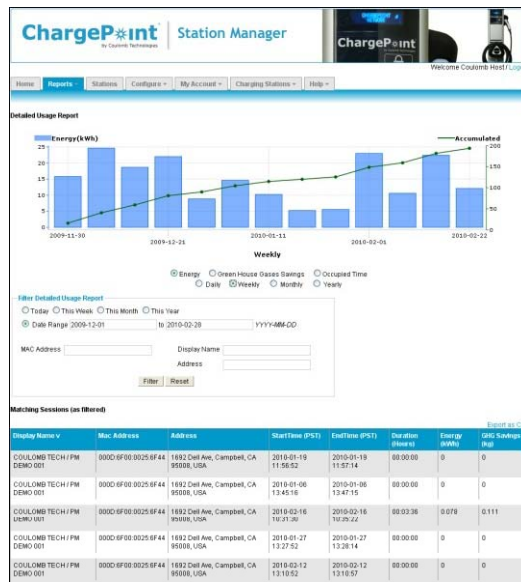
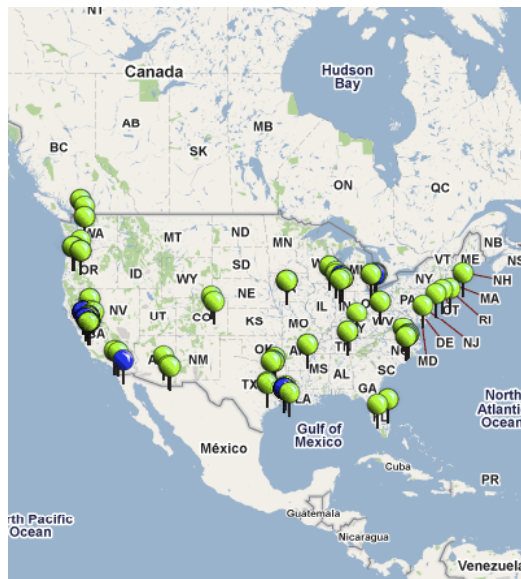


# ChargePoint for Electric Vehicle Charging Services



We provide the ChargePoint® Network and everything else you need to deliver Electric Vehicle Charging Services

**ChargePoint®**

A proven, reliable, open-platform network

**DOCKET**

11-IEP-1L

DATE

RECD. May 11 2011



# Myth Busting



Things we've learned by shipping 4,000 stations to 700 customers

## ✧ **PHEVs charge twice as much as BEVs**

- PHEV drivers want to charge at home and at work
- Consistent with old UC Davis study
- PHEV's have small batteries so have "gas anxiety"
- BEV drivers are at about once a day

## ✧ **Cities can't give away electricity**

- It's no different than giving away a gallon of gas to your favorite residents

## ✧ **If a business offers free employee charging, it's IRS compensation**

- Similar to cell phone reimbursement or company car

## ✧ **Move to add "EV readiness" to National Electric Code**

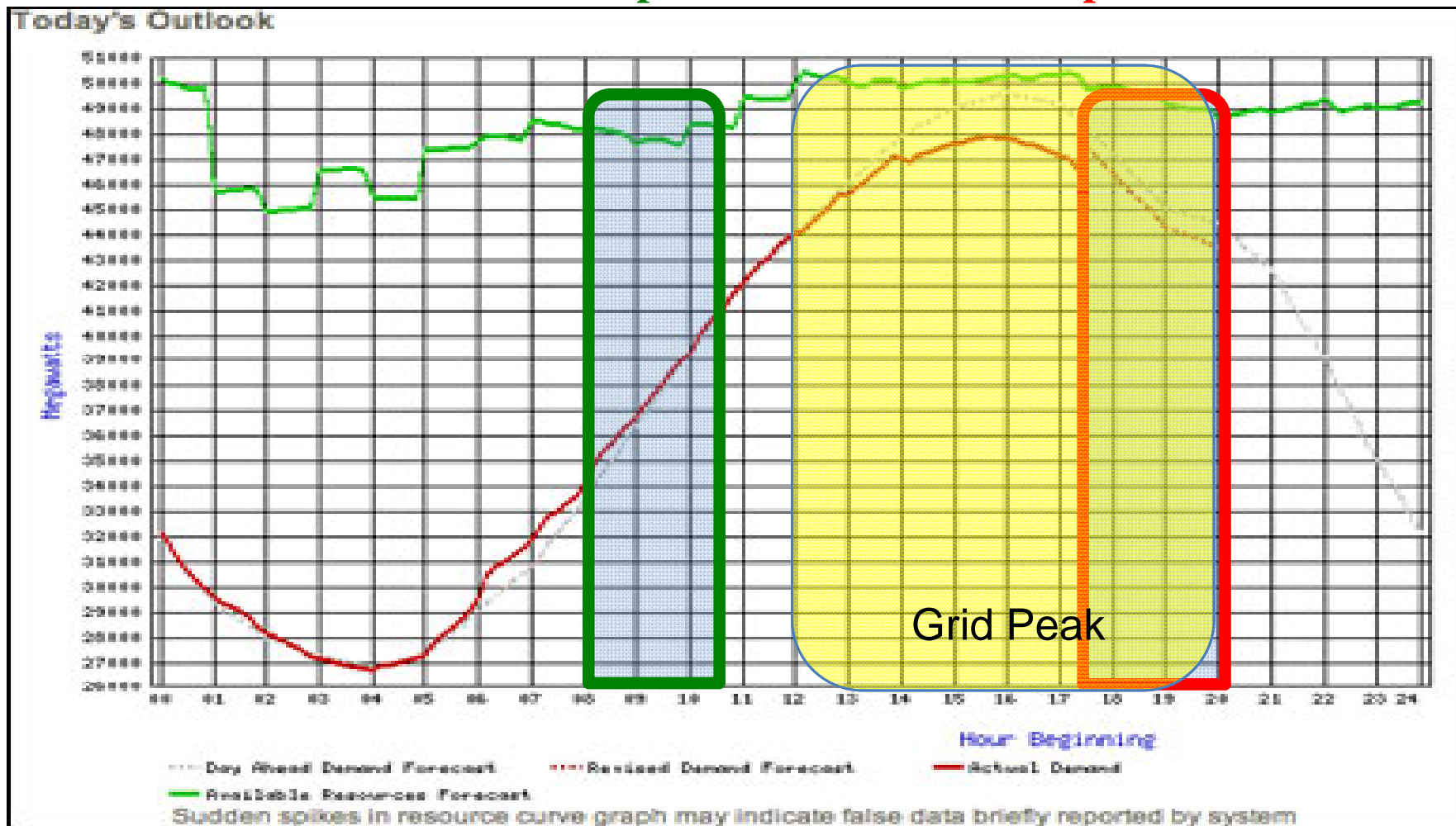
- Garages must be pre-wired

# Myth Busting



Charge at work  
is off peak

Charge at home  
on peak



# Myth Busting



Things we've learned by shipping 4,000 stations to 700 customers

## ✧ **The leading impediment to EV adoption is lack of knowledge of TCO**

- With incentives and fuel savings, these cars make economic sense
- The story out there that EV's are pricey is rubbish

## ✧ **The Leaf economic case is a slam dunk**

- With \$12,500 in incentives, it costs \$3K more than comparable ICE's
- With higher starting price, resale value will be higher
- With lower fuel and maintenance, car will save you \$2,000 a year

## ✧ **The Volt economic case is good too**

- With \$7,500 in incentives, it costs about \$6K more than comparable ICE's
- With higher starting price, resale value will be higher
- You'll save \$1300 a year in fuel



**Moral: Spend money on EV education**

# Myth Busting – EV's Save You Money



## Assumptions

\$0.15	Average Price of kwh in California	DOE
\$4.22	Average Price of gallon of gas in CA	DOE
30	Average VMT per day	DOE
3	Miles per kwh	Leaf at 73/24kwh, Volt at 33/10Kwh
6	Years of ownership	

## **Volt**

\$	32,780	Volt MSRP after rebate	Chevy Website
\$	26,410	Cruze with nav MSRP	Chevy Website
	24	Cruze city mpg	Chevy Website
\$	6,370	Extra cost for EV	
\$	8,230	Volt fuel savings over ownership of car	

## **Leaf**

\$	21,220	Leaf after Cal and Fed rebates	Nissan Website
\$	18,790	Versa w Nav and 1.8L engine	Nissan Website
	26	Versa mpg in city	Nissan website
\$	2,430	Extra cost for EV	
\$	7,345	Leaf fuel savings over ownership of car	

