

ELECTRIC
VEHICLE
COUNCIL



@BJafari
@EVCouncil



Government advocacy

Developing policy

Reporting & analysis

Cross-industry coordination

Facilitating market growth

Advice and guidance





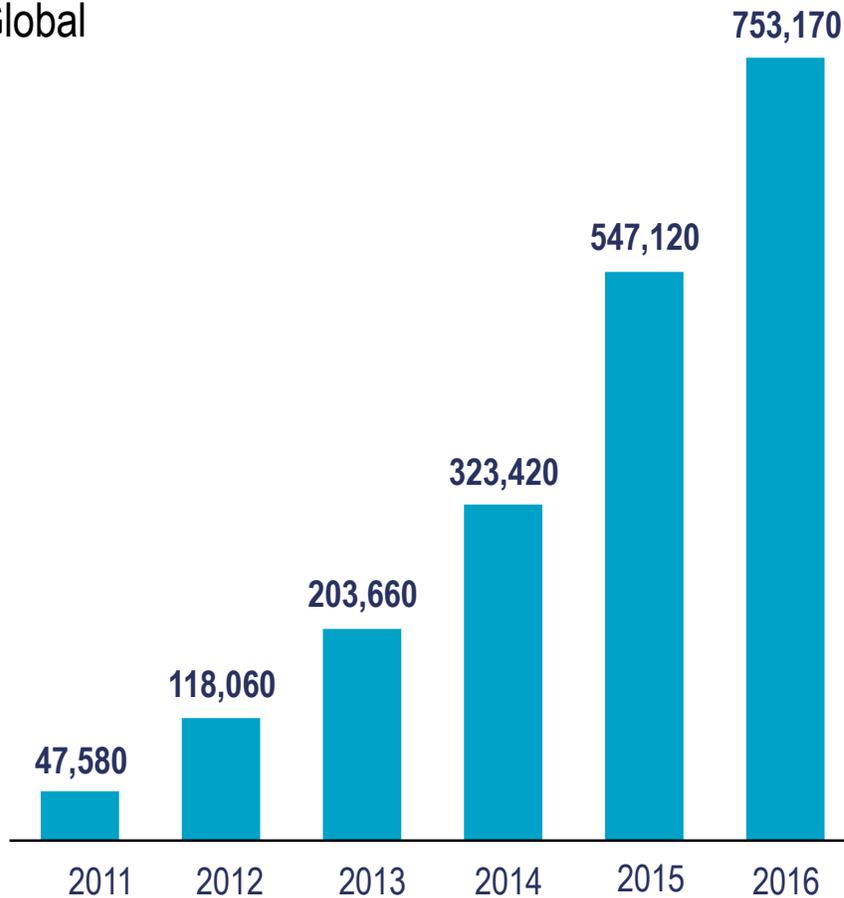
Global Market



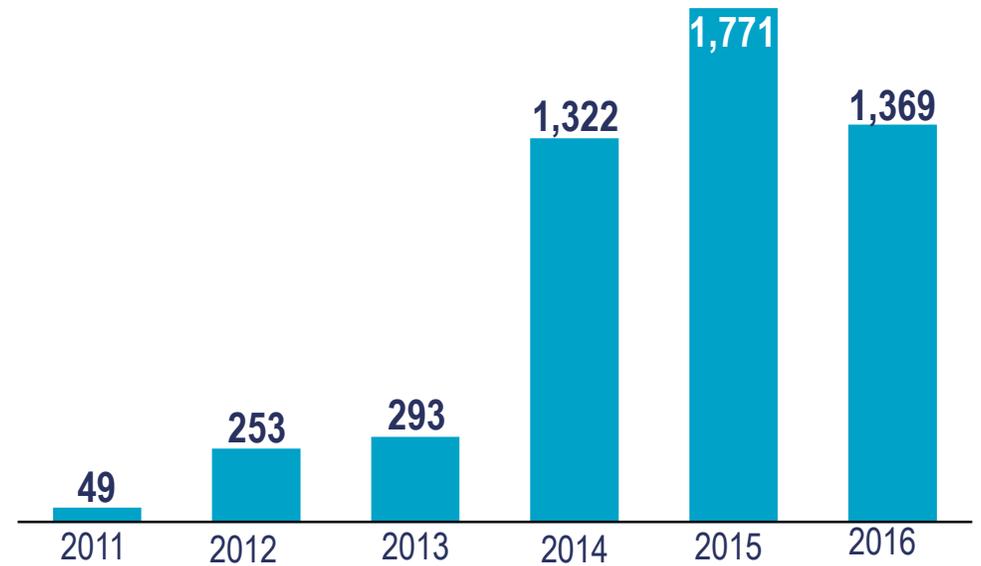
Electric vehicle sales (2011 – 2016)



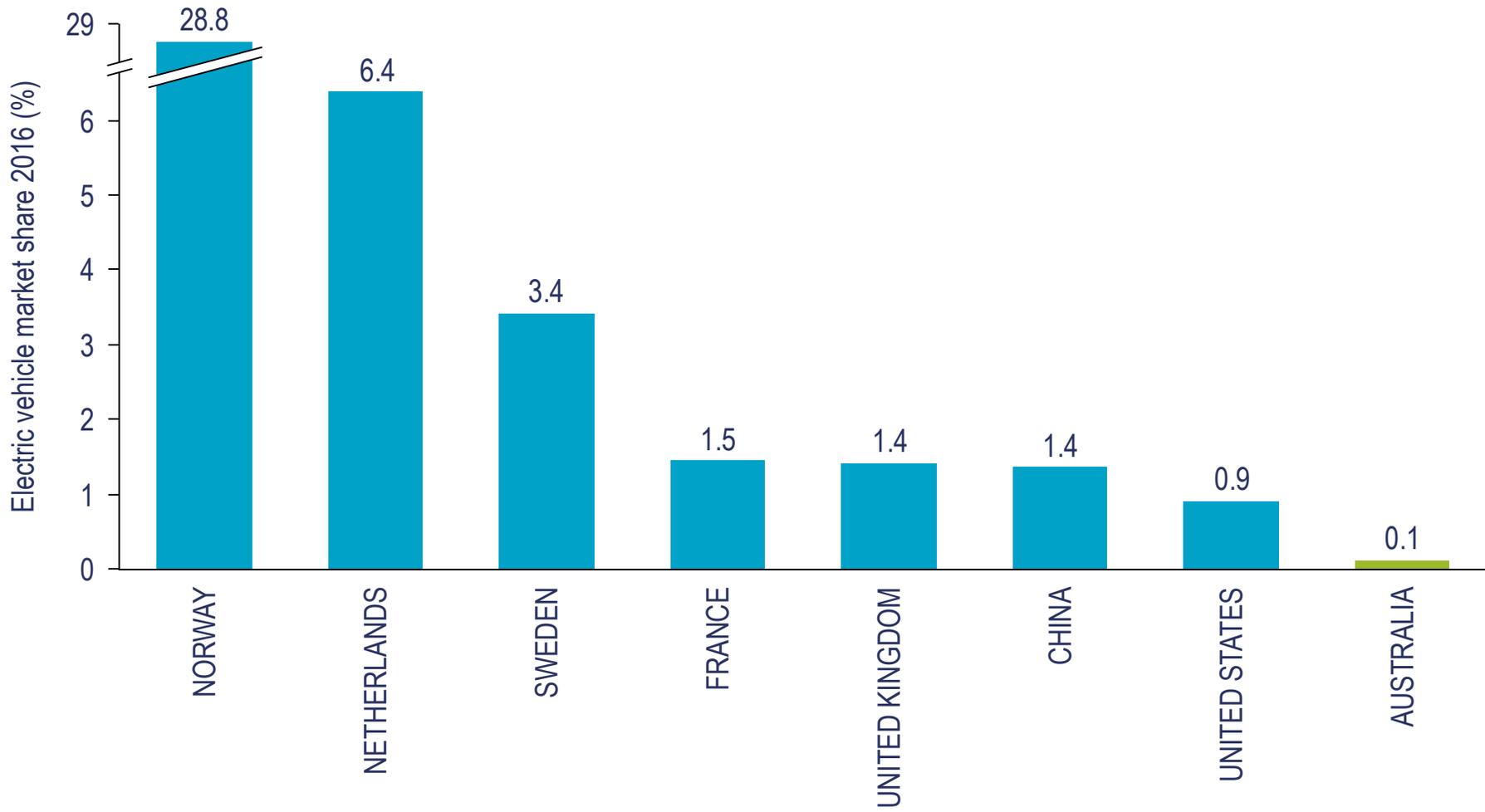
Global

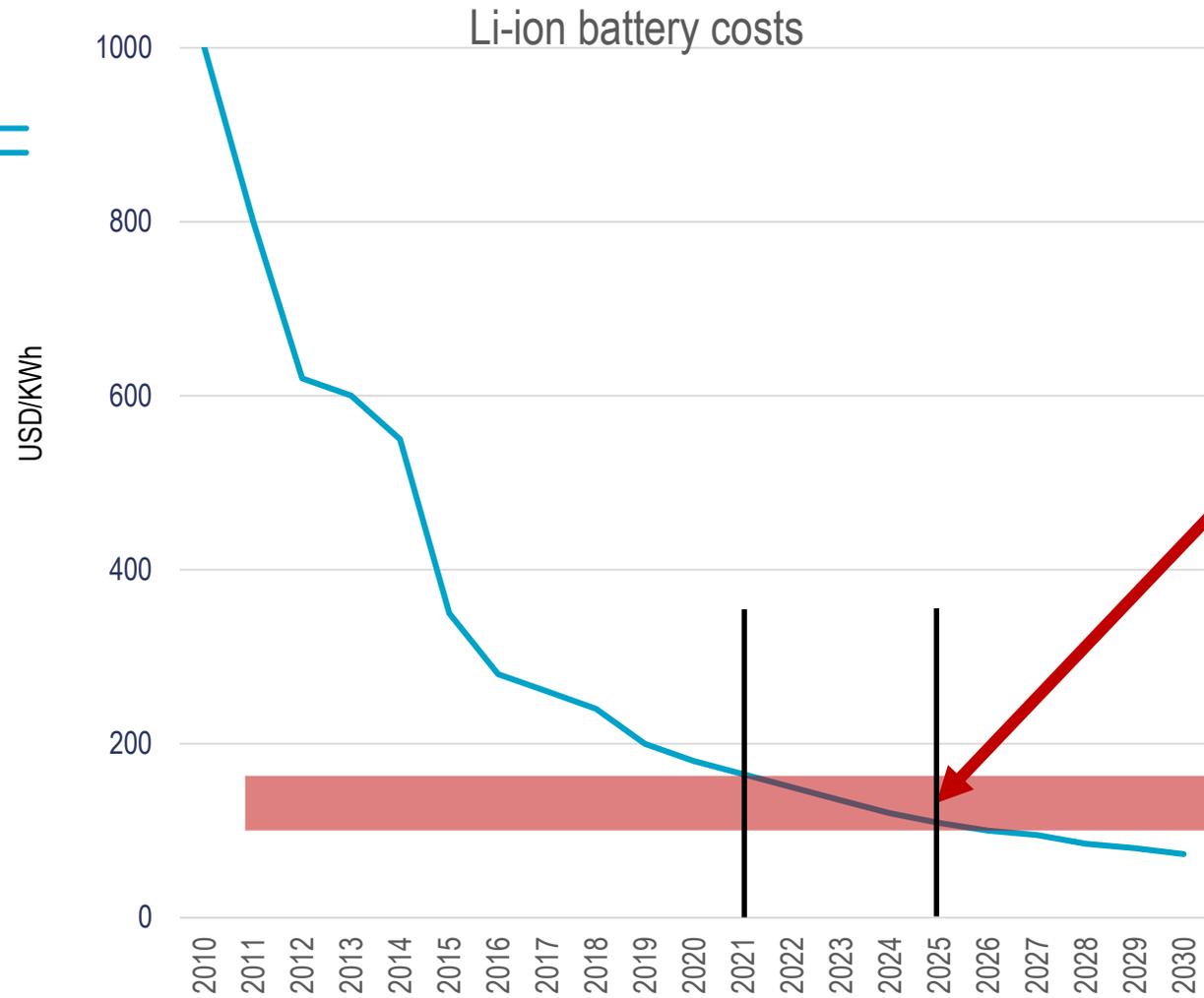


Australia



Electric vehicle market share (2016)





EVs cheaper upfront by

2025

(\$105-120/kWh)

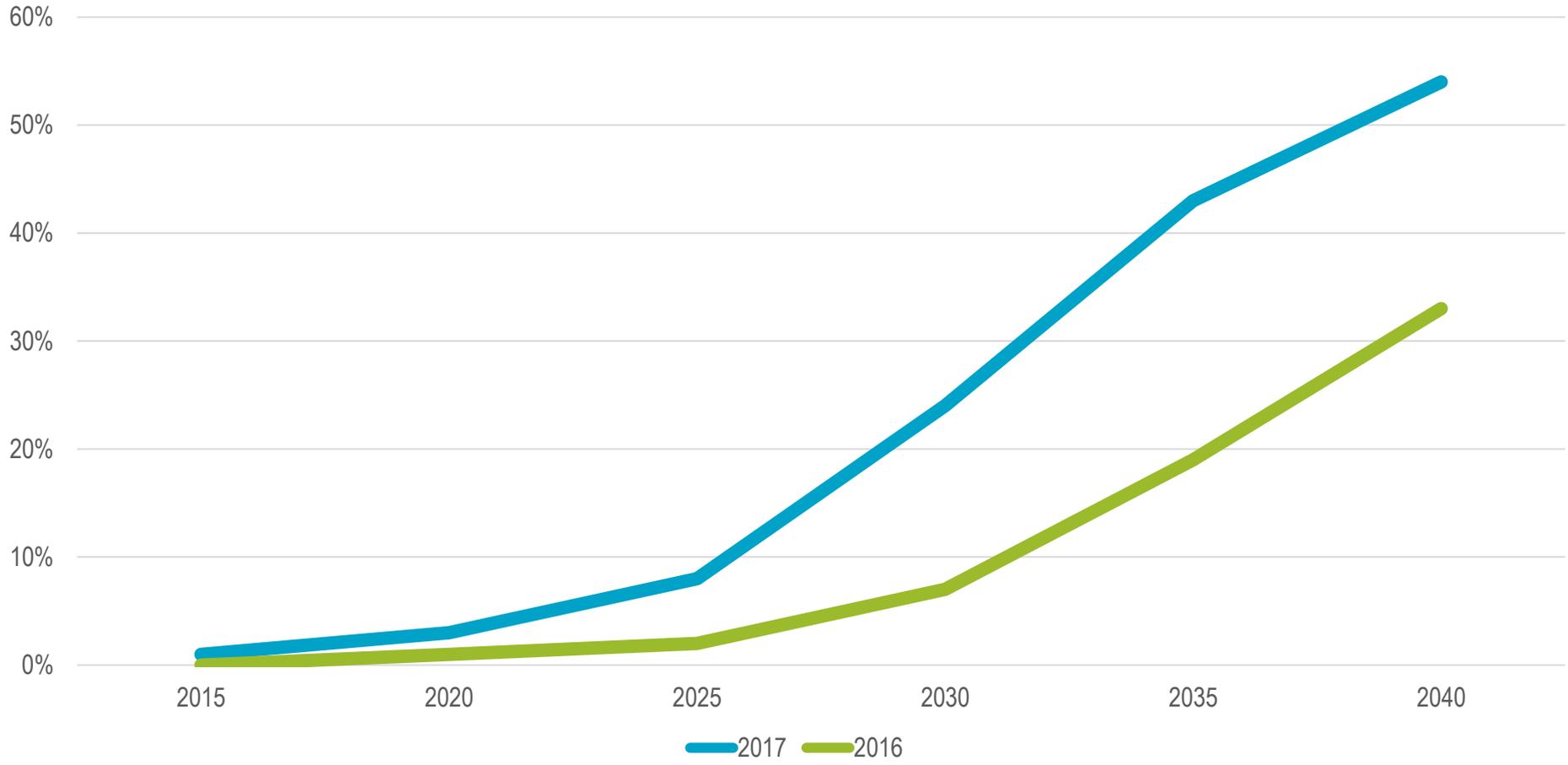
Battery currently accounts for 50% of total EV cost

Projected to fall to 10%

*BNEF, US DoE, IEA



EV Sales Projections

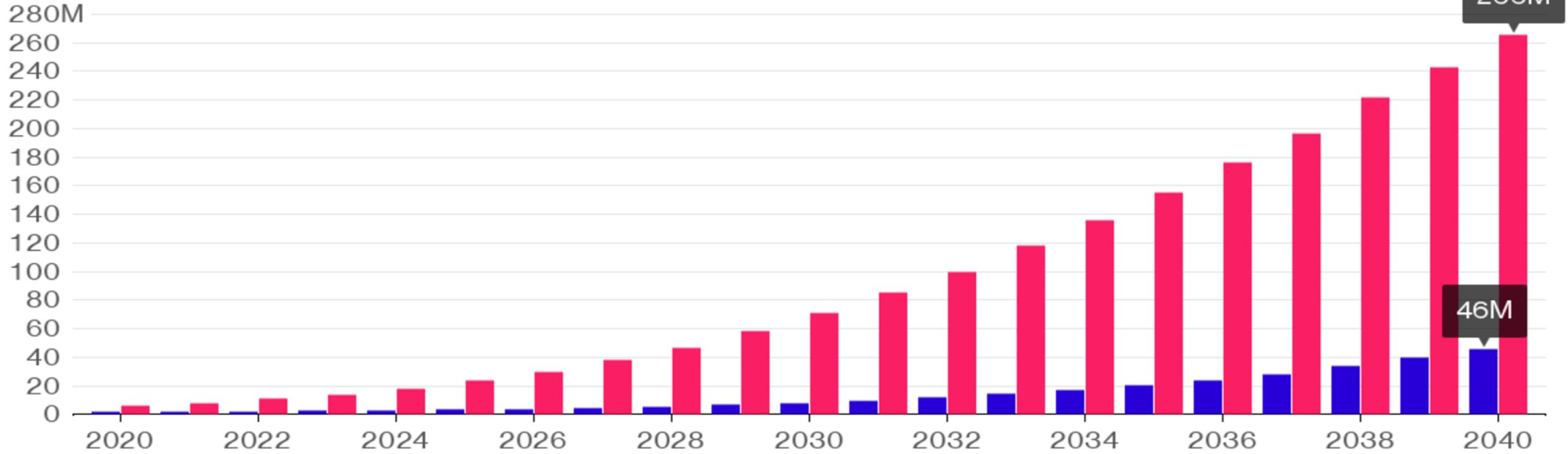


Growing Expectations

OPEC's electric vehicle forecast grew by almost 500% last year

■ 2015 Forecast

■ 2016 Forecast



Source: Bloomberg New Energy Finance

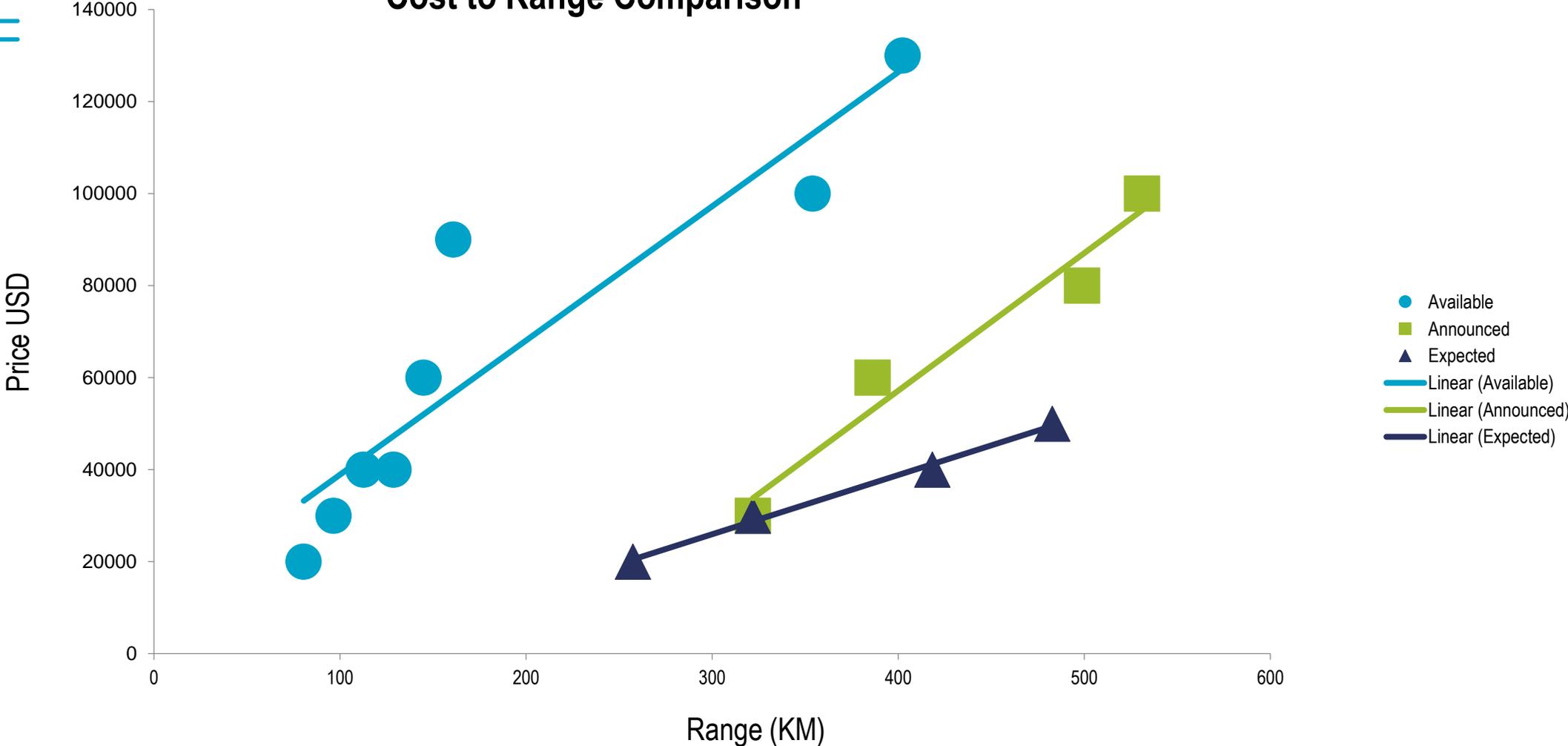
Bloomberg



Country	Target	Year
China	100%	TBC
India	100%	2030
UK	100%	2040
France	100%	2040
Norway	100%	2025
Netherlands	100%	2025
Japan	20-30%	2030
New Zealand	24,000	2021
USA	3.3m	2025
Germany	6m	2030

Global EV Model Availability Cost to Range Comparison

Data Source: Bloomberg New Energy Finance

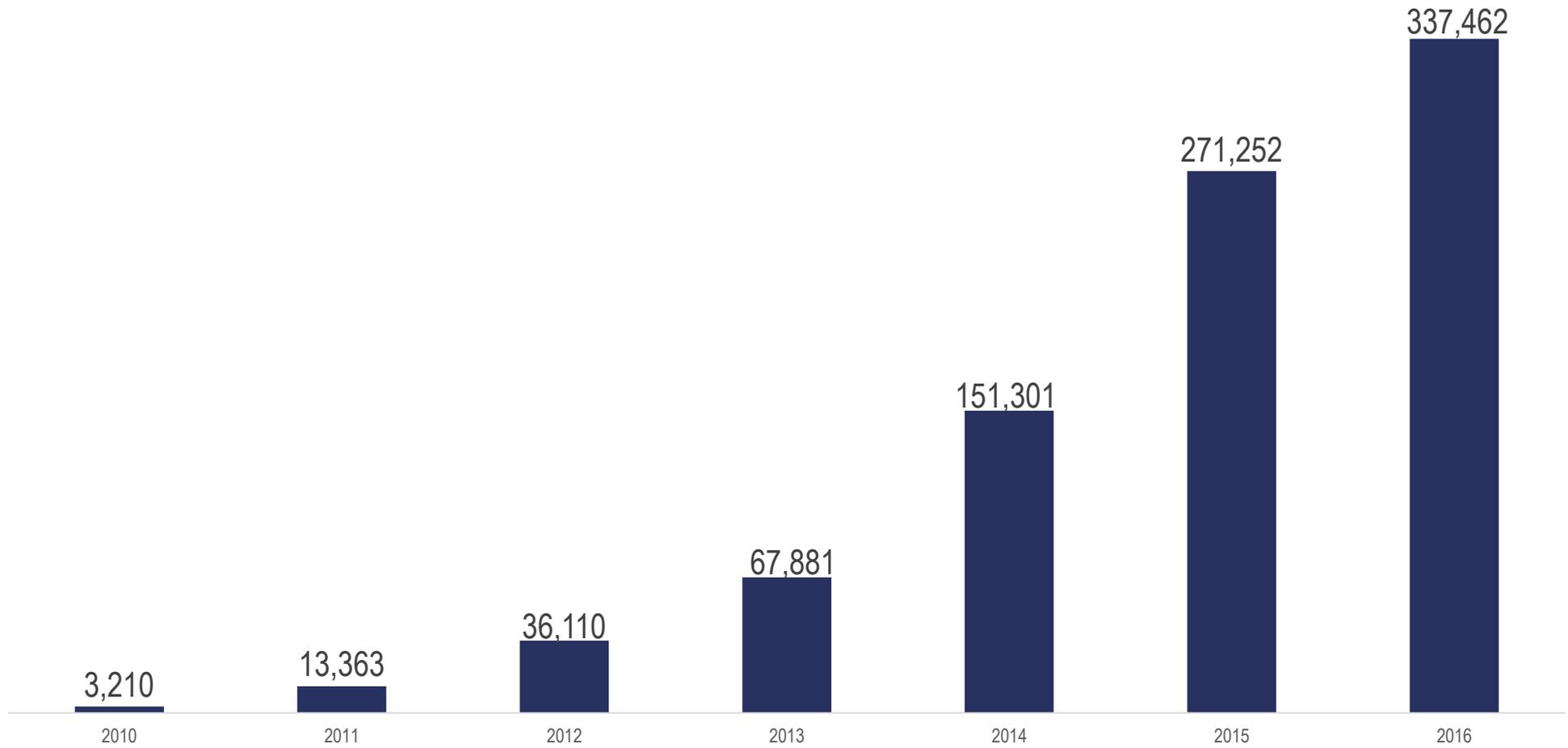


Australian Market

Challenges & Opportunities



OPPORTUNITY AUSTRALIA

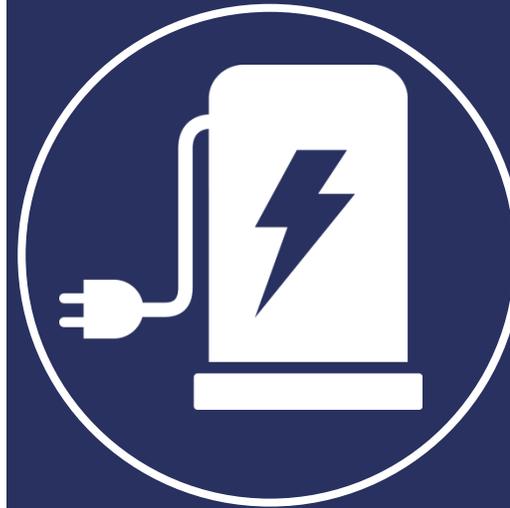


WHAT IF... AUSTRALIA WAS NORWAY?

Barriers to electric vehicle uptake in Australia



**Cost and
availability**

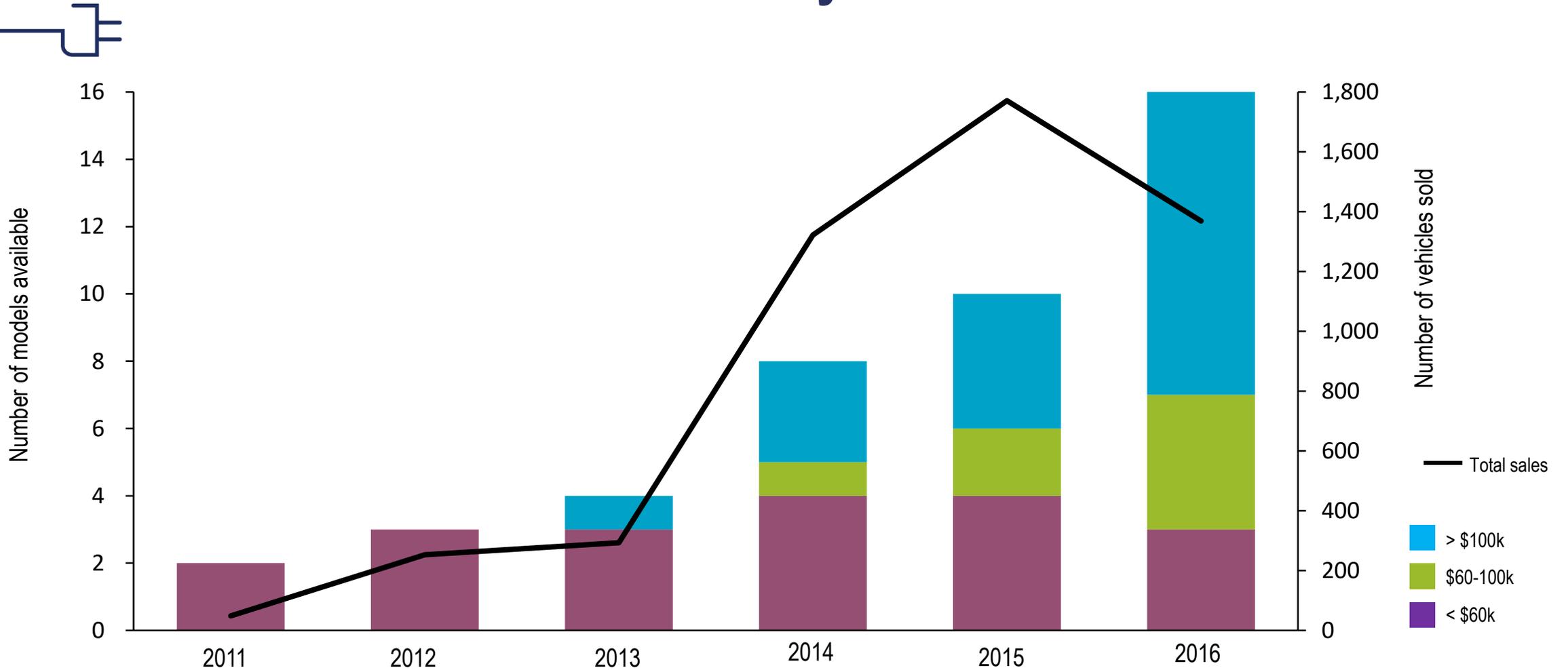


**Recharging
concerns**



**Consumer
awareness**

Cost and Model Availability





Overhead

Wireless (static)

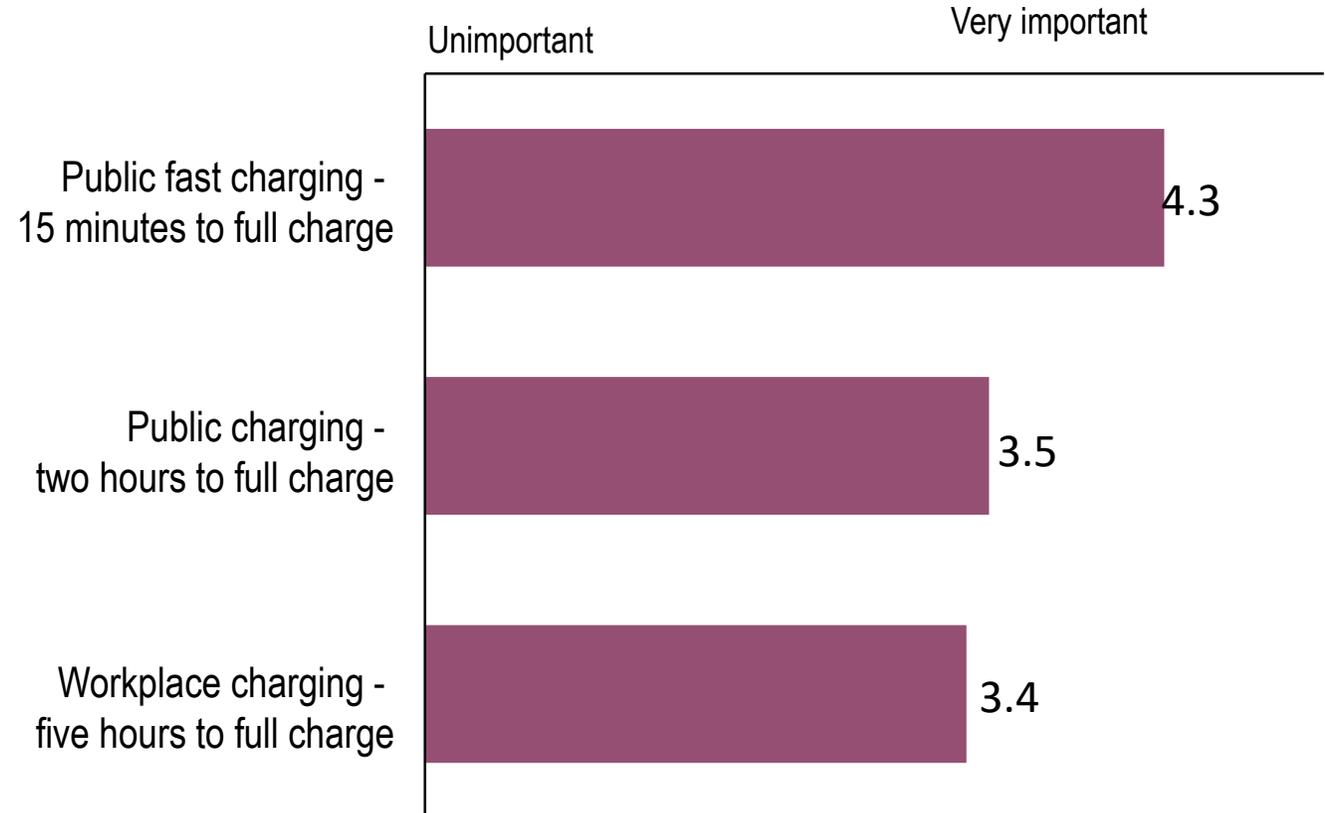
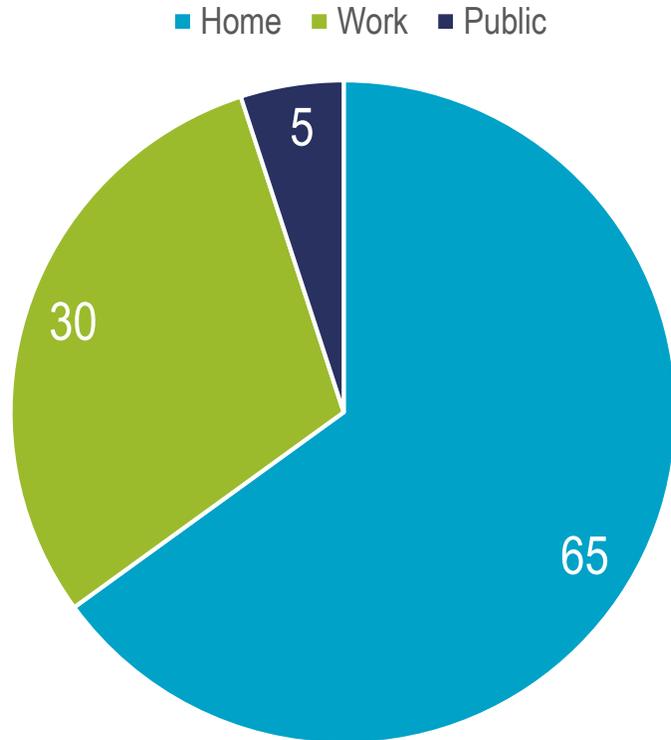


Plug-in



Wireless (dynamic)

Charging Infrastructure – Usage/Perception



SHORT-TERM POLICY SUPPORT TO REACH CRITICAL MASS

INCENTIVISE FLEET DEPLOYMENT

2016 global average shortfall

16,000

Fleet sales share of total market

45%

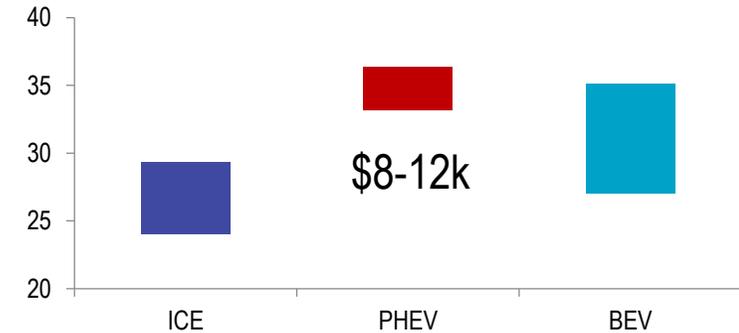
POLICY INCENTIVES

Short-term exemptions to reduce total cost of ownership:

Fringe Benefit Tax

Stamp Duty

Registration



REGULATION

Vehicle Emissions Standards

Standards/Accreditation

www.electricvehiclecouncil.com.au

Behyad Jafari

0431 549 220

Behyad.Jafari@electricvehiclecouncil.com.au

