

Benjamin Myklebust



e-mobility NSR



E-Mobility NSR Conference “Policy, Practice and Profitability”





Next step for EVs in Norway

Benjamin Myklebust

ZERO

Haarlem, 10 October 2013

PRØV VÅRT DRIVSTOFFKART

Landsdekkende oversikt for drivstoff til din klimabil!



LADESTASJON



100% BIODIESEL



30% BIODIESEL



BIOETANOL



BIOGASS



HYDROGEN

HVILKEN KLIMABIL ER RIKTIG FOR DEG?

Hva er klimavennlige drivstoff, hvordan virker de og hvilken løsning passer for deg.

BATTERIBILER

HYDROGEN

BIODRIVSTOFF

FINN DIN KLIMABIL

PRISKLASSE

Vis alle

DRIVSTOFF

Vis alle

BILTYPE

Vis alle

MIN. SETER

Vis alle

GIR

Vis alle

I SALG

Vis alle

NULLSTILL

STØTTESPILLERE



KOMMER I 2015

BMW

i8

HYBRID



KOMMER I OKTOBER 2013

VOLKSWAGEN

E-UP

ELBIL

191.600,-



TESLA

MODEL S

ELBIL

446.600,-



KOMMER I OKTOBER 2013

BMW

i3



FORD

FOCUS ELECTRIC



KOMMER I JUNI 2014

VOLKSWAGEN

GOLF

ZERO



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1345 EVs registered in September

- 9 % of total sales
- 15227 EVs total

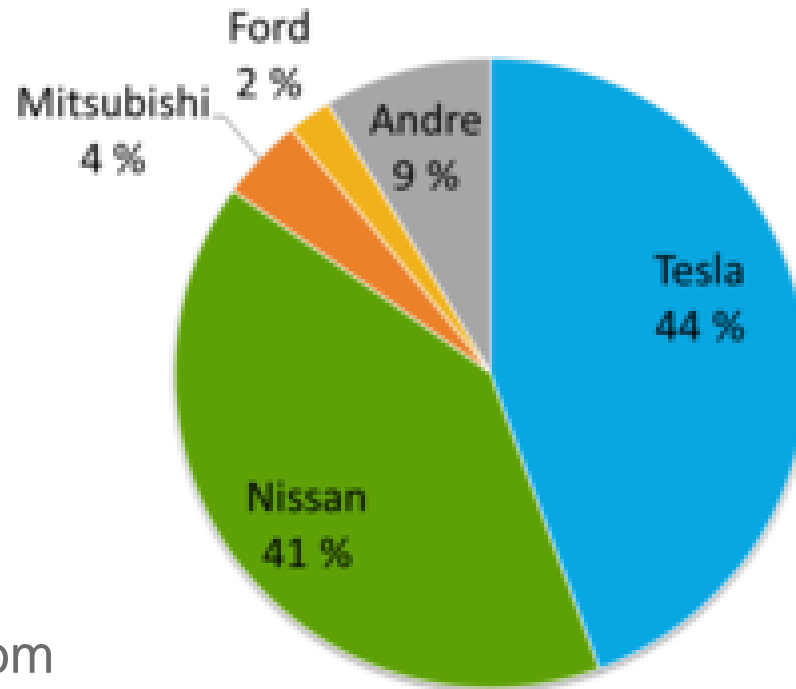


Figure from gronnbil.no



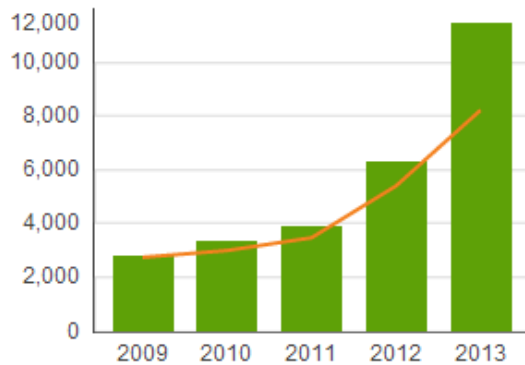
ZERO



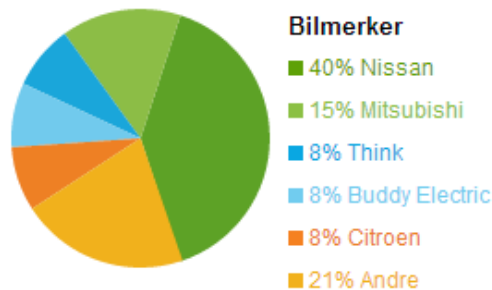
Utvikling ladbare biler pr. 2013

■ Bekreftet ■ Anslag ■ Prognose

Kvartal **År**



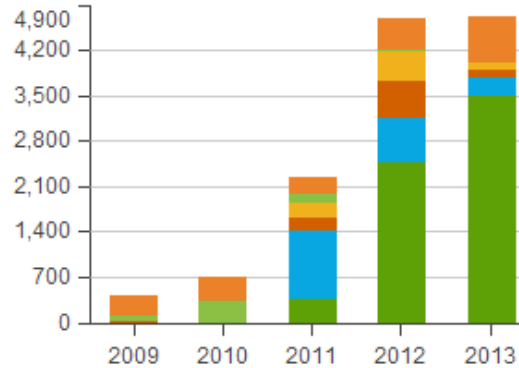
Fordeling bilmerker pr. 2013



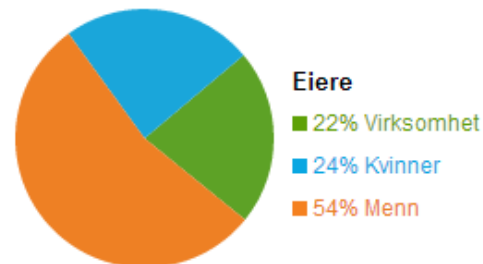
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Salgstall pr. 2013

■ Nissan ■ Mitsubishi ■ Citroen ■ Peugeot
■ Think ■ Andre



Fordeling eiere pr. 2013



Figures from gronnbil.no



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Good sales now
Good incentives until
2017/50000

- No sales tax
- No VAT
- No road tax
- Bus lane access
- Free parking
- Free charging
- No toll road
- Free ferries
- Low company car tax





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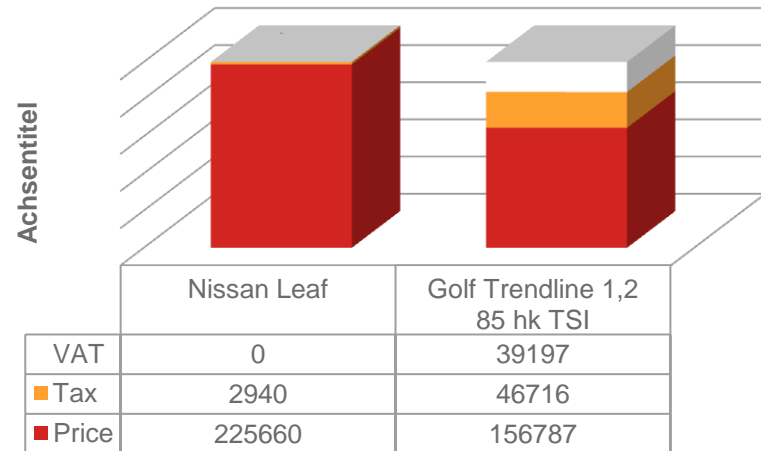


- Leaf about 2000 € cheaper than a moderate Golf
- Significantly lower TCO
- Many household 2+ cars



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Leaf/Golf comparison



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Today's incentives are strong but not robust:

Bus lane access

Free parking

VAT/tax exemption



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Bus lane:
About 530 EVs/hour





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Free parking/charging spots

Increasing, but far less than EV sales



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All EVs: 0 tax, 0 VAT

VAT most important for
i.e. Nissan Leaf

VAT: 8000 €

Tax: 500 €

Tesla Model S

Tax: 80 000 €

VAT: 15 000 €



ZERO



ZERO together with Thema consulting in close dialog with car industry.

Long term EV incentives

For mass introduction

A new EV lane?

Closed city centers?

Large scale infrastructure support



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ZEROKONFERANSEN

5.-6. NOV 2013





ZEROKONFERANSEN

5.-6. NOV 2013



Jeremy



Chelsea Clinton



ATE 1 - 10 →



Sony
Kapoor



Thomas



Myles Allen



Bill Hare



Jeremy
Leggett

Zerokonferansen er der politikere, industri, media, akademia, finans og NGOer møtes for å diskutere klima og klimaløsninger.



Jigar Shah



Martin Lidegaard