



Ford Update on Charge Station Search & Interoperability

California Energy Commission Workshop
August 15th, 2013





Ford Point of View

Current Arrangement:

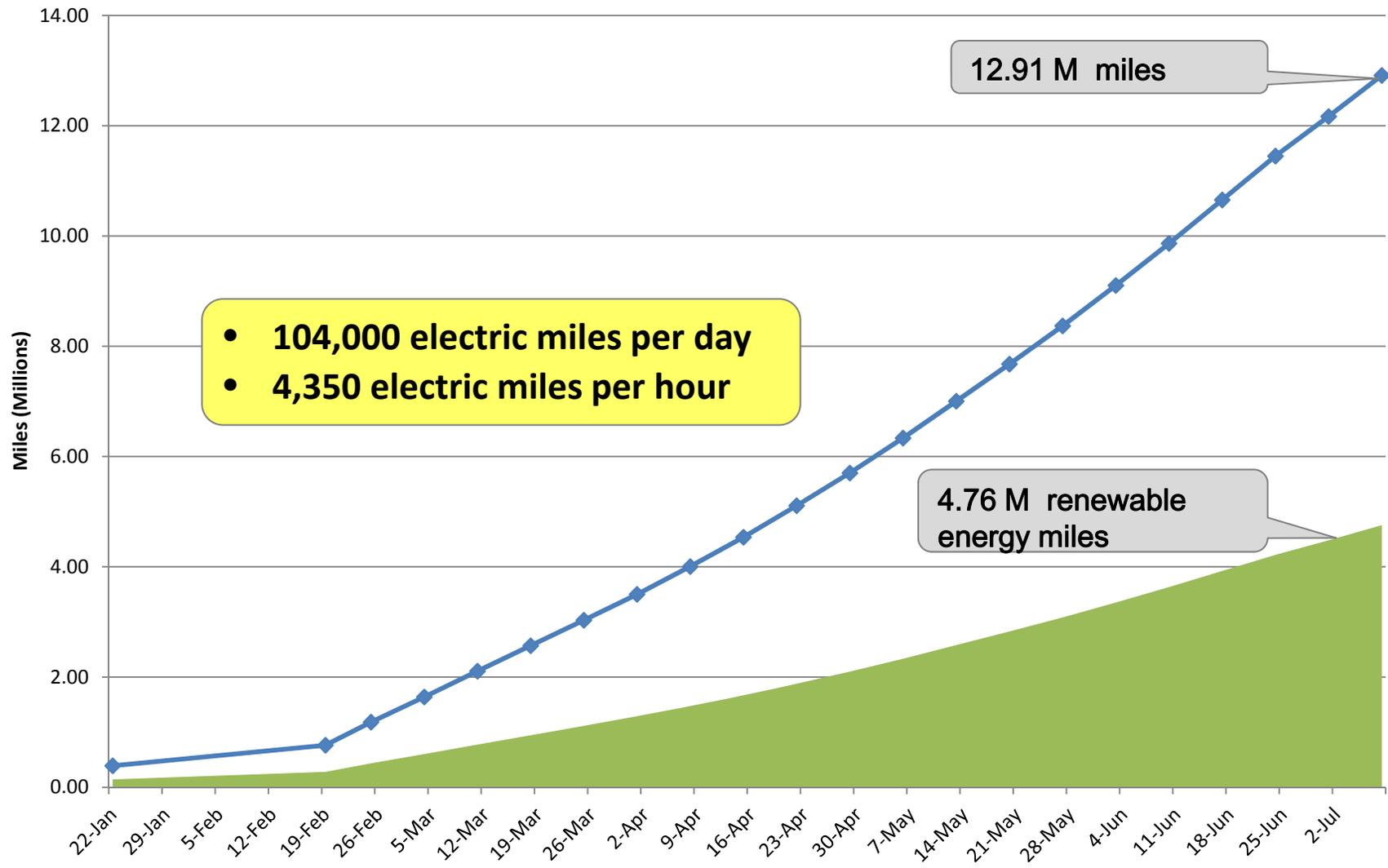
MyFord Mobile now features a public charging station finder powered by PlugShare.com providing the most comprehensive dataset of information available with more than 12,500 public charge stations in the U.S. and Canada. Nearly 6 million charge stations are located using the MyFord Mobile feature monthly.

Ford Advocates:

1. Continued growth in public infrastructure (Level 2 and DC Combo Fast Charge)
2. Networked Public EVSE's, with an emphasis on interoperability
3. Provide Dynamic Data to all OEM's at no cost to pass along to drivers to increase Public Station convenience charging and EV miles driven
4. Aggregated API's from multiple network operators to avoid duplication of efforts among automotive OEM's and minimize costs for providing free referrals
 - Note: Crowdsourcing data has proven beneficial in providing drivers more robust information

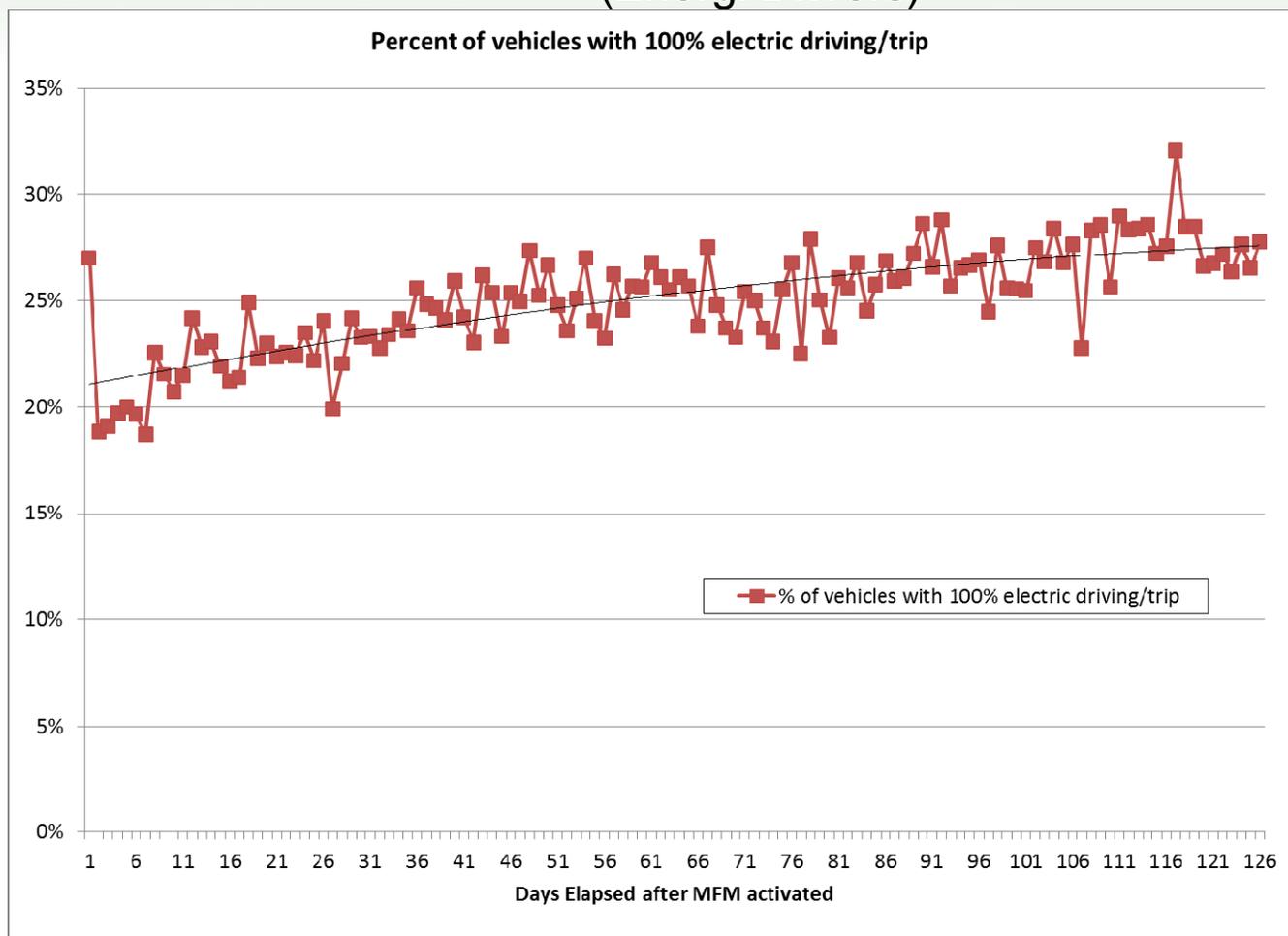


Cumulative Estimated EMD for CMAX Energi and Fusion Energi





(Energi Drivers)

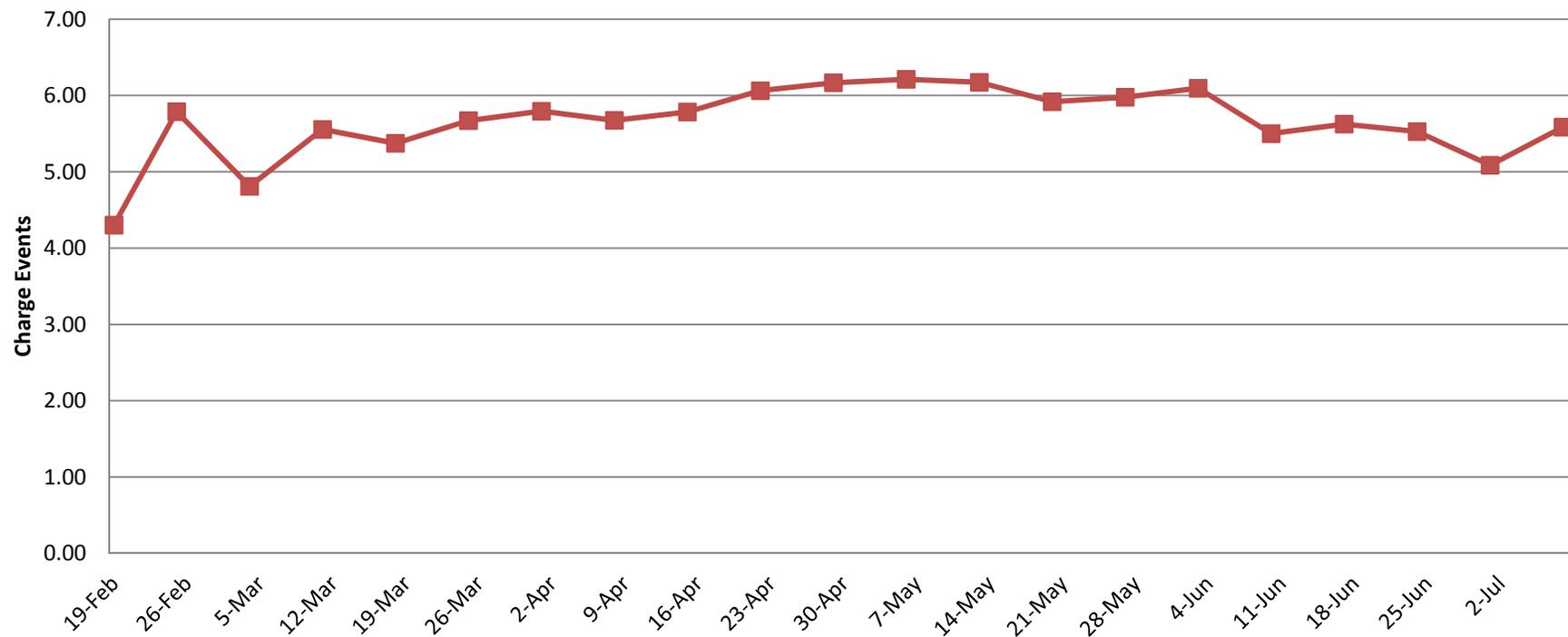


- Follow up analysis will determine the cause of increased electric driving to either improved infrastructure or driving behavior.

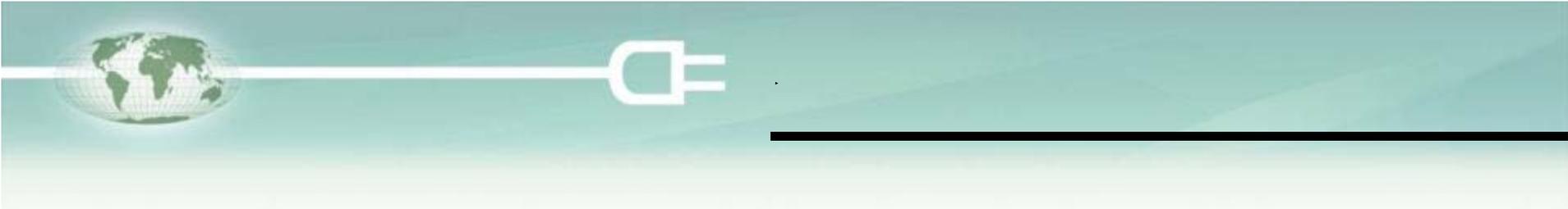


(Energi Drivers)

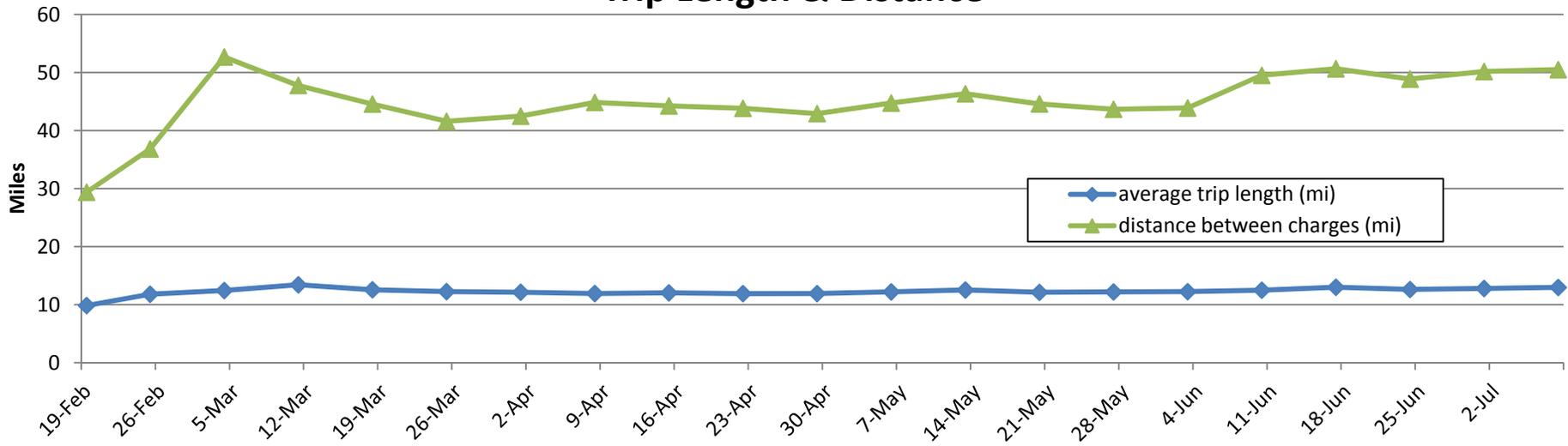
Charge Events per Vehicle per Week



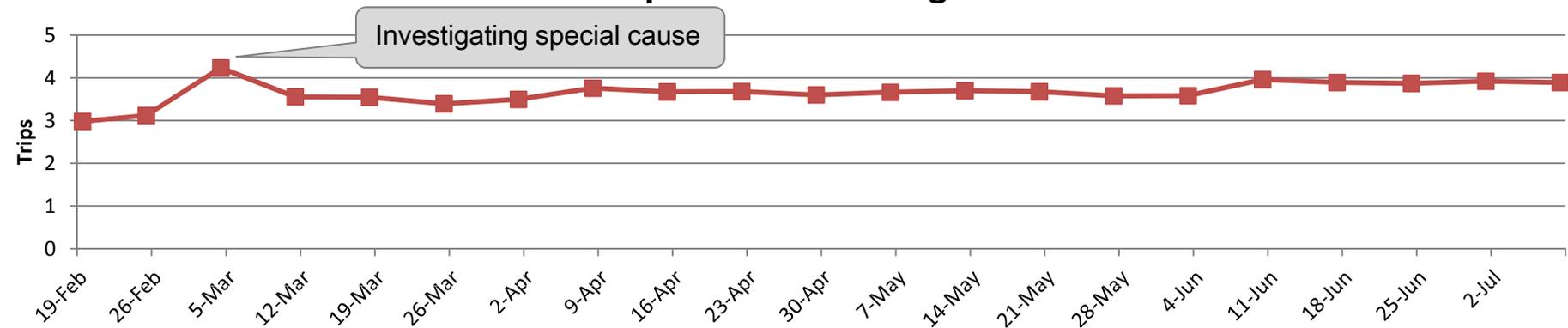
- Energi owners exhibit a wide range of charging frequency per week
- Opportunities exist for infrastructure (workplace charging)



Trip Length & Distance



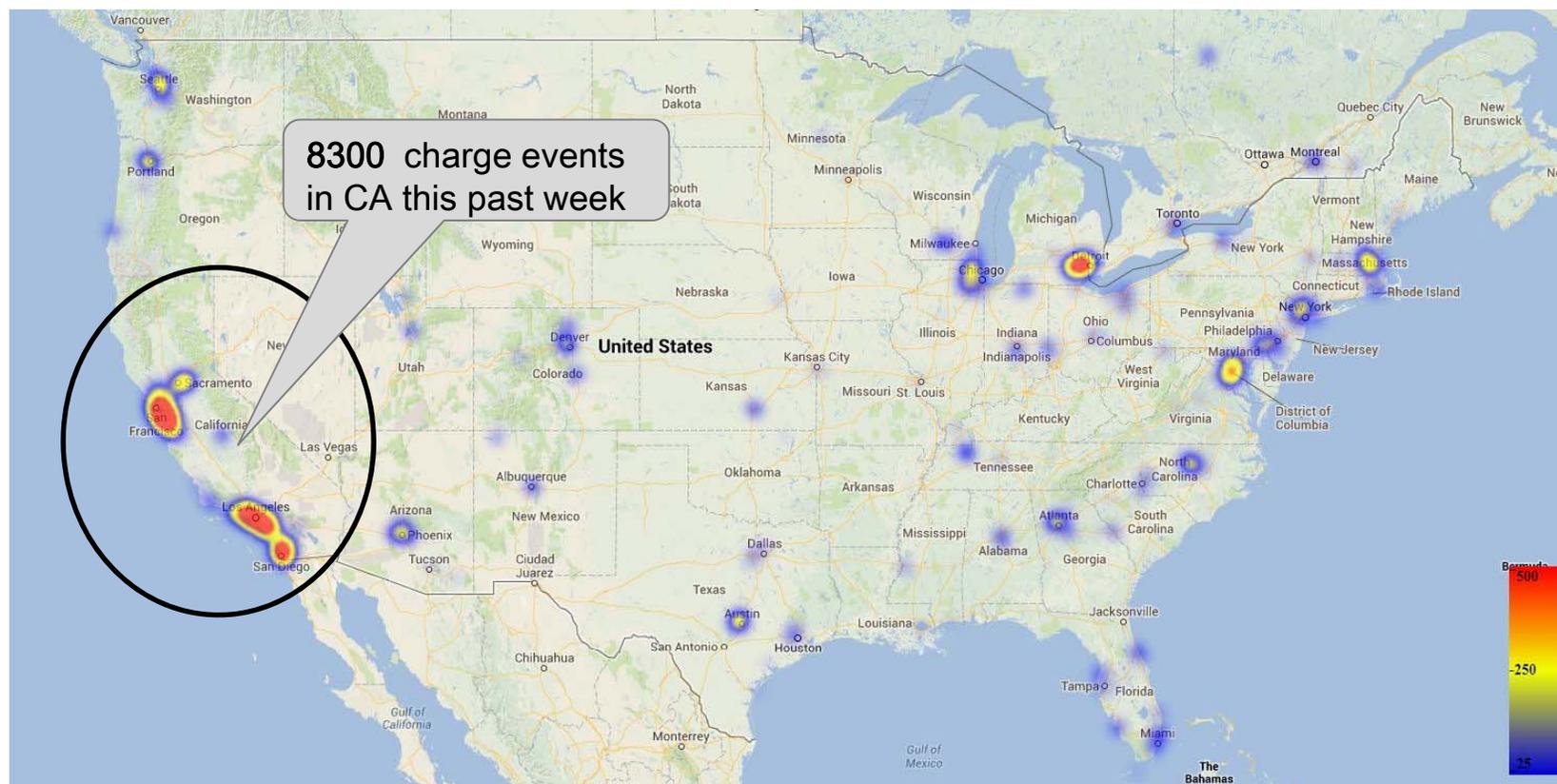
Trips between Charges



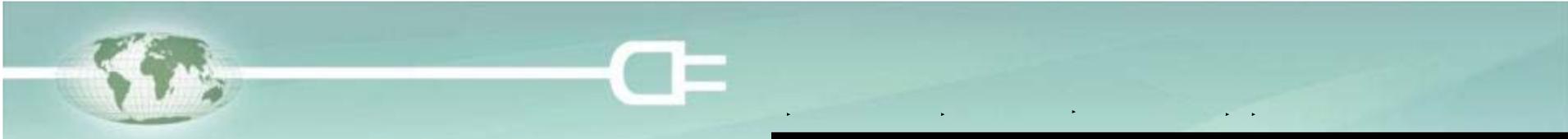
• **Data suggests opportunity for additional infrastructure (workplace charging)**



Where are our vehicles charging?



- **Greatest Ford PEV concentrations in California**



What types of chargers are being used?



- **Mostly Level 1 charging (~70%) – makes sense with PHEVs**
- **When BEVs come into database, Level 2 charging expected to increase**



Ford Point of View Recap

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