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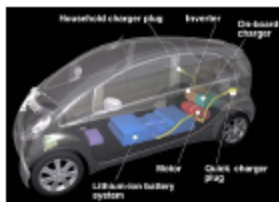
*» Focus on sustainability,  
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## Electric Road Transport policies in Europe till 2015: opportunities, experiences and recommendations

*Results of an international study on electric vehicle user requirements funded by ERA-NET*

This leaflet presents a summary of the research performed in the project Electric Road Transport policies in Europe till 2015: opportunities, experiences and recommendations (May 2010-May 2011).

The project has been funded by the countries Austria, Finland, the Netherlands and Norway, who set up the trans-national research call ENT19 Electric Mobility.



### **Need for a practical roadmap offering recommendations to (local) policy-makers**

The large-scale use of electric and plug-in hybrid electric vehicles (EVs and PHEVs) that rely on renewable sources of electricity has great potential to reduce the emissions of greenhouse gas (GHG) by the transportation sector significantly.

The first phase of introducing electric road transportation is presently taking place. It is characterized by national action plans and 'learning by doing', frequently by means of demonstration pilots at a local level. Up to now there is little alignment of national policies, action plans and (local) initiatives, this leads to an ambiguous and fragmented market for electric road transport.

The aim of the study was to contribute to the alignment of national and local initiatives and to encourage large scale market development of electric road transport in Europe, by:

1. Defining the potential market for electric and electric-hybrid vehicles.
2. Providing guidelines to policy-makers on how to meet the market potential and make a broad implementation of electric driving happen.

### **The supply side of electric driving is gearing up**

For the time being, the EV will be a sellers market. The emphasis in the EV market is on both small city vehicles as well as on bigger far more expensive models. Manufacturers approach electric driving in different ways: the plug-in hybrid electric vehicles (PHEV) and the battery electric vehicles (BEVs). Batteries will remain costly in the next 5 to 10 years and (really) fast charging will be an option within 5-10 years. Information and mobile communication technology will reduce range anxiety. The expectation is that smart grids and smarter connected vehicles will revolutionize the way we use electricity. Also, battery switching may be an attractive alternative.

### **Market for P(H)EV still small, yet (potentially) booming**

The market share of BEVs is still very small, since they are more expensive than



Leaflet  
*Electric Road Transport Policies  
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*<http://www.transport-era.net/fileadmin/PDF/leafletENT19.pdf>*



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