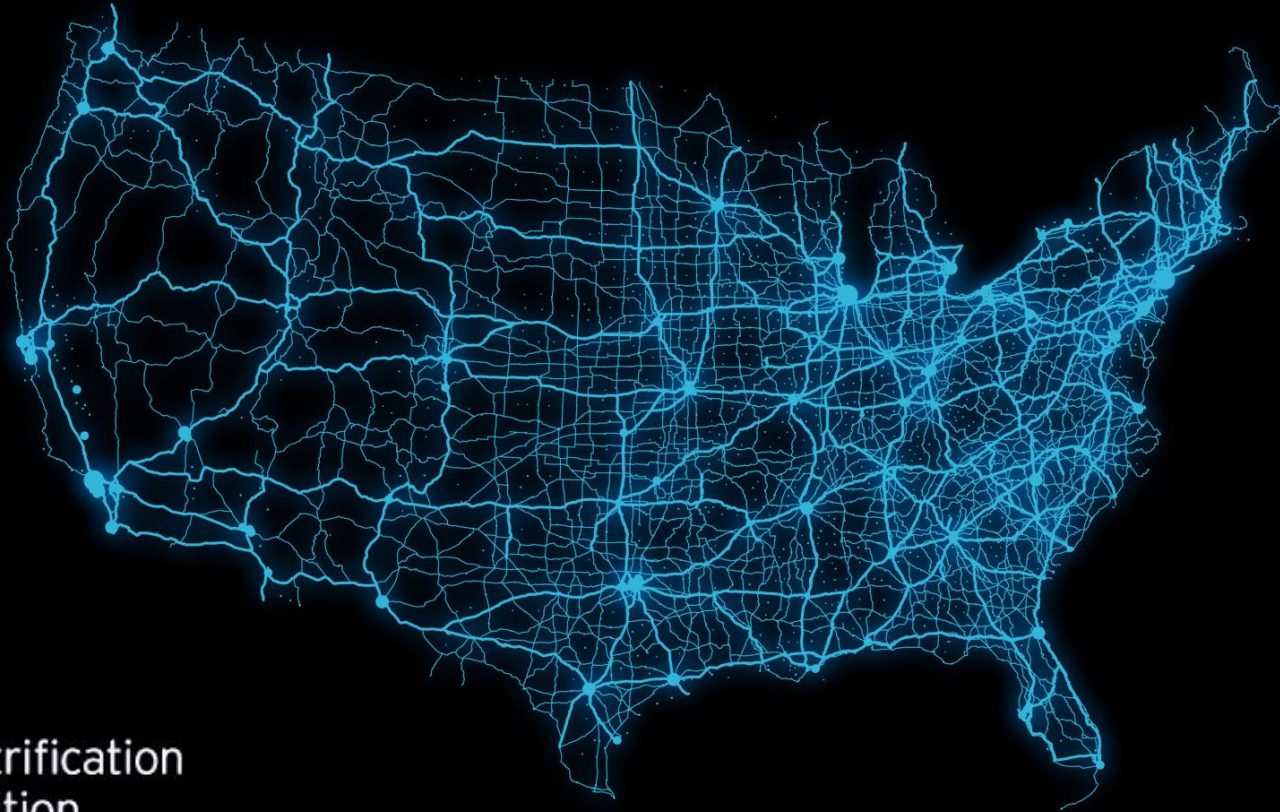


The Electrification Coalition

Revolutionizing Transportation and Achieving Energy Security



Electrification
Coalition

What is the Electrification Coalition?

The Electrification Coalition (EC) is a nonpartisan, non-for-profit group of business leaders committed to promoting policies and actions that facilitate the deployment of electric vehicles on a mass scale in order to combat the economic, environmental, and national security dangers caused by our nation's dependence on oil.



Electrification
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Why cities can lead:

- Shrinking role of nation states, cities rising
 - Decentralization and Globalization
 - Higher exposure to competition
 - Cities becoming first point of contact
- Growth of number of cities
- Labs of innovation
- Cities learn from one another

Benefits of electrification for cities:

- Meets multiple goals
 - CO2 goals/sustainability
 - Fuel reduction targets
 - Pollution targets
- Source for collaborative
- Stimulate economic development (clean tech, energy hubs, electricity gen is local)
- Creating the “EV ecosystem”

Strategies to Drive adoption:



To facilitate and accelerate the nationwide commercialization of plug-in electric vehicle (PEV) technology, the EC have created initiatives that develop and implement models that will engage the EV value chain and a broad group of stakeholders at the national, state, and local level. Current and future funded efforts include the Smart City Challenge, Drive Electric Orlando, Drive Electric Northern Colorado, The Energy Security Cities Coalition, A United State Postal Service Fleet program, and a newly funded community program in Rochester New York.

Implementation Examples



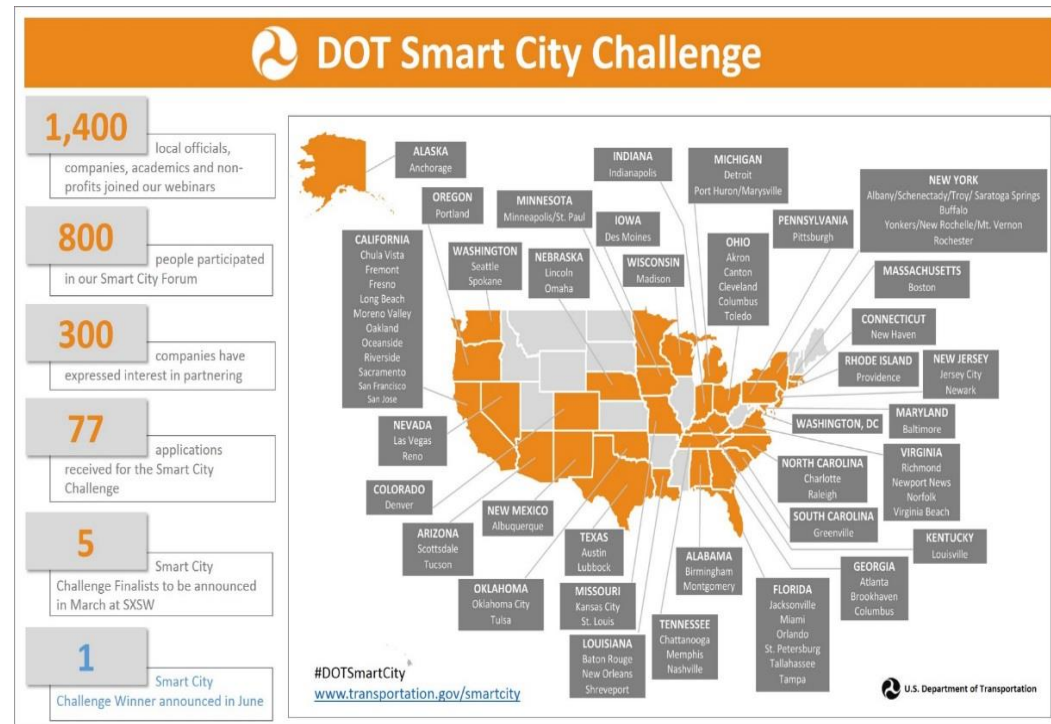
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Smart City Challenge:

Changing the Future of Transportation through Electrification

The demand for solutions and the conversation has started

- 78 cities
- Impact beyond with new communities
- Creating the conversation



7 Cities creating a new vision:

7 Finalists that created a bold and focused effort to electrify their city.

- Decarbonize of the city's electricity grid
- Convert city and private vehicle fleets, public transit, and taxis from conventional (internal combustion) to EVs
- Deploy and field test autonomous vehicles
- Increase consumer adoption of electric vehicles
- Develop lessons learned, data-driven metrics, sustainable financing tools and other best practices that will comprise a "playbook" for other cities to follow

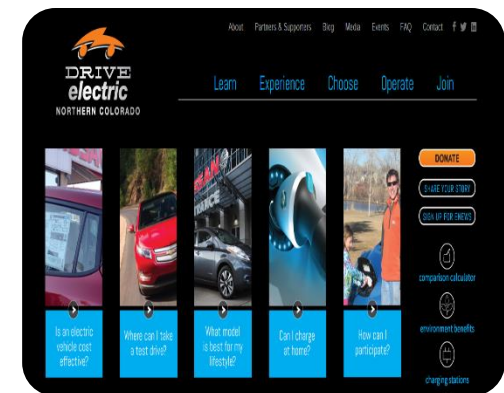


EV Accelerator Community

Drive Electric Northern Colorado (DENC)



Partners include: the City of Fort Collins, the City of Loveland, Colorado State University, Odells Brewery, the Fort Collins Downtown Business Association, Colorado auto dealerships, and more.



Drive Electric Northern Colorado (DENC)

Core Strategies and Accomplishments



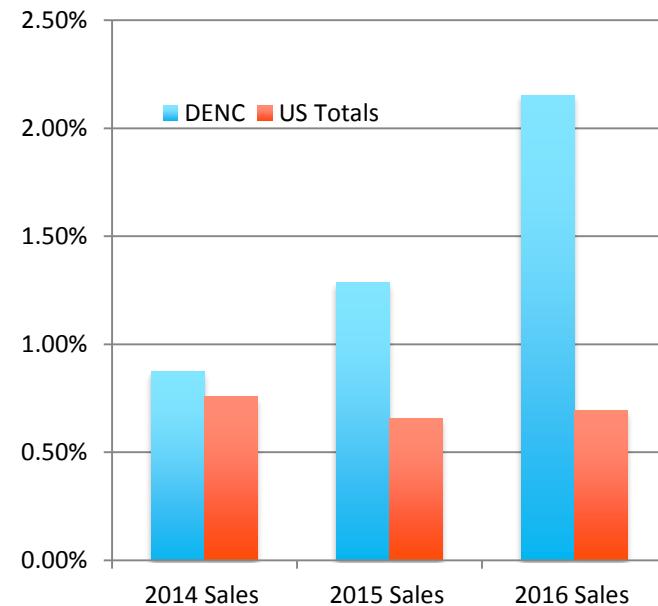
Core Strategies

- EV Readiness, EV Education, EV Experiential Marketing, Fleet Transition, and Consumer Purchase

Early Accomplishments

- Host 40 Ride-and-Drive events yearly
- Launched an aggregated vehicle purchasing pilot with Nissan/BMW that increased sales by 900%.
- Launched “Drive Leadership” program giving 40 community leaders an extended test drive.
- Outreach and education efforts have reached thousands (online, radio, grassroots, events).
- Launched Workplace Charging Challenge which has recruited 19 partners who have helped provide charging to over 16,000 employees.
- Drivers are never more than six miles away from a station.

Yearly Sales



Drive Electric Orlando

Nations Largest EV Test Drive



Leveraging America's top tourism destination and rental car market to expose millions of visitors to electric vehicles and turning renters into buyers.

Volume

Orlando is the largest rental car market in the country with 4 million annual rental transactions

Visitors

60 million visitors have the opportunity for a firsthand EV experience. High exposure to consumers that do not actually rent one.

Usage

Most visitors travel short distances, to a limited number of popular destinations, including hotel and attraction parking lots, where they park for a long time.



Drive Electric Orlando

Core Strategies



Renting is Key to the Experience

Customers who rent a car from Enterprise Holdings brands are 55 percent more likely than the average consumer to purchase a new vehicle within six months of their rental.

Core Strategies

Partner Engagement, Conference and Corporate Outreach, Training and Expanded PEV Options, Marketing Program, Consumer Purchase.

Marketing Converts Renters to Buyers

Collecting Consumer Data and surveys to help understand rental impact on future purchasing.

Follow Up Communication providing consumers specifics about their market.

Why Electric?

- Super-torque for a fun ride
- Top-notch Tech: Free GPS and OnStar® assistance to find charging
- Free charging at most locations
- 40 miles of electric range and 340 miles on gas
- 4 Passengers +4 suitcases +1 carry-on

Back | Book it



Why Rent Electric?

With free parking, free charging, and reduced fuel use, renting a car can pay for itself.

Many partner hotels offer free parking averaging \$35 per day which could pay for the entire cost of the vehicle's rental.



Skip the Gas Station

The one place visitors won't need to stop: the gas station. It's good for the country, the environment, and even better for your customers. Chevy Volts run on both electricity and gasoline, traveling about 40 miles on battery power before switching to gas for longer trips. Volts offer the latest vehicle technologies, instant acceleration, and a smooth and quiet ride.



Enjoy the Extra Benefits

Drive Electric Orlando is a premium experience at a bargain price. With free charging*, free valet parking**, and free GPS and OnStar® on all rentals, visitors can enjoy the future of transportation in comfort and style.



Energy Secure Cities Coalition (ESCC)

The goal of the Energy Secure Cities Coalition is to unite 25 cities, retire 50,000 petroleum vehicles, and save 500,000 barrels of oil every year

- Mayors and cities are capable of catalyzing a national EV transition by demonstrating the versatility and cost-effectiveness of EVs and AFVs to consumers and the private sector
- The Coalition will transform the political conversation surrounding AFV – underscoring the often overlooked role in economic development and national security
- Eight city leaders are tackling this dependence by committing to transition their municipal fleets from petroleum-fueled vehicles to vehicles powered by alternative fuels, such as electricity and natural gas.
- Cities: Indianapolis, Atlanta, Sacramento, San Diego, Oakland, Charlotte, West Palm Beach, Rochester, NY



ENERGY SECURE CITIES
COALITION

OUR GOAL
RETIRE
50,000 gasoline-powered
vehicles } from our city fleets
by 2025

Programmatic Case Studies

The Electrification Coalition



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POLICY REPORTS AND ANALYSIS

The Electrification Coalition makes policy recommendations based on in-depth, objective analysis of the wide variety of complex issues surrounding energy security and electrification.

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- Policy Report
- Analysis

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- 2013
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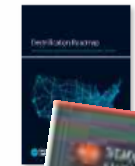
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POLICY REPORT

NOVEMBER 16, 2009

Electrification Roadmap

This comprehensive report outlines a vision for a fully integrated electric drive network in the United States.



The Electrification Coalition

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Online:

www.secureenergy.org

www.electrificationcoalition.org

www.energysecurecities.org

www.driveelectricnoco.org

www.driveelectricorlando.org

Download the Electrification Roadmap: www.electrificationcoalition.org/policy

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