

Understanding Electric Vehicles in NZ



Sustainable Energy Forum
Seminar 2009

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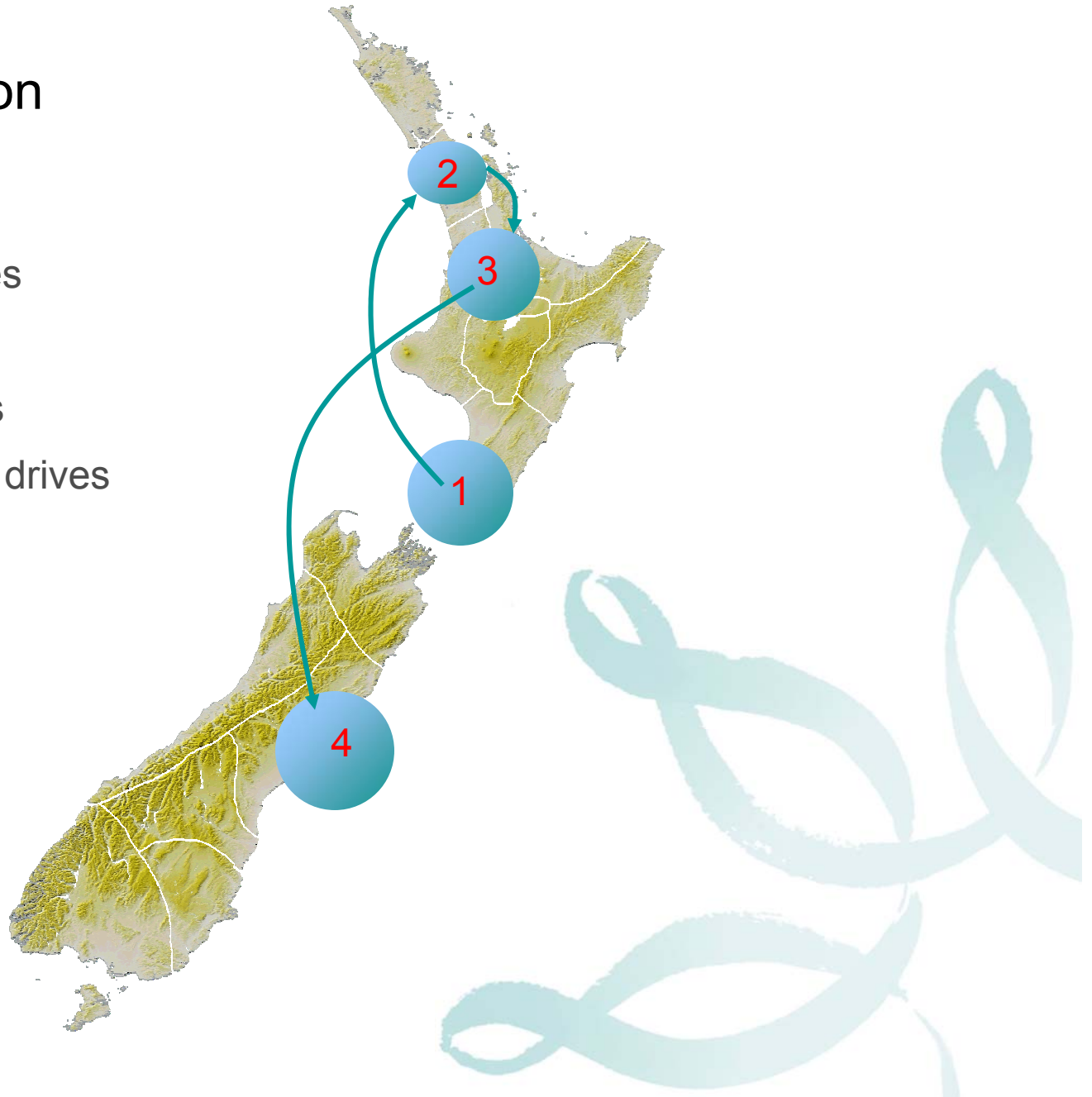
Contents

- **The iMiEV evaluation**
 - Consumer
 - Commercial
 - Business
 - Technical
- **Understanding the benefits of EVs**
 - Economic analysis
 - Modelling results
- **Challenges going forward**



iMiEV Evaluation

- Four main centres
- Towns
- Public open days
- Hundreds of test drives
- Surveys
- Focus groups
- Schools



Consumer Response

- Great interest
- Understood technology
- Public charging requirements
- Understood benefits
- Many wished to purchase an EV
- Willing to pay a considerable premium



Commercial and Business Response

The Mad Butcher

“This car gets the Mad Butcher's seal of approval”

Peri Drysdale

“Zero emissions!”

Ewen Gilmour

“It gets along alright doesn't it”



Commercial and Business Response

Laurie Foon

“We can just sit at this light and not get anxious about the exhaust!”

“I’m just enjoying the guilt free”

Christine Prince

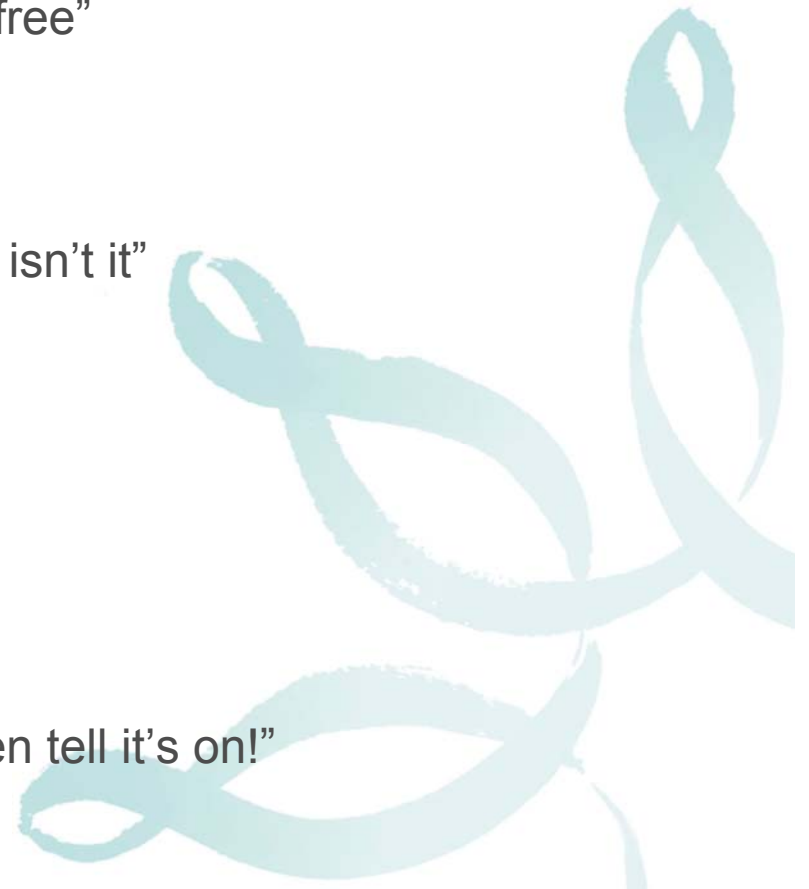
“It’s a real city car this one isn’t it”

Philip Kraall

“It’s quite futuristic isn’t it”

Tiki Tane

“It’s so quiet, you can’t even tell it’s on!”



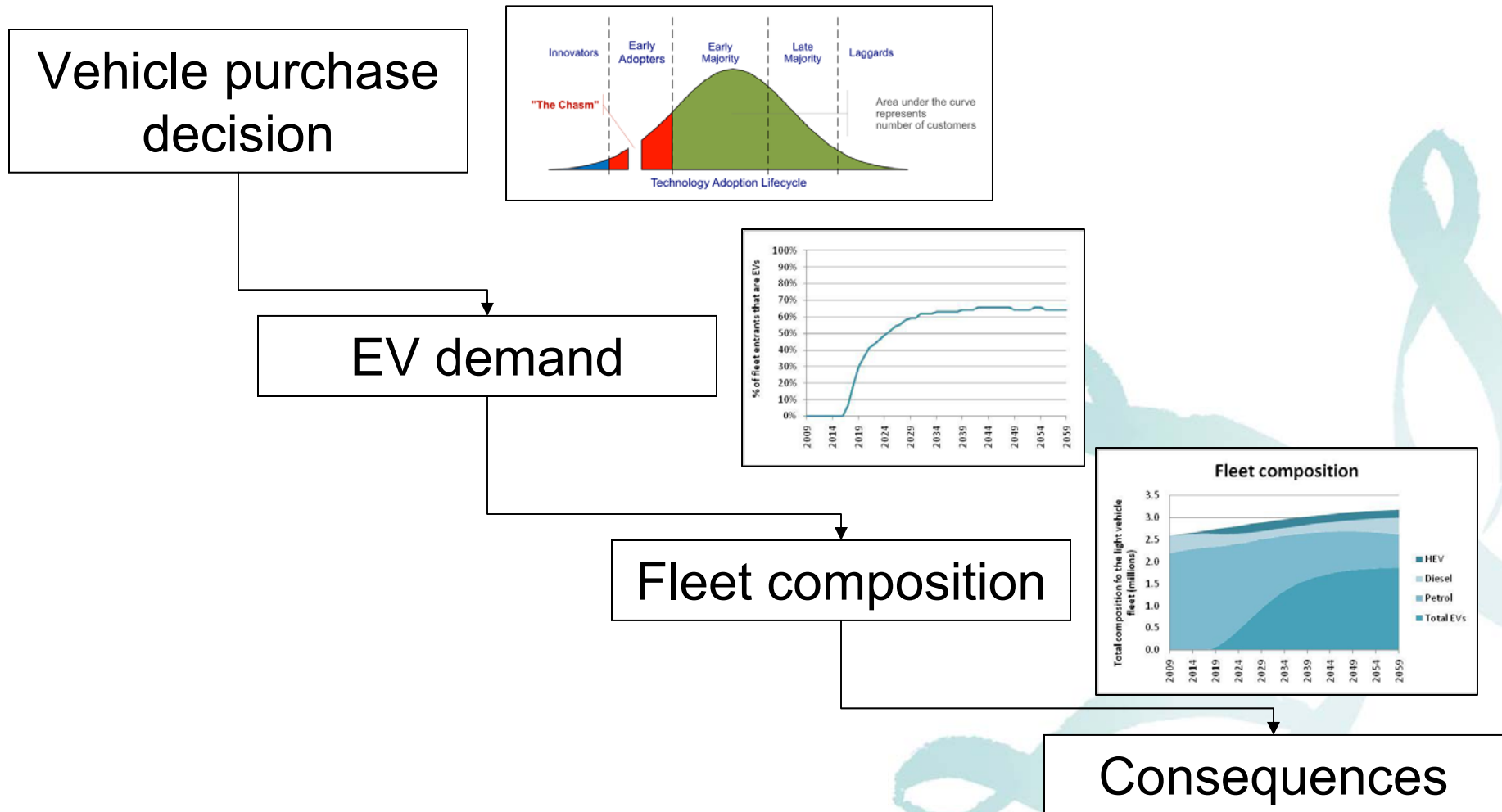
Technical Evaluation

- Excellent range
- Excellent acceleration
- Fast recharge time
- Well suited to NZ

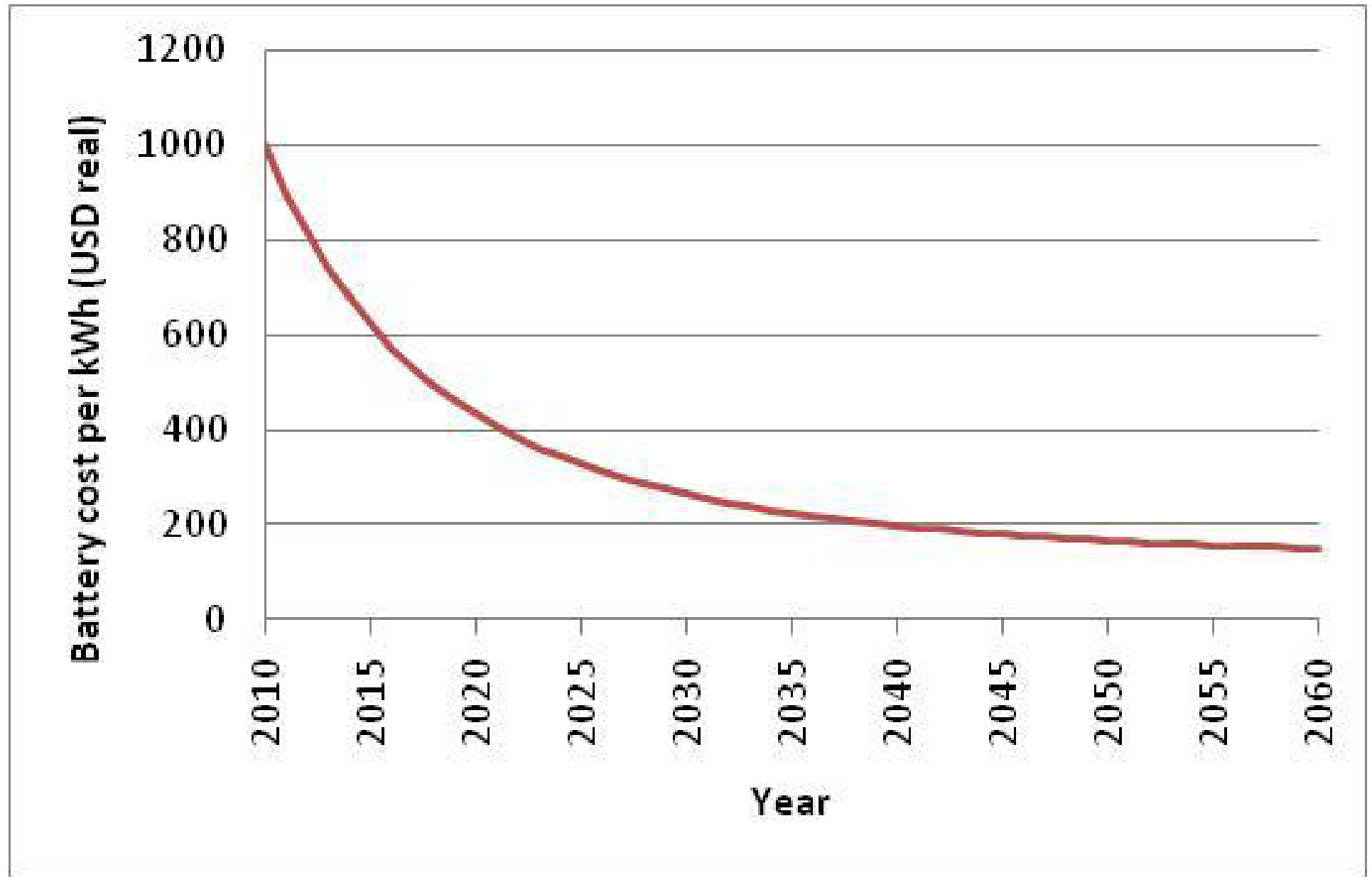


Understanding the benefits of EVs

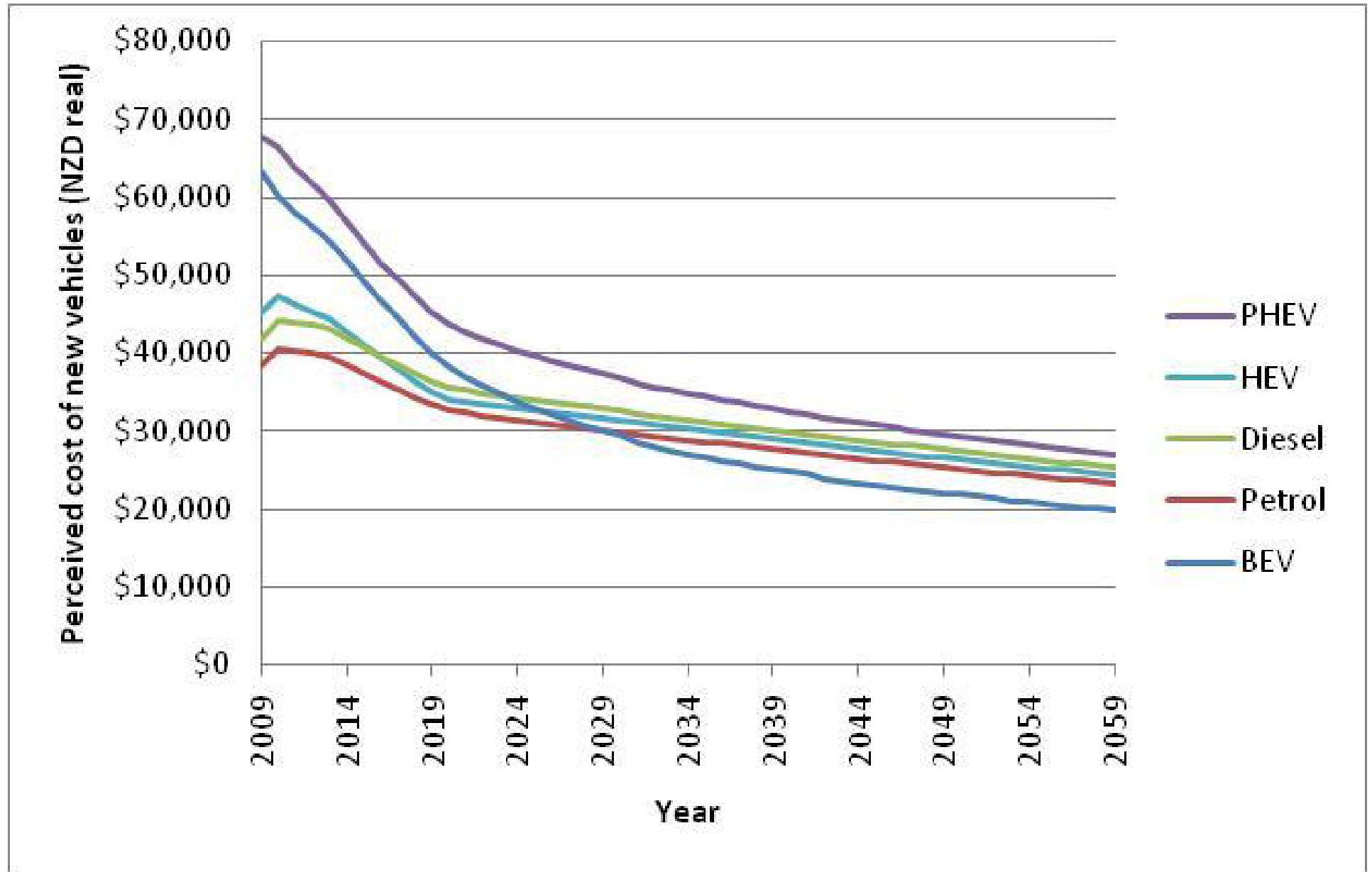
Economic analysis: Cost Benefit Assessment of the early uptake of EVs in NZ



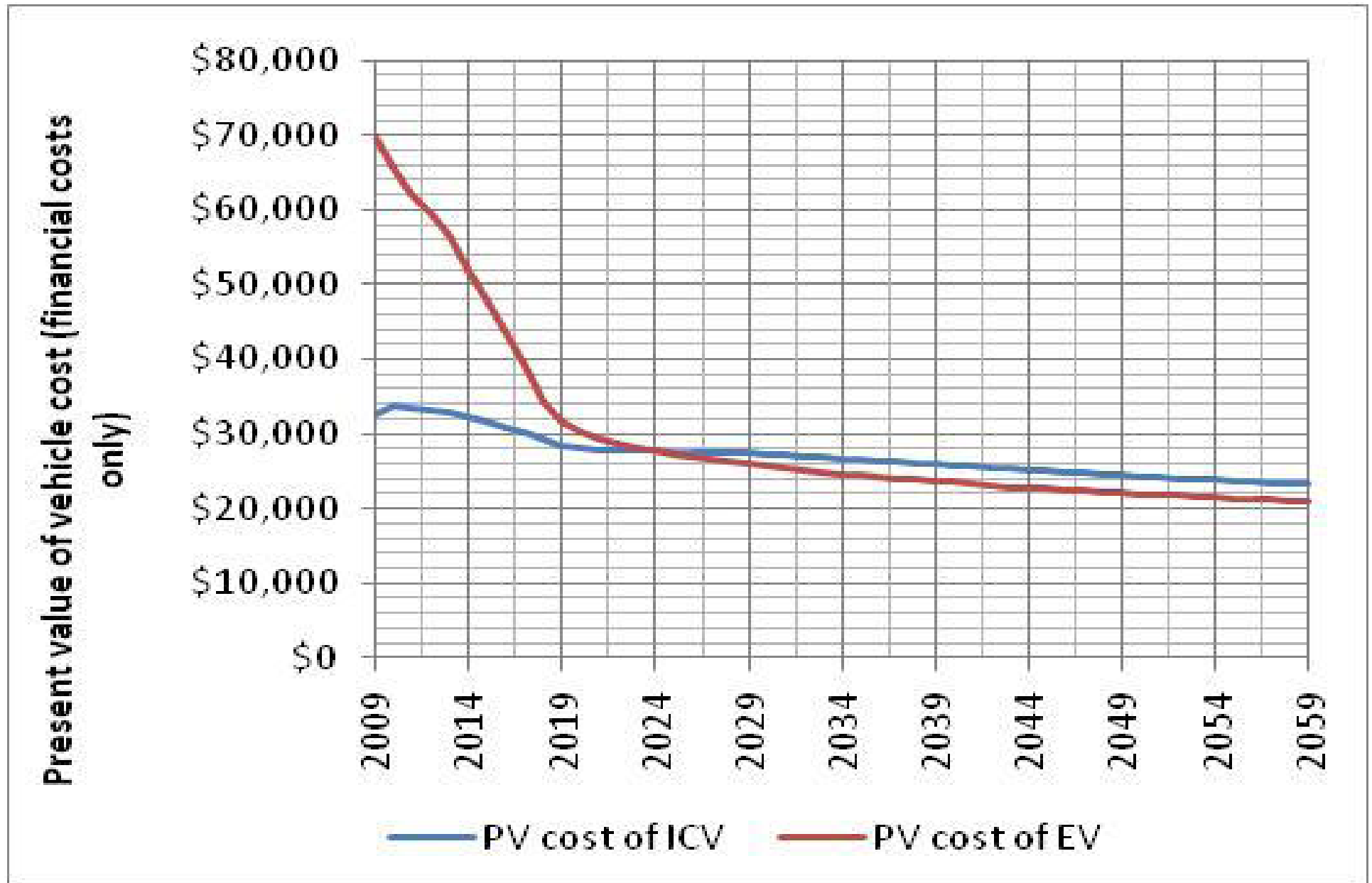
Forecast battery price



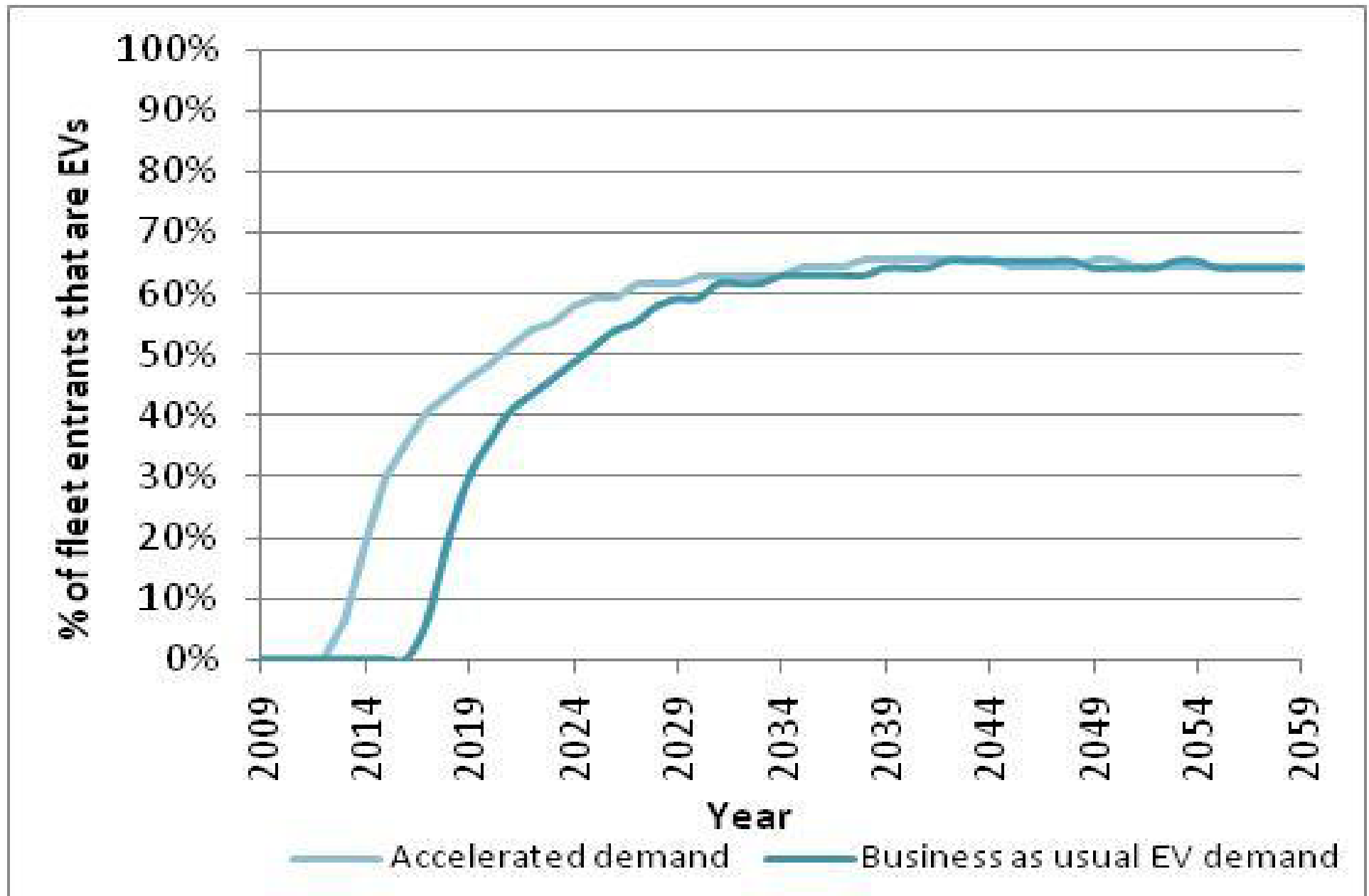
Forecast purchase price of EVs in NZ



Forecast Present Value cost of owning an EV in NZ



BAU & accelerated uptake of EVs



Benefits to NZ

- Under a business as usual uptake
 - Total benefits: \$8.2 Billion
 - 91% privately (decreased operating costs)
 - 9% to society (air pollution and carbon reduction)
- Under an accelerated uptake
 - Total benefits: \$362 Million
 - \$280 to society



Challenges going forward

- Fulfilling demand
- Price point
- Education
- Range anxiety
- Public infrastructure





Questions