



## Three key measures to ensure an effective deployment of sustainable road vehicles

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**Jacques de Selliers, Ir**

Managing Director  
**Going-Electric**, Association for Electric Vehicles in Europe  
[www.going-electric.org](http://www.going-electric.org), [jsm08@going-electric.org](mailto:jsm08@going-electric.org), tel: +32 475 55 20 26

*Former importer of REVA electric cars in Belgium.*



# Electric Vehicles (EVs) are cars future, because:



- “ **New concerns are ruling the world:**  
Climate change, environmental protection & energy dependence.
- “ **EVs include BEVs (daily trips), EREVs and FCVs (long trips):**
  - . Best technologies for cars regarding WtW CO2 emissions and primary energy consumption, urban pollution and noise, and oil dependence.
  - . EVs and power plants have a much higher improvement potential than ICVs.
  - . %Biomass → Electricity → EVs+uses less biomass than %Biofuels → ICVs+
- “ **EVs price will drop fast once mass produced:**  
Total cost of ownership will become competitive in 10 to 15 years.
- “ **ICVs only have a limited improvement potential, at a high cost:**  
EVs and electricity production have a high improvement potential.

***For its car industry to remain competitive,  
EU has to concentrate all efforts in the best technologies: EVs.  
Technological neutrality is suicidal...***



## The best EV incentives are inexpensive



- “ **Public incentives are *initially* needed for EV to spread**
  - . No real advantage in owning an EV . and one drawback: limited range!
  - . EVs bring advantages to society, not to EV owners.
  
- “ **Price is not the main issue**
  - . Consumers anyway buy cars much more expensive than they *really* need.
  - . They will only buy EVs if they get a *unique added value* over ICVs.
  - Financial incentives are expensive and hardly effective.
  
- “ **Non-financial incentives have proven to be effective – at low cost**
  - . EVs are successful in regions where EV drivers can ***save time***.
  - To ensure EV success, offer ***time-saving*** incentives to EV drivers: priority lanes usage, free unlimited parking, EV reserved parking, toll and congestion charge exemption, night charging at or near homeõ

***EVs will only spread fast with time-saving incentives.***



## The best EV charging is inexpensive



- “ **No-one will buy an EV if he cannot charge it**
  - Over 50% of EU families don't have a garage
  
- “ **Driving to a fast charging station is not convenient**
  - . About 30 minutes per 100 km charge, plus driving time
  - . Inspired by the petrol car model: drive to a filling station
  
- “ **Low-power charging at or near home is convenient and inexpensive**
  - . Inspired by the mobile phone model: charge while sleeping
  - . 100 kerbside low-power charging poles (with cut-off during peak electricity) cost no more than 1 fast charging station and charge far more EVs.
  - . Night charging uses off-peak electricity → good for the grid.

***First priority is to install inexpensive low-power charging poles on the kerbside in residential districts.***



## The best urban cars are light Electric Microcars



- “ **Light Electric Microcars are best for cities and commuters**
  - . 80% of car mileage: < 60km/day, 1 occupant, mainly in slow traffic
  - . Light Electric Microcars are *objectively* ideal for this usage.
  - . They are cleaner and reduce traffic and parking congestion.
  
- “ **Current type approval categories exclude safe Microcars**
  - . L7e (quadricycles): mass restriction prohibits adding safety equipment, and power restriction makes them too slow for fast roads.
  - . M1 (cars): excessive weight and size to comply with safety regulations designed for fast roads; approval procedures too expensive for SMEs.

***To enable truly sustainable commuting and urban mobility, a new type approval category should be created, in-between L7e and M1, for light Electric Microcars.***



**Thank you  
very much!**



*More info at*  
[www.going-electric.org](http://www.going-electric.org)