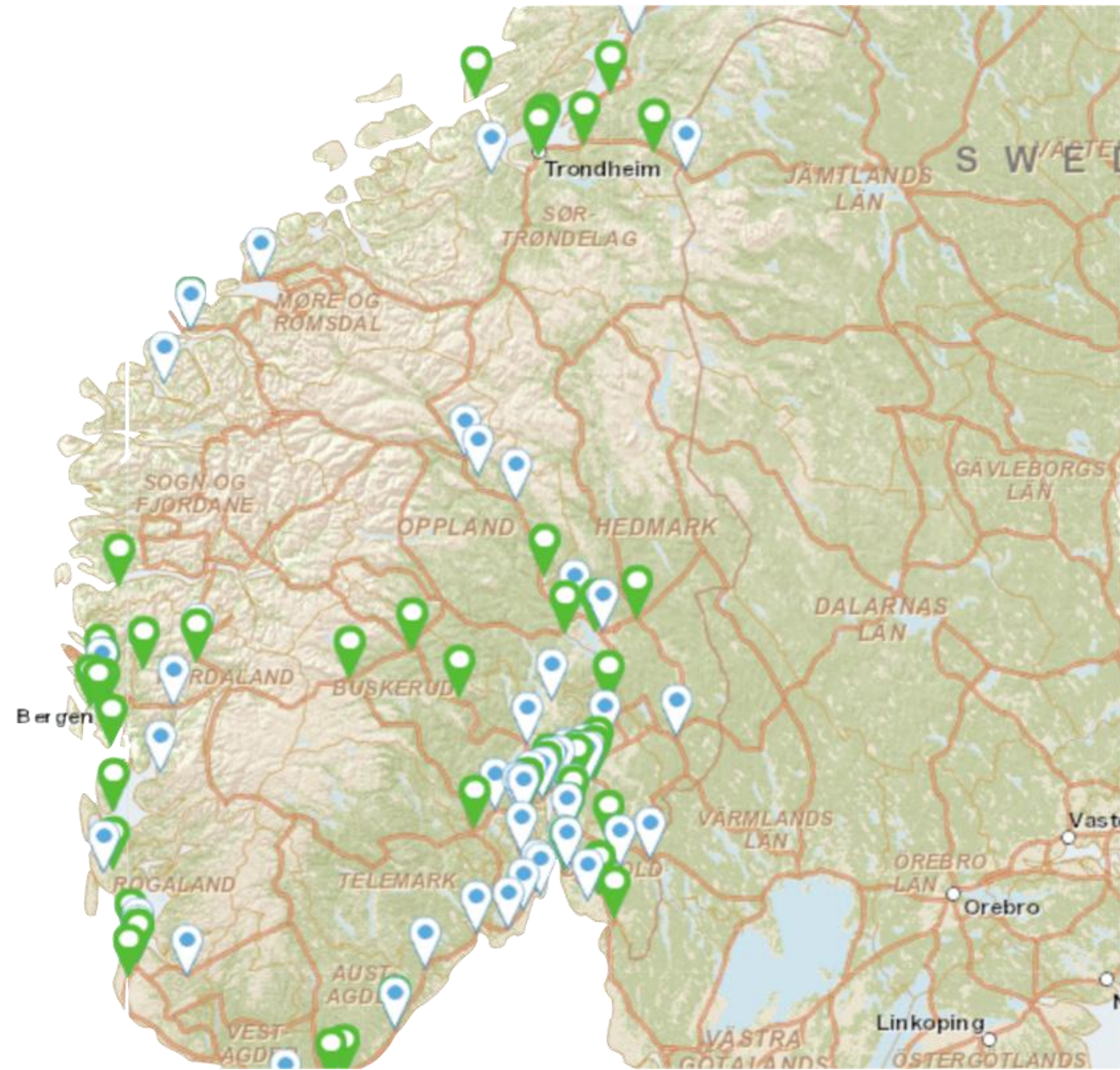
Tall fra Østfold
Fylkeskommune

UK: 70 multistandard fast
chargers established in
cooperation between car
producers and EU.











Electric Vehicle Union Task Force

Delivery of a united infrastructure proposal to the Norwegian Parliament

One week ago



Motivation and innovation

Do never doubt that a few dedicated people can change the world. Indeed it is the only way.

- Only people can make things happen
- **The best way to predict the future is to invent it**