



German market
development

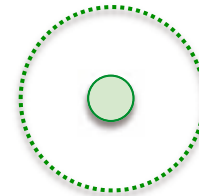


Past developments

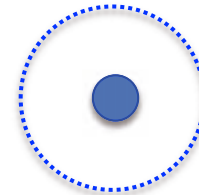
- model regions '09 – '11
- “new showcases”
- additional efforts
- trend to conjoinment
- limited DC presence



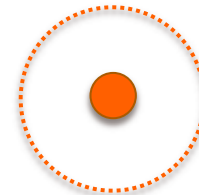
German projects



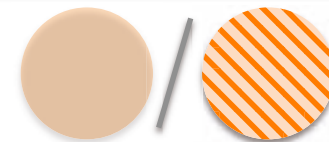
show case



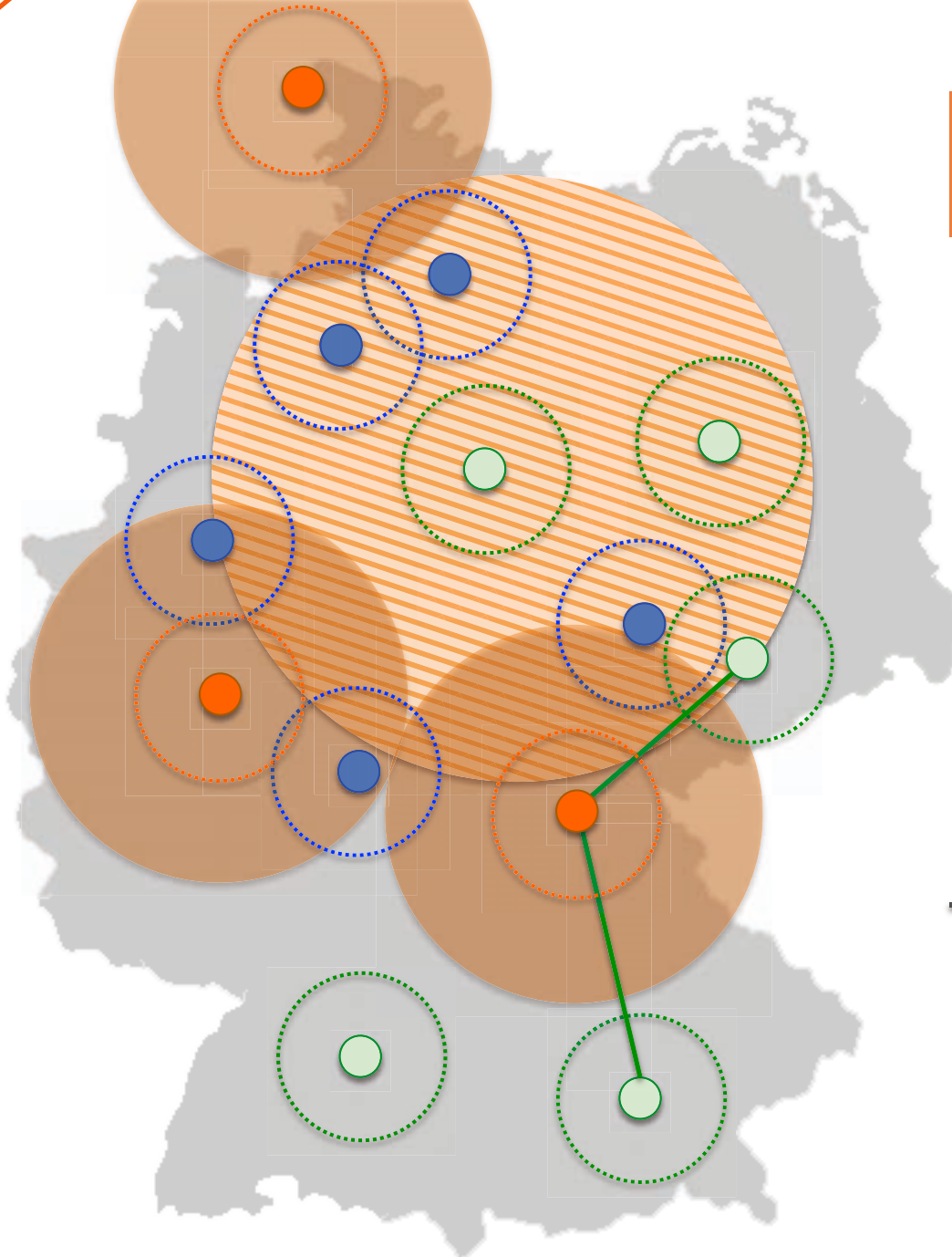
model region



other initiatives



increased
influence





Perspectives

- strategy fixed
- fast realization possible
- technologies available
- threat: DELAY

The European system




CHAdeMO




CCS (Combo 2)

Situation

- funding has been paid out
- hesitation, due to misinformation
- fast actions need



CRÉATIVE TECHNO

Awareness

- special targeting of stakeholders
- support needed to address public
- Marketing experts (OEM's)



Sensitivity

- presentations of strengths
- availability/durability/reliability
- Global references



Experiences

- vehicles in regions

- support w/ infrastructure



Next steps:

- joint action plan
- increased communication
- co-funding of infrastructure
- coordinated movement





“What’s next?”