Who are we?

• A national 501(c)3 membership organization founded in 2008, we are passionate plug-in vehicle (PEV) drivers accelerating the rollout of the cars

• The leading national voice representing the concerns of EV drivers

• The world’s deepest pool of experienced PEV drivers, with many years of experience and millions of electric miles driven
What Do EV Drivers Want?
How Do EV Drivers Use Charging?

1. Regular, daily charging
2. Range extender
3. Insurance
4. Support for shared rides (Uber/Lyft)
1. Regular, Daily Charging

• In order to drive a BEV, drivers need access to charging that is:
  – Consistently available
    • Daily or almost (depending on range and battery size)
  – Very conveniently located
    • Close to someplace that you already go, all the time
1. Regular, Daily Charging

- Home #1
- Work #2
- Nearby Fast Charging (Maybe)
  - Very close to home, work, grocery store, or somewhere else that you go regularly
  - Works best for 200 mi+ vehicles.
    - Not a good fit for my 2015 LEAF (85 mi range)
2. Range Extender

• Allows you to go further on a trip than your battery would otherwise allow
  – Good fit for DCFC

• Mostly: Conveniently located along highways for extended trips

• Also: In a big place like Los Angeles, for long trips within the metropolitan area
  – Probably also along highways
3. Insurance

• For moments when you need an extra boost
  – Forgot to charge
  – Home charging isn’t working
  – Going farther than you expected
• Like #2, conveniently located near highways within metropolitan areas
4. Shared Ride Drivers

• Support Uber and Lyft EV drivers
  – Great opportunity to expose people to EV technology
• Great fit for DCFC (drivers are in a hurry)
• Located near the passengers
  – Airports and transportation hubs
  – Retail and nightlife centers
4. Shared Ride Drivers

• Other services
  – Wifi
  – Bathrooms
  – Retail (snacks/coffee/beverages)
  – Clean, safe, and well-lit
Reliable-Reliable-Reliable-Reliable
Easy-Easy-Easy

www.pluginamerica.org
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National Drive Electric Week™

www.pluginamerica.org
Thank You

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