### Why buying en EV?



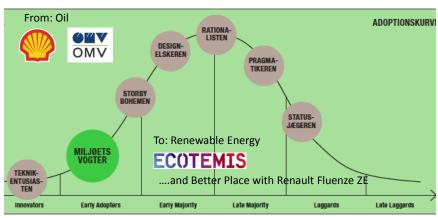
.....is it any good?

## 'Jeg er så glad for min elbil'

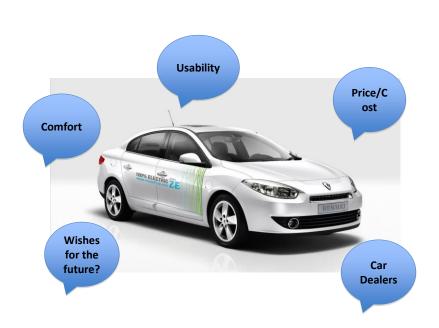


"It takes place in a car. Copenhagen-Køge return. It is the first real winterday with snow, frost and icy roads. But inside the elegant black car it is warm, cosy and comfortable. **And quiet**. Not a sound from the motor, despite 100 km/h on the motorway. At the wheel is Steen Frederiksen. **He is not particularly quiet though**. He talks passionately about the exellence of the car — and explains the advanced displays on the dashboard. Almost the whole way to Køge.........."

# Inroad of EV's to the Consumer - Do I fit the archetype?



Kilde: e-trans, Designskolen Kolding



### Well.....Yes!



### Why buying en EV?



.....because it is good!!!

.....and it is time for the return of the Electrical Car