

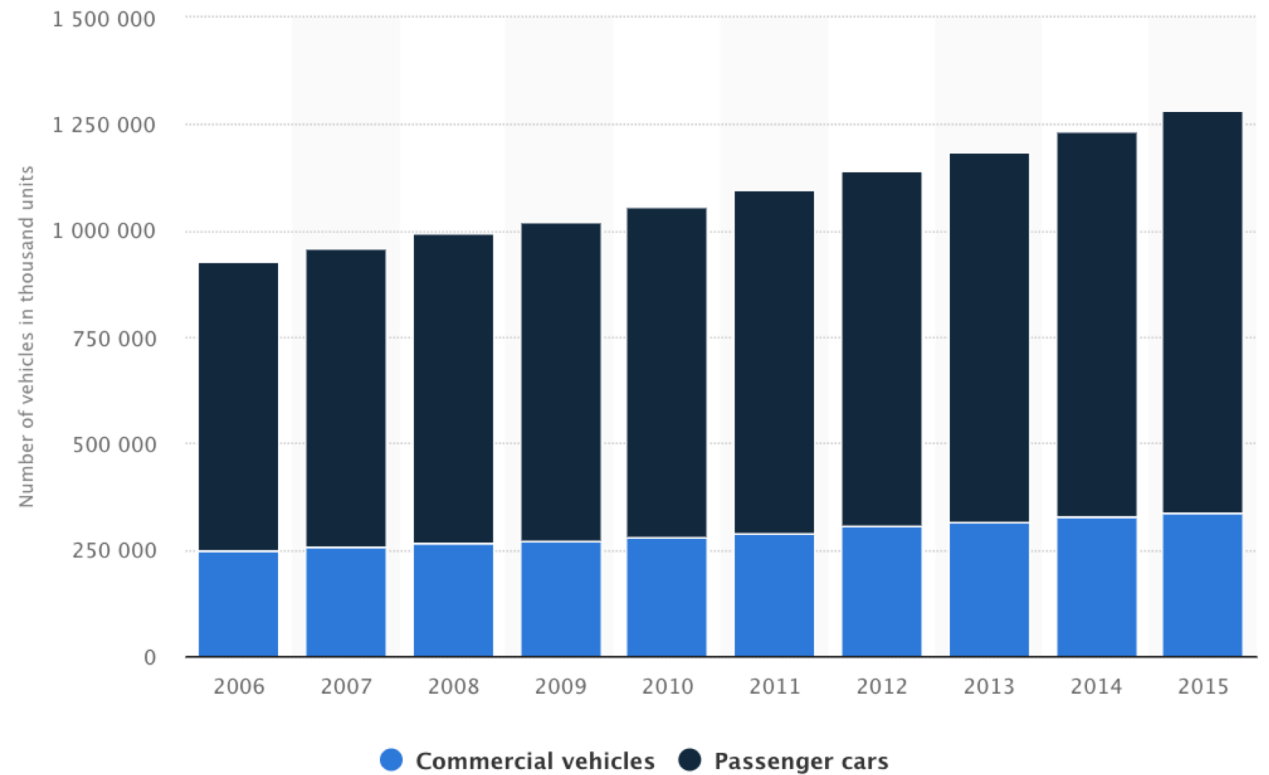


# Electric Vehicles: A BIG Opportunity

Presented by Morgan Maryk  
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# A Shift is Underway

- 1.25 billion cars globally in 2015
- 99% ICE vehicles
- 30% of GHG's



Source: [Statista.com](http://Statista.com)

# Fossil Fuel Bans & ZEV Mandates

- Countries, Provinces, and Cities

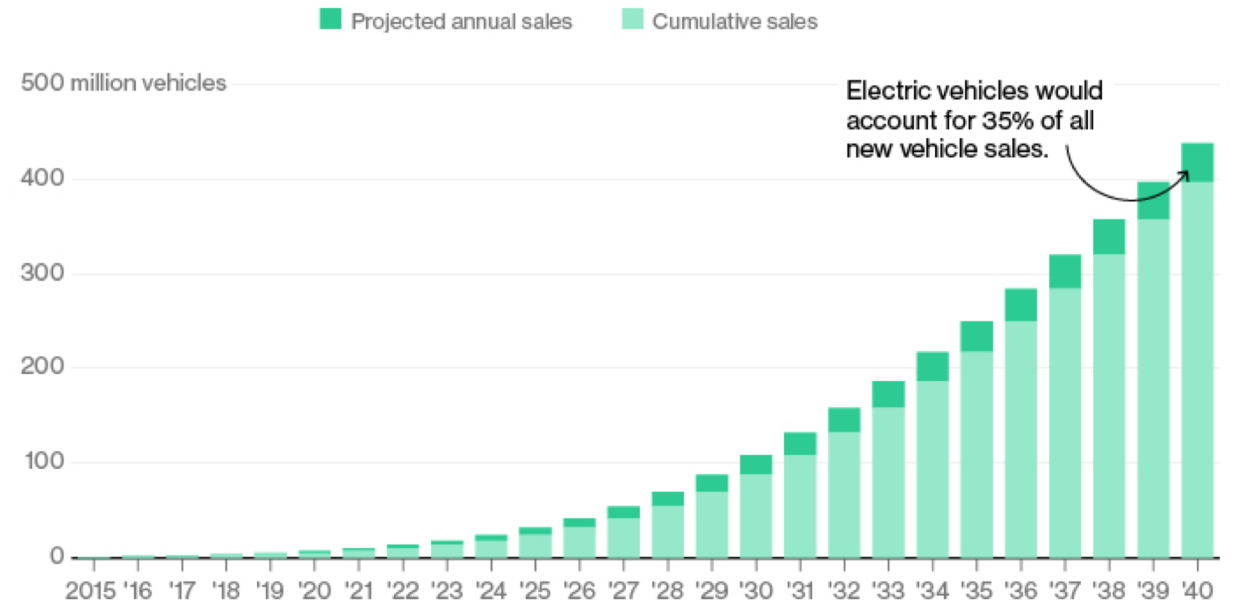
Country	Ban announced	Ban commences	Scope	Selectivity
 China	2017	2040 <sup>[4]</sup>	Gasoline and diesel	Production & New vehicle sales
 Costa Rica	2018	2021 <sup>[4]</sup>	Gasoline and diesel	New vehicle sales
 Denmark	2018	2030 <sup>[a]</sup> 2035 <sup>[b][14]</sup>	Gasoline and diesel	New vehicle sales
 France	2017	2040 <sup>[15]</sup>	Gasoline and diesel	New vehicle sales
 Germany	2016	2030 <sup>[16]</sup>	Combustion engine	New vehicle sales (and cities can ban diesel)
 India	2017	2030 <sup>[17]</sup>	Gasoline and diesel	New vehicle sales
 Ireland	2018	2030 <sup>[18]</sup>	Gasoline and diesel	New vehicle sales
 Israel	2018	2030 <sup>[19]</sup>	Gasoline and diesel	New vehicle sales
 Japan	1996	Ongoing <sup>[4]</sup>	Incentives	New vehicle sales
 Netherlands	2017	2030 <sup>[20]</sup>	All vehicles	New vehicle sales
 Norway	2016	2025 <sup>[4]</sup>	Gasoline and diesel	New vehicle sales, buses are exempt <sup>[21]</sup>
 Portugal	2010	Ongoing <sup>[4]</sup>	Incentives	New vehicle sales
 South Korea	2016	2020 <sup>[4]</sup>	Incentives	New vehicle sales
 Spain	2017	2040 <sup>[4]</sup>	Non-electric	New vehicle sales
 Taiwan	2018	2040 <sup>[22]</sup>	Non-electric	New vehicle sales
 United Kingdom	2017	2040 - England, Wales, Northern Ireland <sup>[23]</sup> 2032 - Scotland <sup>[24]</sup>	Gasoline and diesel	New vehicle sales

# Price Parity

- By 2022, EVs will cost the same as ICE equivalents

## The Rise of Electric Cars

By 2022 electric vehicles will cost the same as their internal-combustion counterparts. That's the point of liftoff for sales.



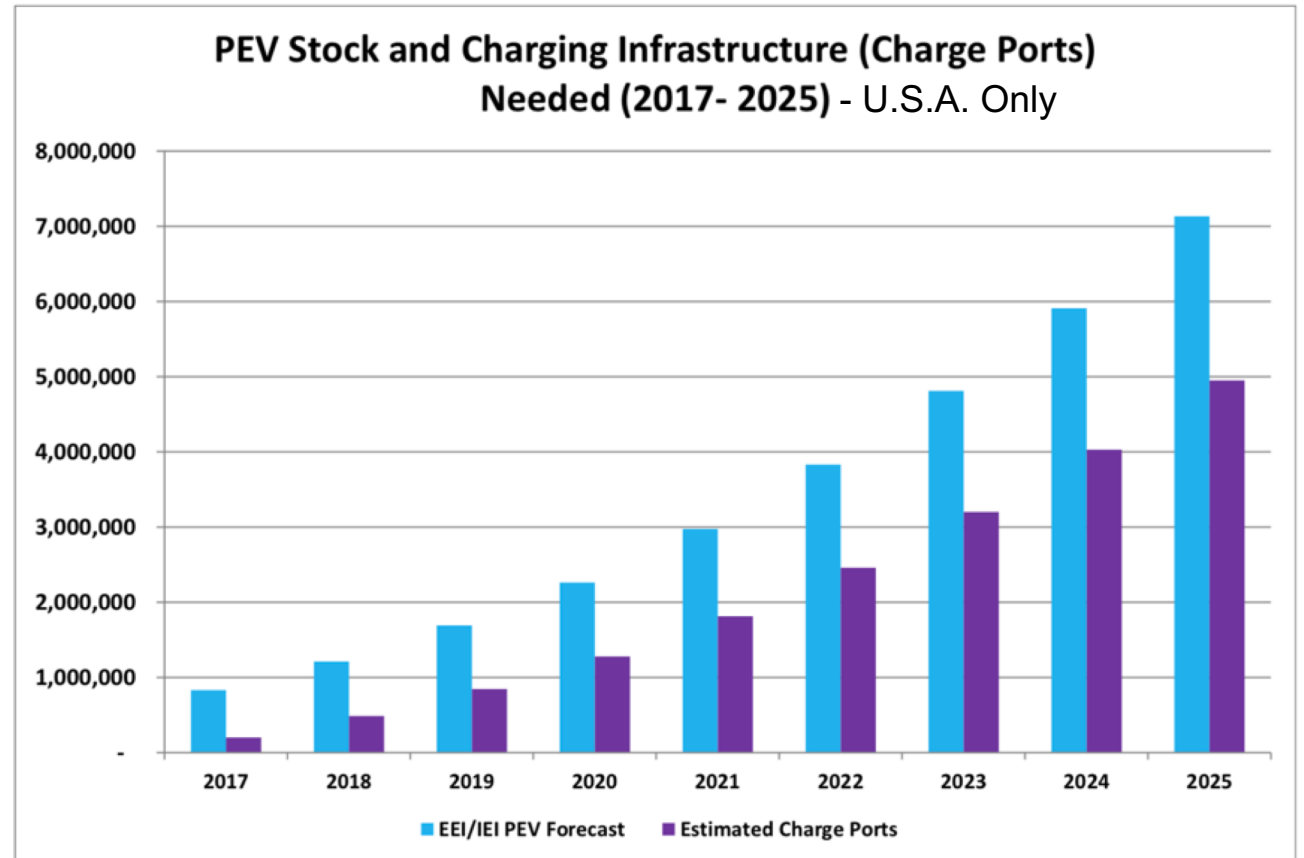
Sources: Data compiled by Bloomberg New Energy Finance, Marklines

**Bloomberg**

# What Does This Mean?

- *Opportunity*
- 550,000 public EV Stations in North America by 2025

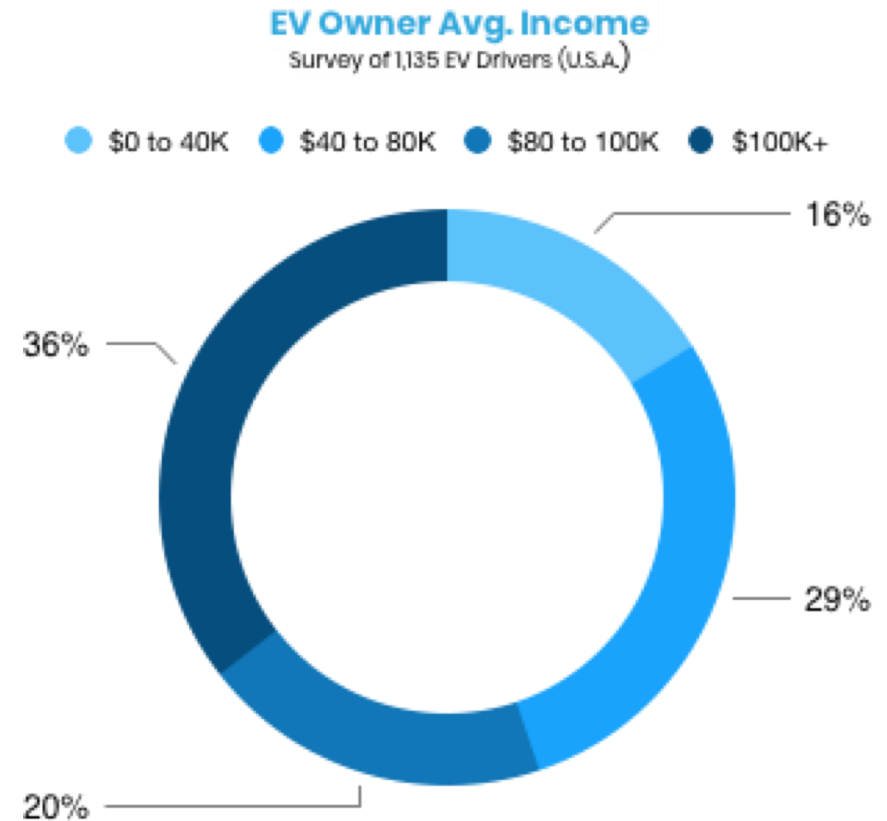
Source: [Edison Electric Institute](#)



# Attracting Early Adopters

- Affluent tech savvy consumers
- 36% of EV drivers earn over \$100K annually
- Promote eco-tourism

Source: [EV Obsession.com](http://EV Obsession.com)



# Increase Dwell Times

- Entice customers to stay longer
- Opportunity to sell more products/services



# Sustainable Brand Image

- Promoting your brand
- Supporting EV adoption



# Additional Revenue

- BCUC de-regulation of selling energy via EV charging
- Other business models



# Find out more

- Emotive: [www.emotivebc.ca](http://www.emotivebc.ca)
- Plug in BC: [pluginbc.ca](http://pluginbc.ca)
- ReCharged: [recharged.ca](http://recharged.ca)



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