



# Charger installation, legislation and CHAdemo activities in Europe

CHAdemo Association Europe

20 May 2014

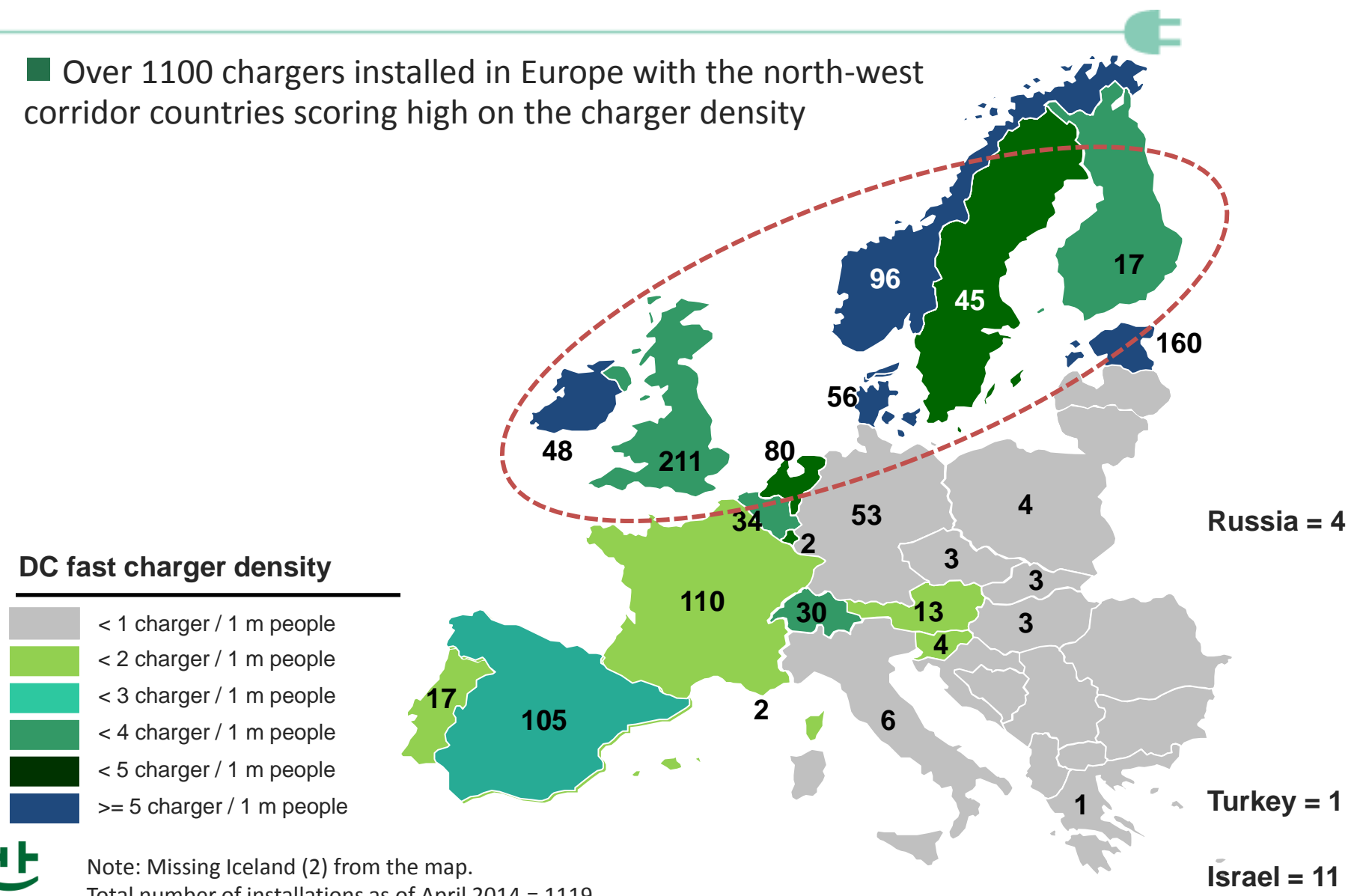
# Summary



- CHAdeMO continues its rapid growth in Europe
  - Over 1,100 CHAdeMO chargers are installed across 25 countries in Europe
  - They serve a large majority of all fast-chargeable EVs
  - Most products in the market are equipped with multi-system connectors
  
- EU aligns its legislation with the reality of the market
  - The Directive on the deployment of alternative fuels infrastructure shall designate EU “common” plugs
  - EU embraces CHAdeMO in multi-system setting
  
- CHAdeMO Europe supports member companies through various PR activities
  - Reinforcing communication to our members, policy makers, EV fans, and the general public
  - Co-exhibiting at various trade fairs

# CHAdeMO Installation in Europe

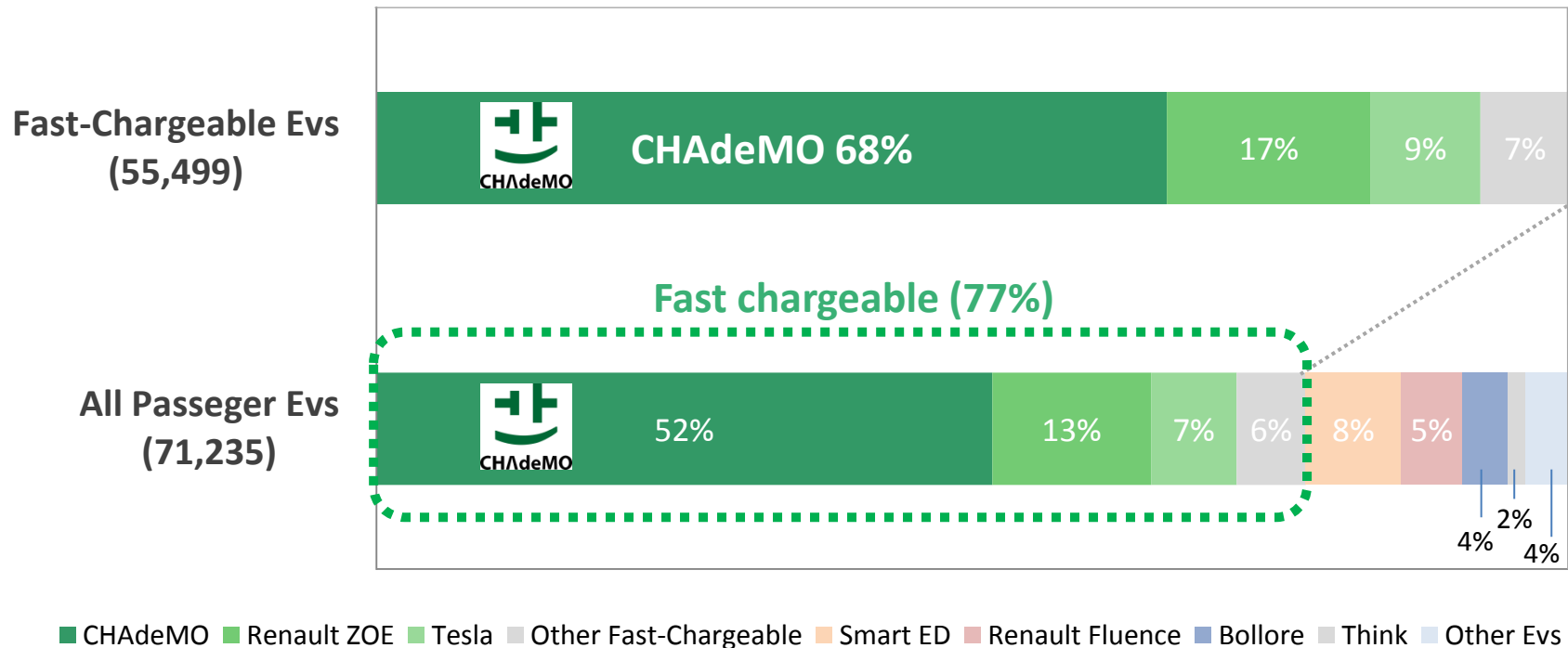
Over 1100 chargers installed in Europe with the north-west corridor countries scoring high on the charger density



# European EV market snapshot

- A great majority of fast-charge enabled EVs on the roads in Europe are CHAdeMO compatible

## CHAdeMO EV market share in Europe



Note: Data based on registrations from 1 January 2010 to 28 February 2014, not including electric light commercial vehicles (LCVs) or e-quadracycles.

# Multi-standard chargers



## EV USERS

- More charge stations for all



## OPERATORS / INVESTORS

- Limited incremental cost (5-10% of overall cost)
- Faster recovery of cost



## OEM'S

- Competition with cars (not with charge standards)



# EU Directive on the deployment of alternative fuels infrastructure



## OBJECTIVE

- To provide a general direction for the development of alternative fuels in the Single European Transport Area
- **Binding targets**
- **Common technical specifications**

## PROCESS

- ✓ **European Commission** (Proposal)
- ✓ **European Parliament** (Plenary vote 15 April)
- ✓ **Council of Ministers**

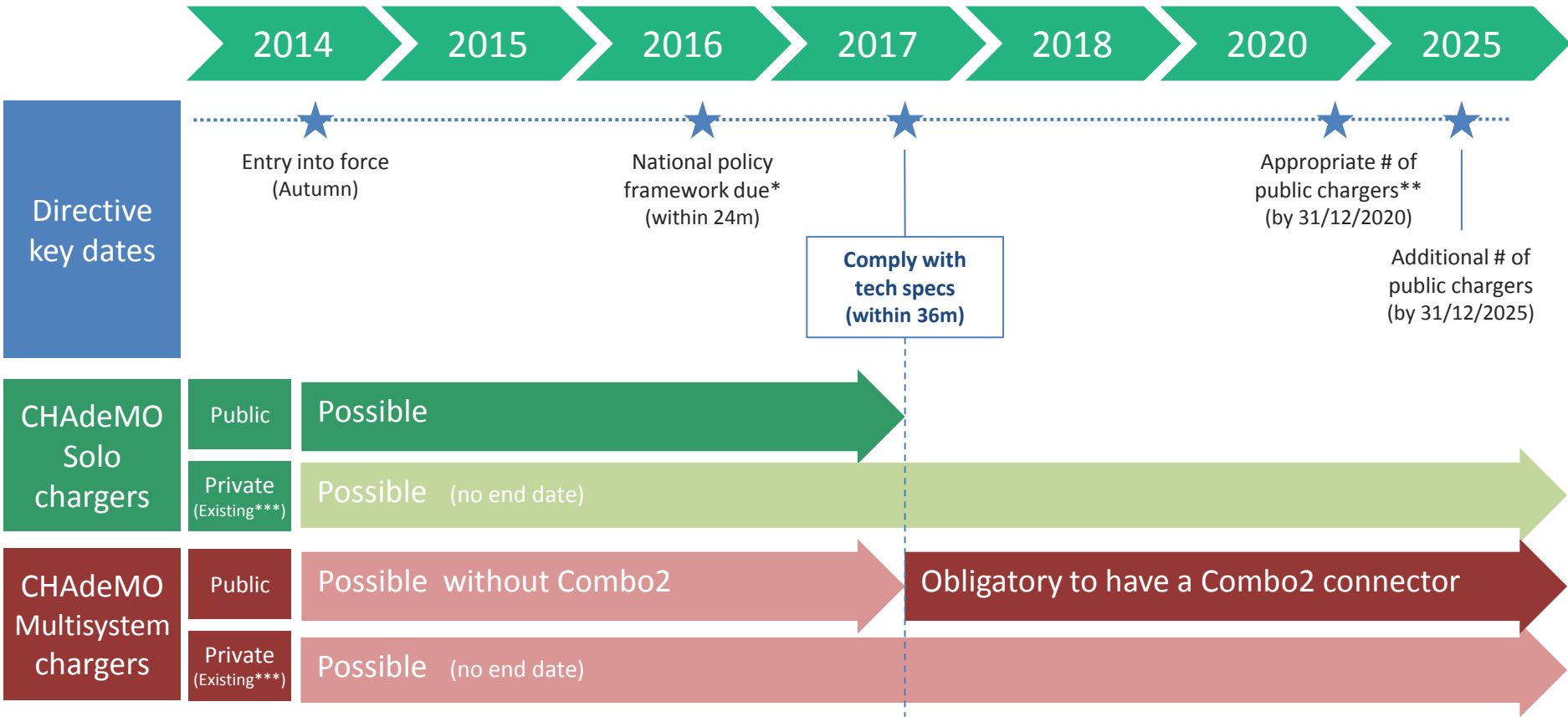


- **Entry into effect** (Expected Fall 2014)

## RESULT

- ✗ **No binding targets**
- ✓ **Common technical specs**
- **Annex III 1.1.2.**
  - Direct Current (DC) high power recharging points for electric vehicles shall be equipped, for interoperability purposes, **at least** with connectors of Type "Combo 2" as described in standard EN62196-3

# Key dates and CHAdeMO implications



Note: \* this should include national targets (charge points), measures necessary to reach targets, designation of urban/suburban agglomerations, other densely populated areas and networks to be equipped with charge points. \*\*in the designated areas.

\*\*\*Existing chargers can continue operations with no need to retrofit or disinstallation.

# CHAdEMO Europe activities



## Reinforced communication

### CHAdEMO informs through various media

We have reinforced our communication channels and content alike: Email monthly newsletters for members, Twitter account, articles, position statements and additional new features on the CHAdEMO website...

## PR Activities through EV rally

### CHAdEMO demonstrates fast charging in EV rallies

A CHAdEMO-colored C-ZERO ran 1,000 km over 4 days in the south-west region in France last year. In 2014, Team shall double the challenge in Germany, Austria and Switzerland and will report on the rally in a new blog site.

## Member meetings

### European member meeting in Barcelona

The annual meeting took place during EVS27 in Barcelona, Spain, attractive over 60 participants from many countries.

## Co-exhibition & speaking out

### Co-exhibition / presentation at international fairs and conferences

CHAdEMO showcased its leading technology through joint stands at major trade shows. We also spoke at 6 conferences and emphasised the important role of fast charging.





# CHAdeMO (co)exhibiting at trade fairs



eCarTec  
2013



EVS27  
2013



INTERMODES  
2014

