



# EVSE Interoperability

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# EV Infrastructure Development



**PRIMARY APPROACH: Build 'Range Confidence' in target markets by deploying Infrastructure in population centers to support extending in-town range**

## **DC Fast Charger Dealer Program**

- Creates community anchor for charging infrastructure
- Answers purchase question on "where do I charge my car?"
- Creates sales tool and links community infrastructure

Dealership



## **Deployment via Key Stakeholder Engagement**

- Builds confidence through community awareness
- Local and State Government
- Utilities
- Clean Cities Organizations
- Research & Environmental Organizations

Community



## **Workplace Charging Program**

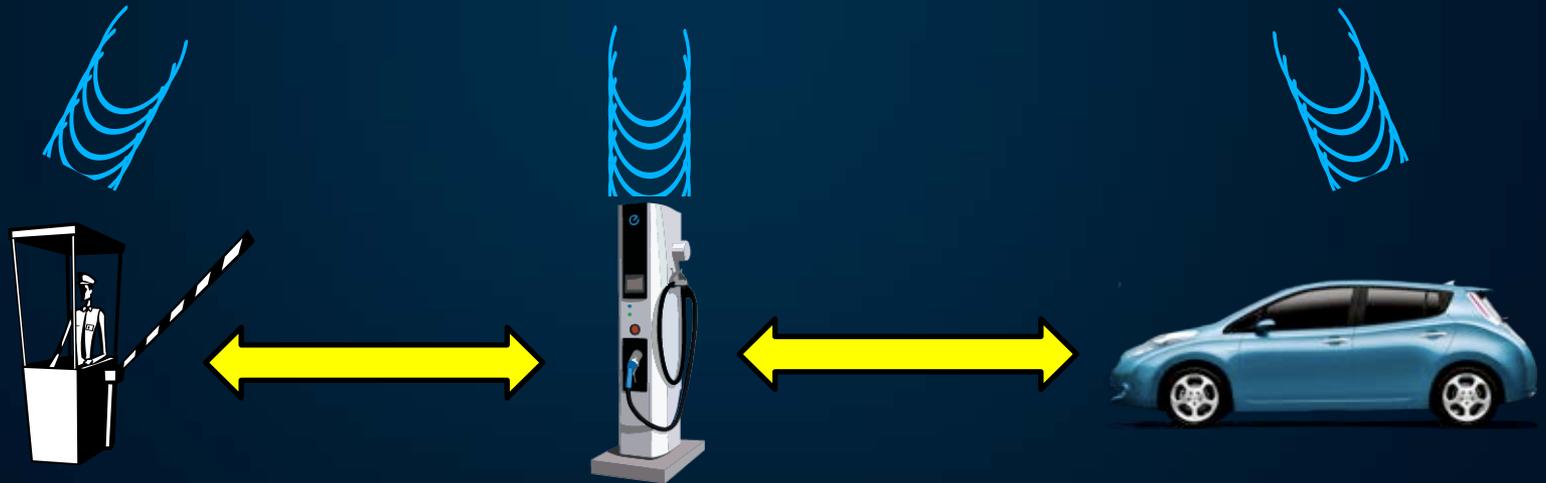
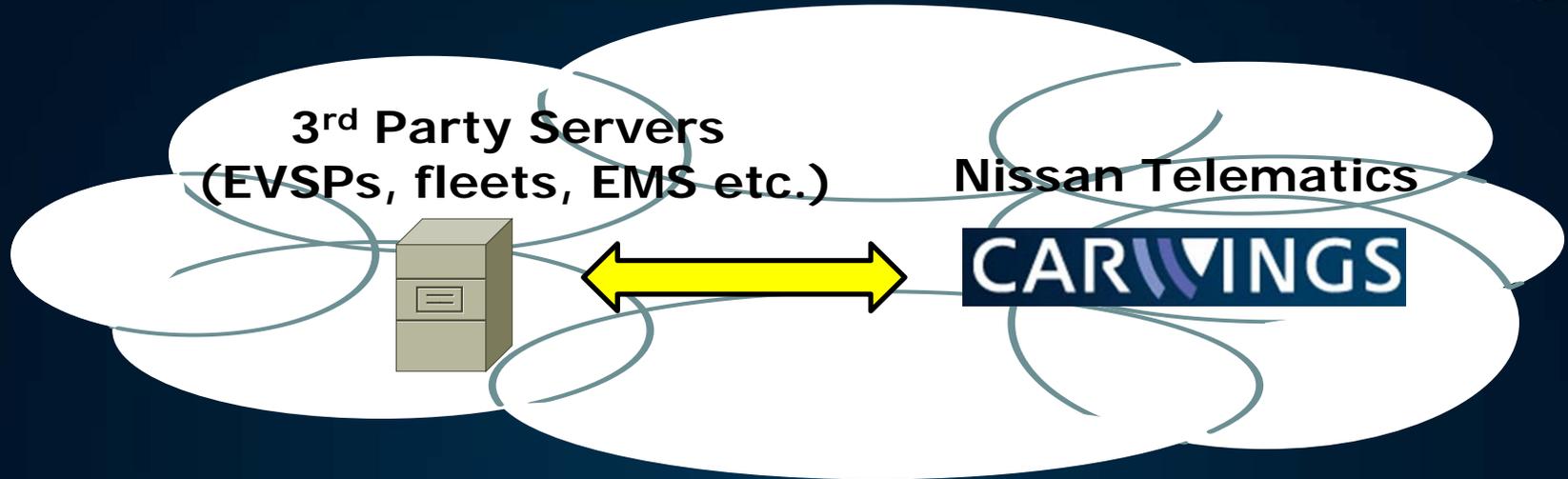
- Supports employer incentives for sustainable mobility
- Supports business fleet needs
- Employee benefit used to attract and retain top talent, increase productivity and workplace harmony
- Promotes energy efficiency and environmental benefits

Workplace

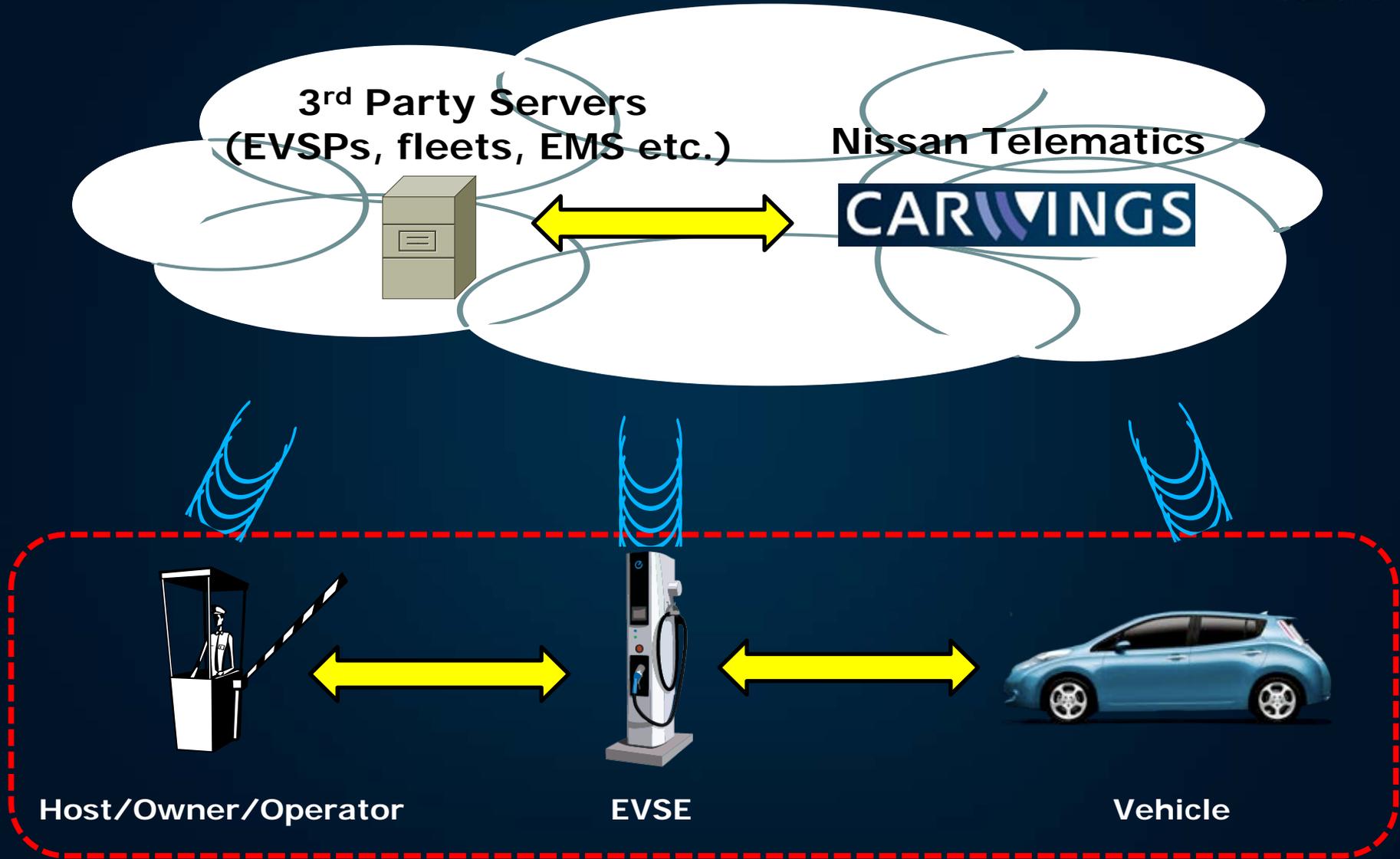


**THREE KEY PILLARS**

# EV Charging Ecosystem



# Focus Today & Near Future



# Focus on the Driver Experience

## Objective

- Seamless and convenient charging experience
- Interoperability provided at little/no cost to drivers

## Benefits

- Competition to attract and retain drivers can lead to:
  - Improved product offering
  - Lower consumer prices

## Current issues

- Need point-of-sale device flexibility
- EVSP incumbents vs. new market entrants



# Supporting EVSE for the Long Term

## Objective

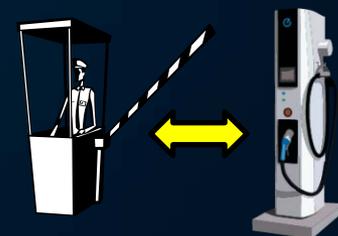
- Provide site hosts/owners/operators flexibility to sustain cost-effective provision of EVSE
- Increase product diversity (vertically integrated vs. mix/match hardware with EVSP networks)

## Benefits

- Low network switching costs
- Competition to attract and retain drivers can lead to:
  - Improved product offering
  - Lower consumer prices

## Current issues

- Hosts/owners/operators with multiple EVSPs
- Incremental cost of upgrading legacy EVSE





# Adopting a Flexible Approach

- Customer-centric products & services
- Low-cost solutions
- Evaluate any and all options for interoperability
  - Market is quickly developing/changing
  - Stakeholder needs are continuously evolving

# Thank you



**Nissan LEAF – the top selling 100% EV in the U.S.\***

- **Worldwide: 74,000+**
- **US: 31,300+**



\*Cumulative sales through 7/2013