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THE
V Project

....its about all of us....and our Life Style...

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IEPR Sacramento
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We can't keep going this way



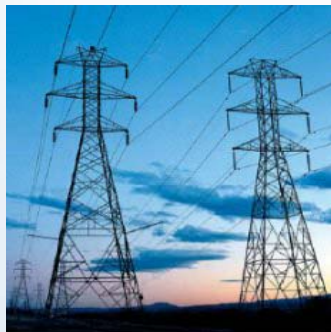
- Not enough oil
- USA Trade Deficit
- Security

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The problem is not the Car....
It's the fuel



Could Electricity Replace Imported Oil?



- Its made in lots of ways
- Its can be made everywhere

BUT would YOU buy an Electric Car?



Do You have concerns about an EV ?

- Outside of my garage there is no place to charge
- I won't be able to find a place to charge
- Charging takes a long time
- Charging will be inconvenient
- I don't know anything about it







Sponsored by USA Vehicle Technology Program

EV Project addresses EV Concerns by deploying

- Large number of EV & Commercial Charging .. confined area
- Real World Lessons learned - Create the Plan Forward

NEW VALUE CHAINS • NEW OPPORTUNITIES • JOBS

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Project Responsibilities

- Ecotality: Program Manager, regional collaboration, deployment of charging infrastructure, and ROADMAP.
- NISSAN & GM: Electric Vehicles
- Customer: Information
- US DOE & NISSAN & GM: Information Gathering & Analysis







Program Manager


EXPERIENCE:


- 20 years electric vehicle testing
- 20 years battery testing
- 15 years smart & fast charging
- 100 years electric industry



Historical Picture: 13 years ago, 1997 initial demonstration of OEM EV's charging at work.

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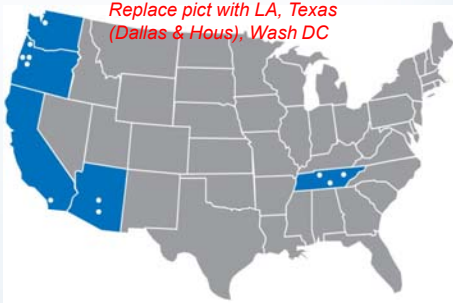


7 Project Regions

Grid Connected Cars: 8,300
Nissan 5700 , Chevy - 2600

Charging:
 15,500 (Level 2)
 310 Fast Chargers (Level 3)

Roadmap:
 10 year regional plans



Evaluate Infrastructure Effectiveness

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45M people in Metro Project Regions

15 cities, 14 electric utilities, 2 national labs, 2 universities, Nissan N.A., GM

- **Washington**
Seattle 3.3 million (543/sq mile)
- **Oregon**
Portland: 2.2 million
Eugene: 155,000 (3813/sq mile)
Salem: 155,000 (2994/sq mile)
Corvallis: 50,000 (3625/sq mile)
- **California**
San Diego: 3 million (4174/sq mile)
Los Angeles: 14.8 million (8205/sq mile)
- **Arizona**
Phoenix: 4.28 million (255/sq mile)
Tucson: 1 million (2647/sq mile)
- **Tennessee:**
Nashville: 1.6 million (1234/sq mile)
Knoxville: 681,000 (1876/sq mile)
Chattanooga: 518,000 (1234/sq mile)
- **Texas:**
Dallas: 6.5 million (3697/sq mile)
Houston: 3.8 million (3872/sq mile)
- **District of Columbia**
Washington: 5.3 million (9776/sq mile)

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The EV Project Grid Connected Vehicles

Nissan "Leaf"



GM Chevy – "Volt"



- Built in the USA Deployed in each Project Region
- JOBS: Dealerships, Sales & Service

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EV Project Participation

- **Qualify (limited number of participants)**
 - Your home address & estimated daily EV use
- **Use of EV & Commercial Charging**
- **Information gathering to develop Models & Roadmap.**

BUT ... if you don't join the EV Project

- *You can still own an EV*
- *You'll be able to get access to Commercial Charging*



Build the Charging Infrastructure


ECOTALITY


- **Identify and Resolve Barriers to Deployment**
- **Install Charging Equipment**
- **Evaluate Effectiveness**
- **Planning for the Future**

New charger pictures

NEW VALUE CHAINS • NEW OPPORTUNITIES • JOBS

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Chargers

Level 1 – about 1.2 kW power from 120 AC volt outlet
(15 to 20 hours full charge for Nissan Leaf)

Level 2 – about 6.6 kW power from a 240 AC volt circuit
(3 to 4 hours for full charge for Nissan Leaf)

Level 3 – Fast Charge, DC Power 60 kW
(20 minutes Charge)





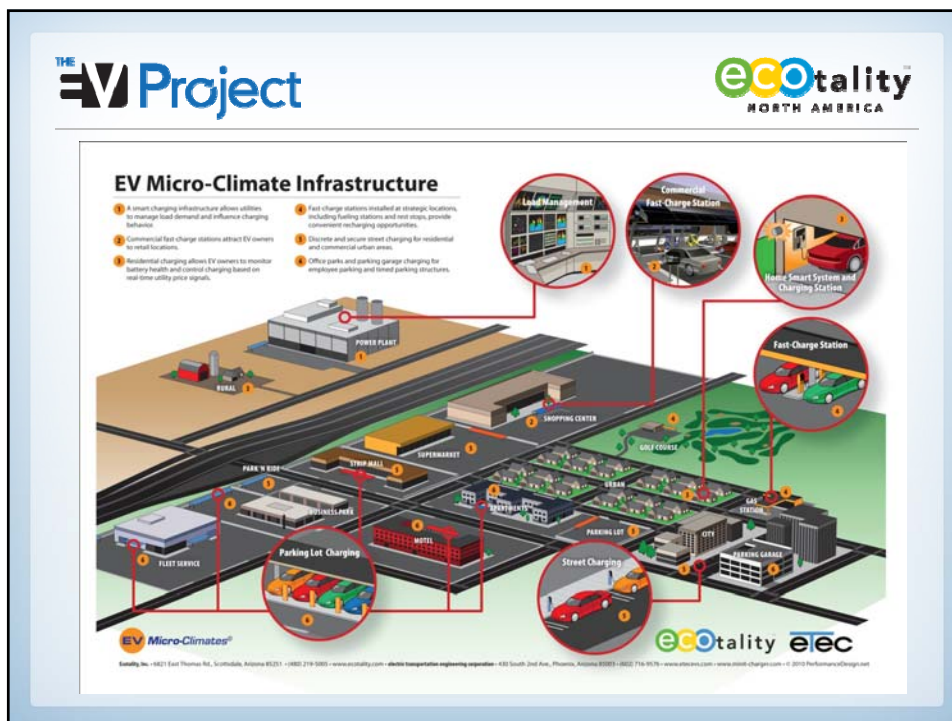




Ecotality installs 2,500 Chargers per Region

- *1,000 Level 2 Chargers - EV Owner joins the Regional EV Project & participates in Information Gathering*
- *1,500 Level 2 Chargers installed for Commercial use, with Controlled Access (WORK – SHOP – TRAVEL).*
- *50 Fast Chargers installed for Commercial Use.*

..WE CREATE Local JOBS...



THE EV Project

ecotality
NORTH AMERICA

The ROADMAP looking Ahead

- **Develop Regional 10-Year Plan**
 - Deployment Area
 - EV Deployment & Penetration
 - Level 2 & Fast Charger Requirements
- **Models for Infrastructure Development in the next 500 cities**
 - Development of future Commercial Models
- **Controlled Access for Commercial/Public Chargers**
 - Development of Charger Infrastructure Cost and Revenue Models





What \$1 Billion per Day Buys




EV connected to your lifestyle




...have a cup of coffee..while your EV charges




**Secured
Safe
Sustainable
Energy**





Electricity will help replace imported oil

The EV Project will help make this happen



- **DEFINE a New Fueling System**
- **SHAPE the Future of Transportation**

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Its just the BEGINNING

- *What new products & services?*
- *What new business & opportunities?*
- *What new jobs?*

Better vehicles....better energy...better life

WHAT AN EXCITING NEW FUTURE !



This Project is about creating a different *Future...*

It is also about...

- ✓ Putting everything in place in our communities...
- ✓ Creating new jobs and opportunities with our innovation
- ✓ For every 1000 miles driven... 30 gallons of imported oil is eliminated.



Home and Car in One Secured Energy System

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It's Just the Beginning...

...Just the First Step

It is the Future....

..And it will be exciting

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