



www.electricdrive.org



Electric Drive Transportation Association

BATTERY, HYBRID  
*and* FUEL CELL  
**ELECTRIC DRIVE**

**Driving America Toward:**

- Economic Strength
- Environmental Quality
- Sustainable Mobility
- Energy Security



# ***Electrifying Transportation: A National Legislative Imperative***

***Brian Wynne***

***September 5, 2008***

# Overview

What is  
Electric  
Drive?

Electric  
Drive as a  
National  
Imperative

Industry and  
Policy  
Challenges

Road to Fast  
Track  
Adoption

# Defining Electric Drive

Electricity moves the wheels via a motor powered solely by a battery, or the combination of a battery and an internal combustion engine or a fuel cell.

## Grid Connected

- Battery electrics
- Plug-in hybrids

## Non-Grid Connected

- Hybrids
- Fuel Cells



## Board of Directors



DAIMLER

EPRI



*Ford Motor Company*



JOHNSON  
CONTROLS



# National Imperatives



Gas Prices



Rising  
Oil  
Demand



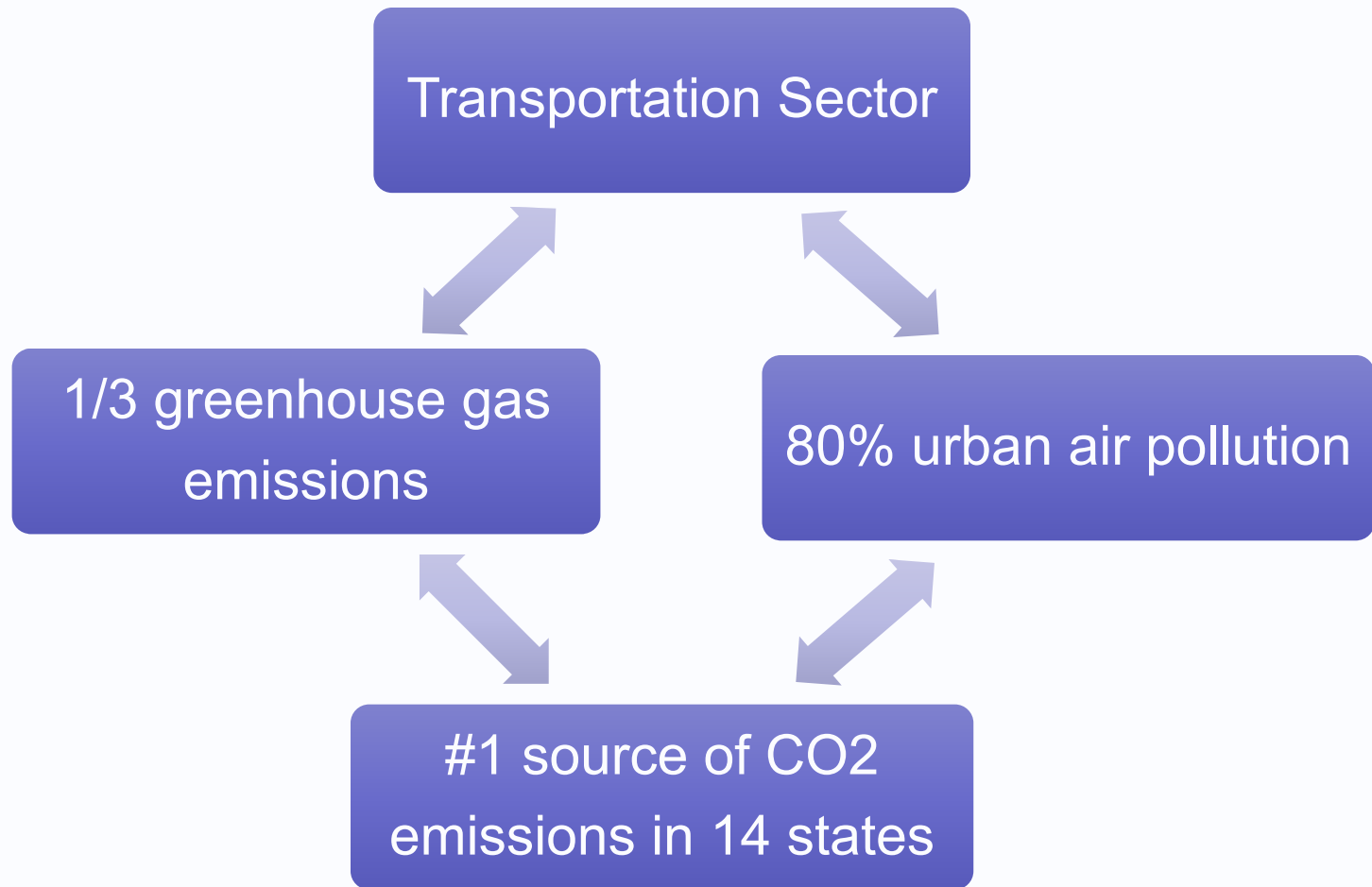
Energy  
Security



Global  
Warming

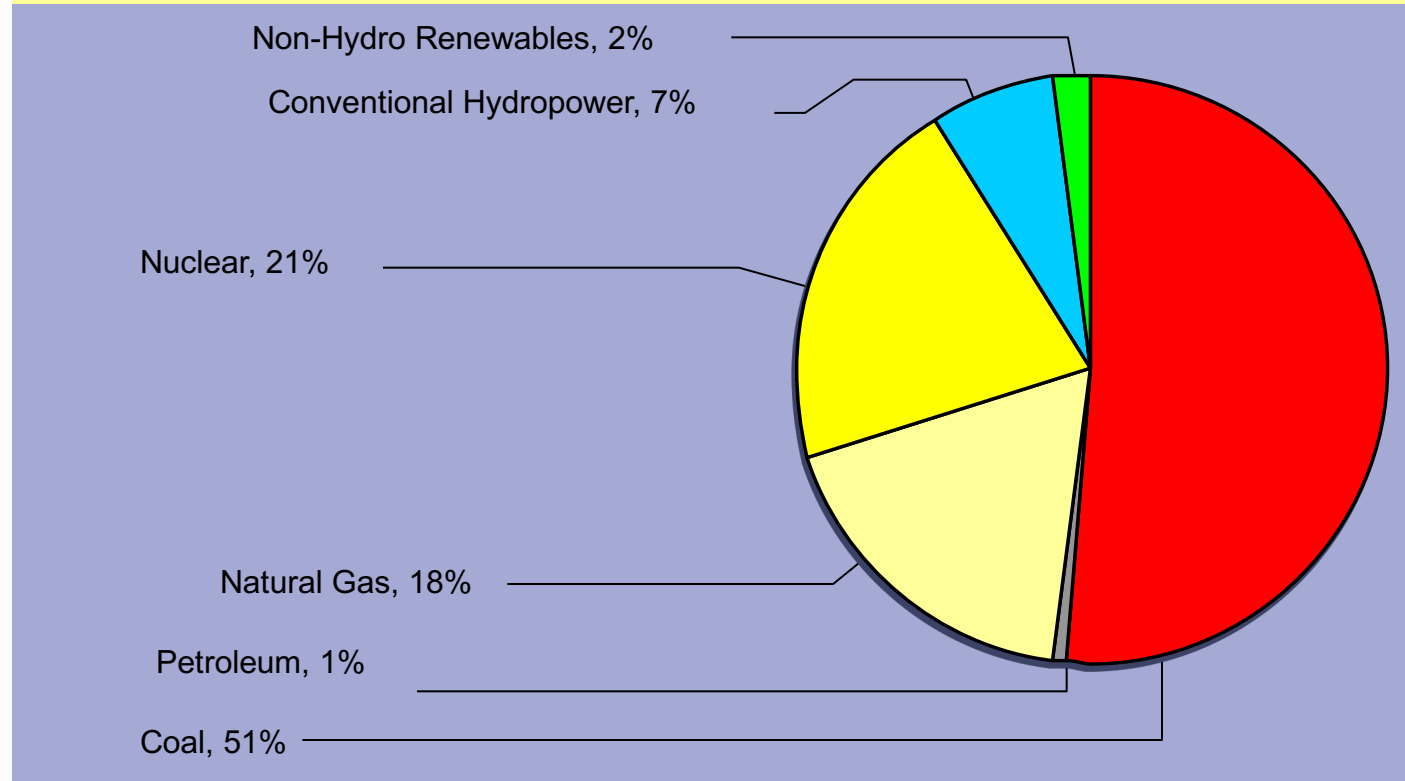


# Environmental Imperatives



# Generation Mix

## 2007 U.S. Electricity Generation Mix



Source: The Power to Reduce CO2 Emissions: The Full Portfolio; Electric Power Research Institute, 2008

# Challenges



# Road to Fast Track Adoption



**Market  
Incentives**

**R&D  
Investment**

**Demonstration  
& Deployment**

# Market Incentive Checklist



- ✓ **Expand consumer tax credits**
- ✓ **Offer manufacturer investment incentives**
- ✓ **Provide loan guarantees to support domestic production**

# R&D Investment



- ✓ **Ensure stable & substantial resources for R&D**
- ✓ **Expand R&D to support heavy duty vehicles, mass transit, off-road vehicles**
- ✓ **Invest in smart grid technology**

# Demonstration and Development Funding



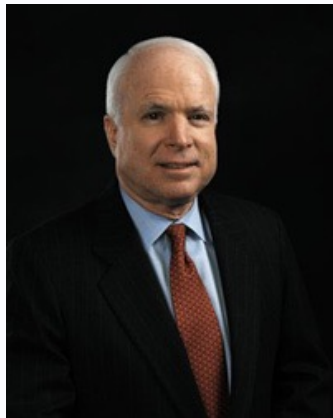
- ✓ **Establish infrastructure tax incentives**
- ✓ **Build on Clean Cities model**
- ✓ **Expand industry-government partnerships**
- ✓ **Purchase electric drive vehicles for**

# The Next Administration



- ✓ 1 million plug-in hybrid electric vehicles that can get 150 miles per gallon on the road by 2015

- ✓ \$7,000 tax credit for consumers purchasing plug-in hybrid electric vehicles.



- ✓ \$5,000 tax credit for consumers purchasing zero emission vehicles

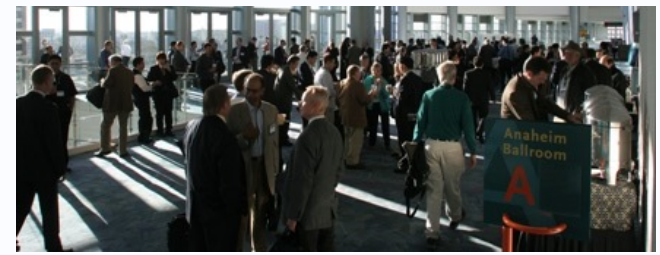
- ✓ Support for consumer tax credits for the purchase of lower emission vehicles

- ✓ \$300 million prize for a battery that “leapfrogs” the current abilities of batteries for electric vehicles

 **ELECTRIC DRIVE TRANSPORTATION ASSOCIATION**  
**CONFERENCE & EXPOSITION**  
DECEMBER 2—4  
WASHINGTON DC  
CONVENTION CENTER • USA

.....

battery ○ plug-in ○ hybrid ○ fuel cell



- ✦ **Walter E. Washington Convention Center**
- ✦ **100 + exhibitors**
- ✦ **Ride & Drive on Capitol Hill**
- ✦ **Energy Policy Roundtable**
- ✦ **Agenda featuring industry and policy experts**
- ✦ **Numerous networking events**
- ✦ **EDTA Member Reception**
- ✦ **.....and more**



[www.edtaconference.com](http://www.edtaconference.com)



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**SAE International**

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