

CHOOSEV PRESENTATION - MADS HARDER-LAURIDSEN
THURSDAY THE 15TH OF MARCH 2012

ChooseEV
OUR MISSION - NO EMISSION

ChooseEV Fast Charge Deployment

Agenda

1. What is ChoosEV
2. Current fast charge infrastructure
3. Planned infrastructure roll out 2012
4. Market barriers

What is ChoosEV?



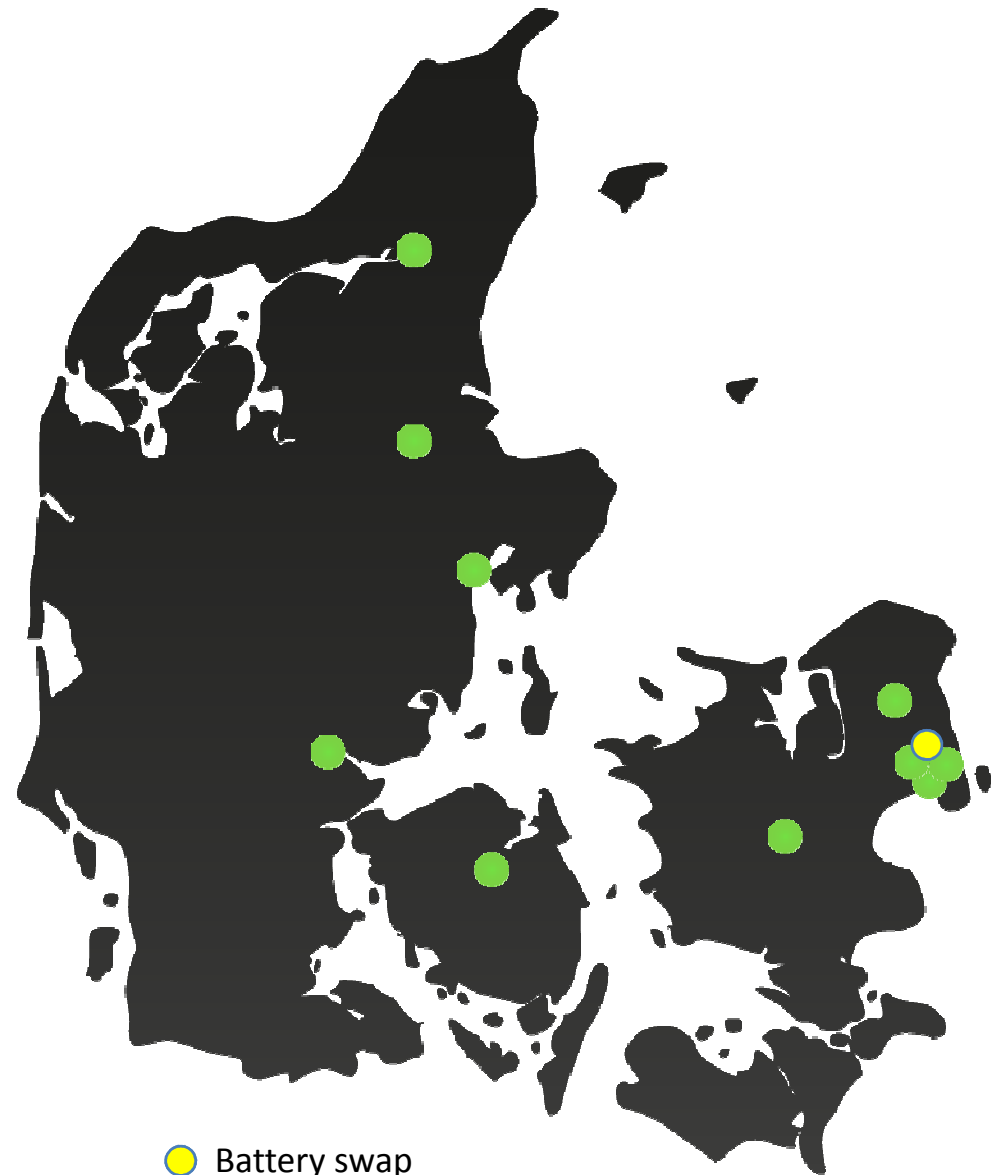
- ChoosEV was established in October 2009
- ChoosEV is owned by two major Danish Utility companies
- ChoosEV has 30 employees
- ChoosEV's goal is to be a nation wide electrical mobility operator (EMO) – *by offering a customer solution that eliminates all worries that the potential electrical car owner might have*
- ChoosEV is an active participant in establishing public charging infrastructure
- ChoosEV participates in national as well as international development projects (roaming , standardization etc.)
- ChoosEV is the project owner of "Try an electrical car" collecting empirical data from around 300 cars

Current Fast Chargers

12 Fast chargers and 1 battery swapping station in place

ChoosEV, Better Place and ABB are the only companies who currently have fast chargers in operation

Other companies like Clean Charge (RWE) and Success Charging have a few normal chargers and might enter the fast charge market



- Battery swap
- Quick Charge

2012 deployment Fast Chargers

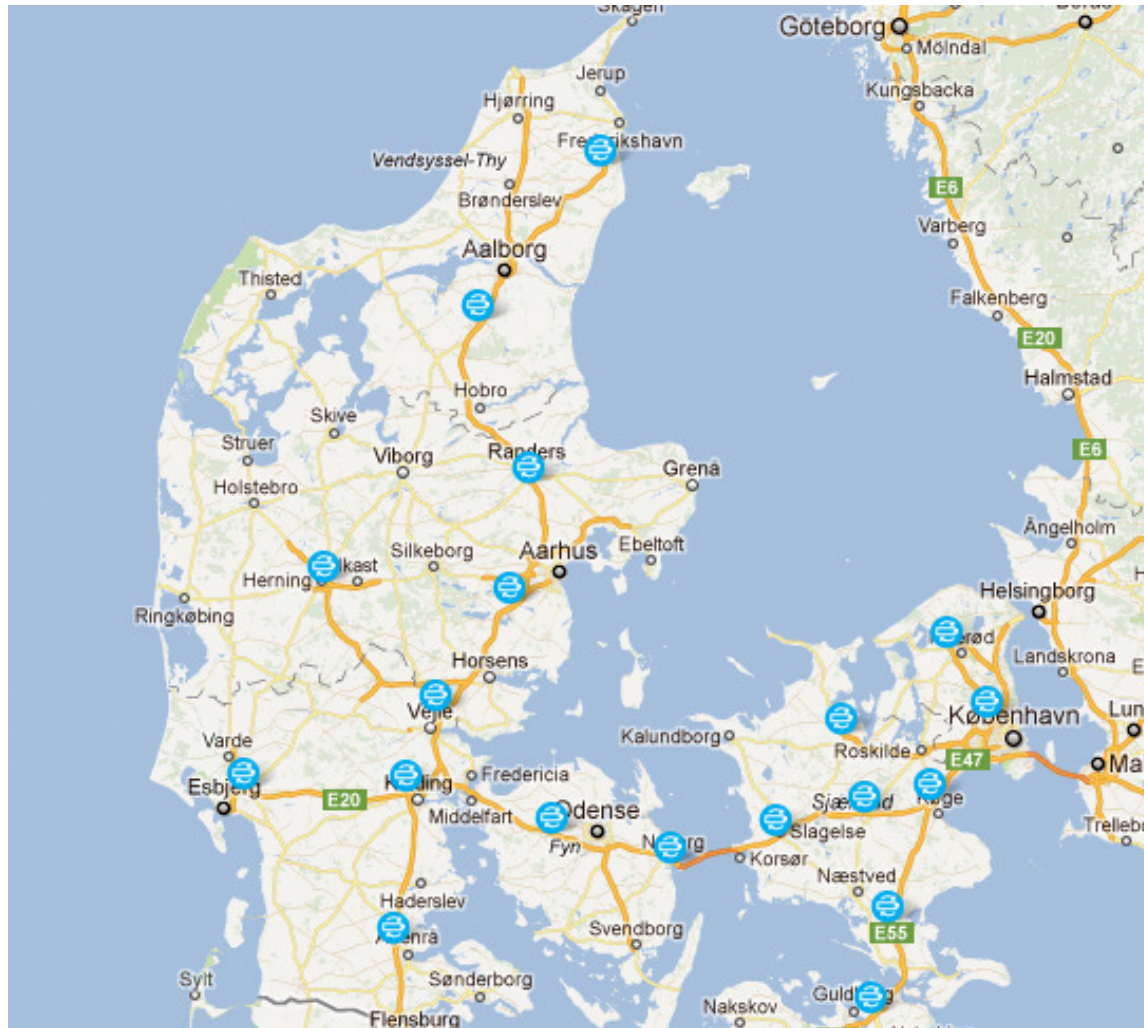
56 fast chargers to be installed in
2012

Most facility partners found

ChoosEV is currently the only party
rolling out fast charging (excluding
battery swap)



Battery swap - opens during 2012



Main roll out barriers

- Value creation?
- Keeping costs of infrastructure down
 - Facility owners want a 'piece of the cake'
 - High fees for grid connection
- Terms on municipal /state owned locations unacceptable
- No clear regulatory framework in place
- What will future standards be (plugs, protocols etc.)
- Simple cross boarder payment system

Thank you
For your attention
