



Charger installation, legislation and CHAdemo activities in Europe

CHAdemo Association Europe

20 May 2014

Summary



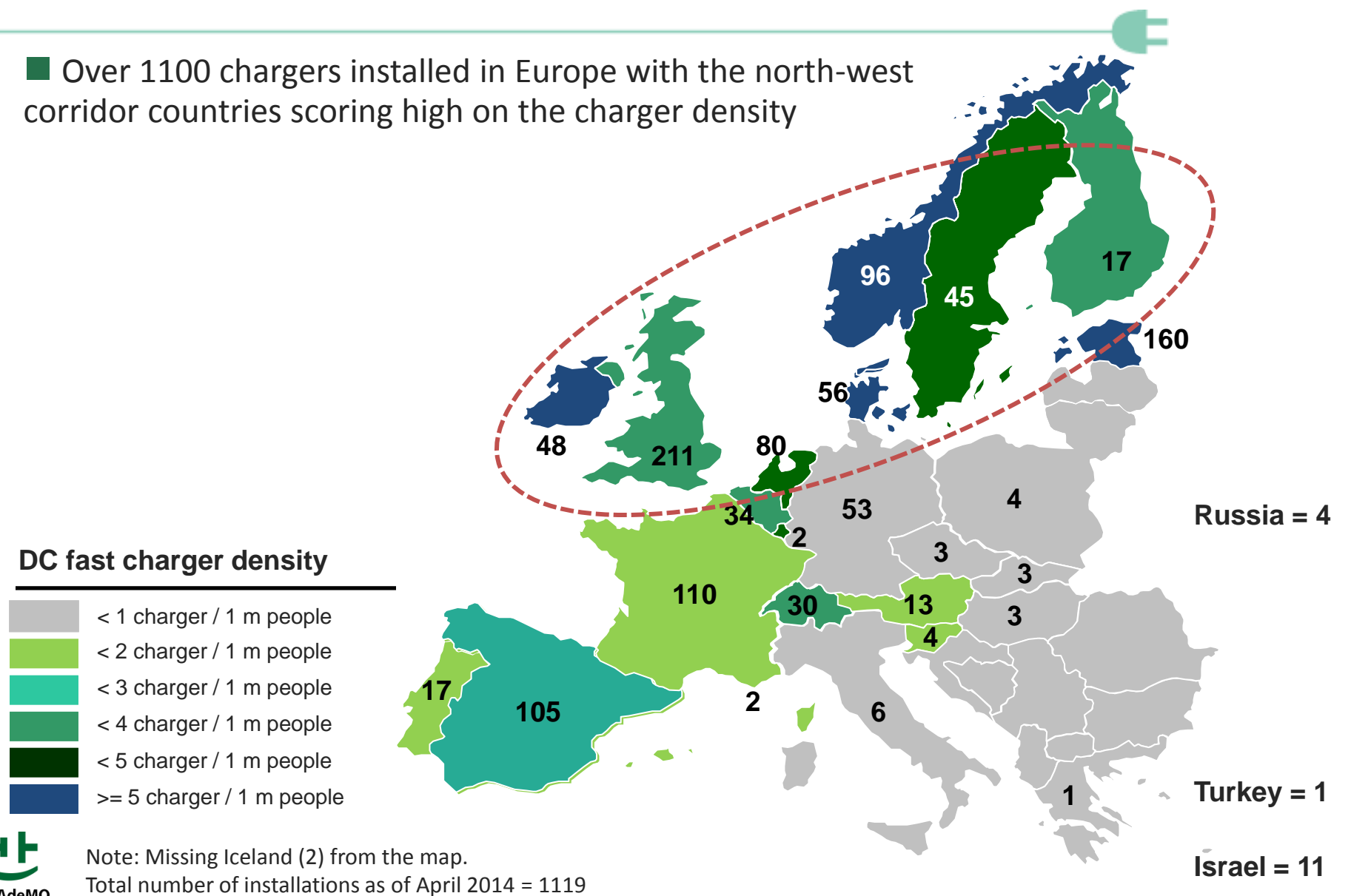
- CHAdeMO continues its rapid growth in Europe
 - Over 1,100 CHAdeMO chargers are installed across 25 countries in Europe
 - They serve a large majority of all fast-chargeable EVs
 - Most products in the market are equipped with multi-system connectors

- 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

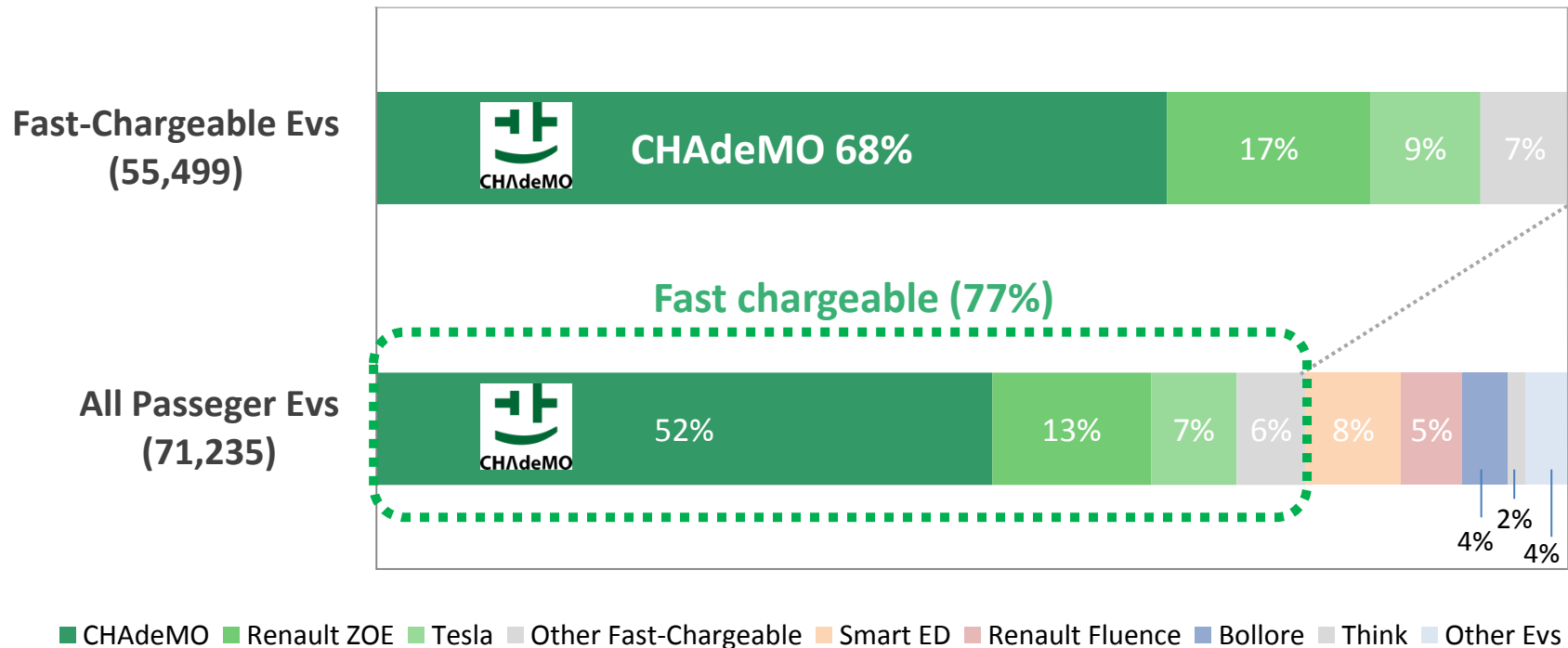


European EV market snapshot



- 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**

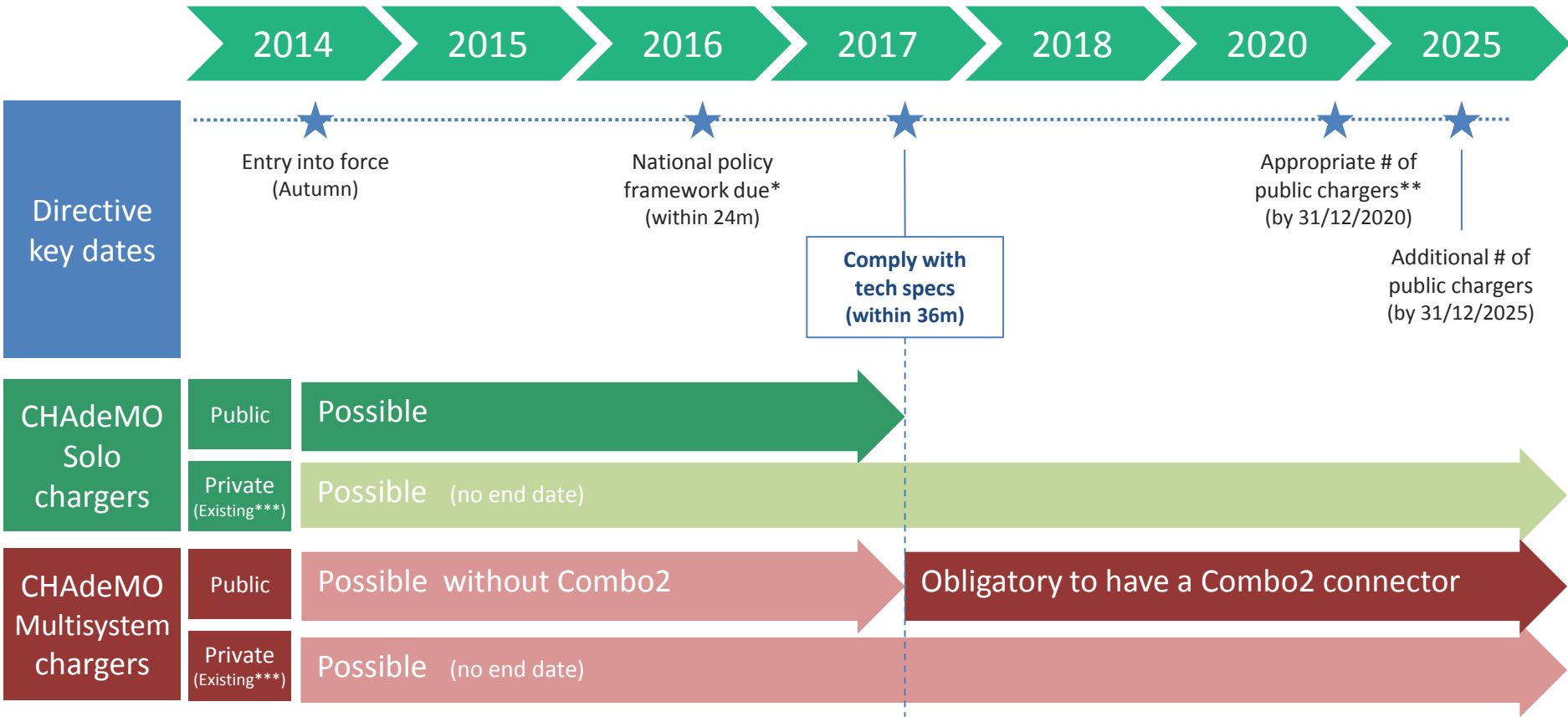


- **Entry into effect** (Expected Fall 2014)

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

