

Electric Mobility Going Global
International Conference E-mobility
Annika Ramsköld, Vice President, Vattenfall AB
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Sweden – Vattenfall's home market

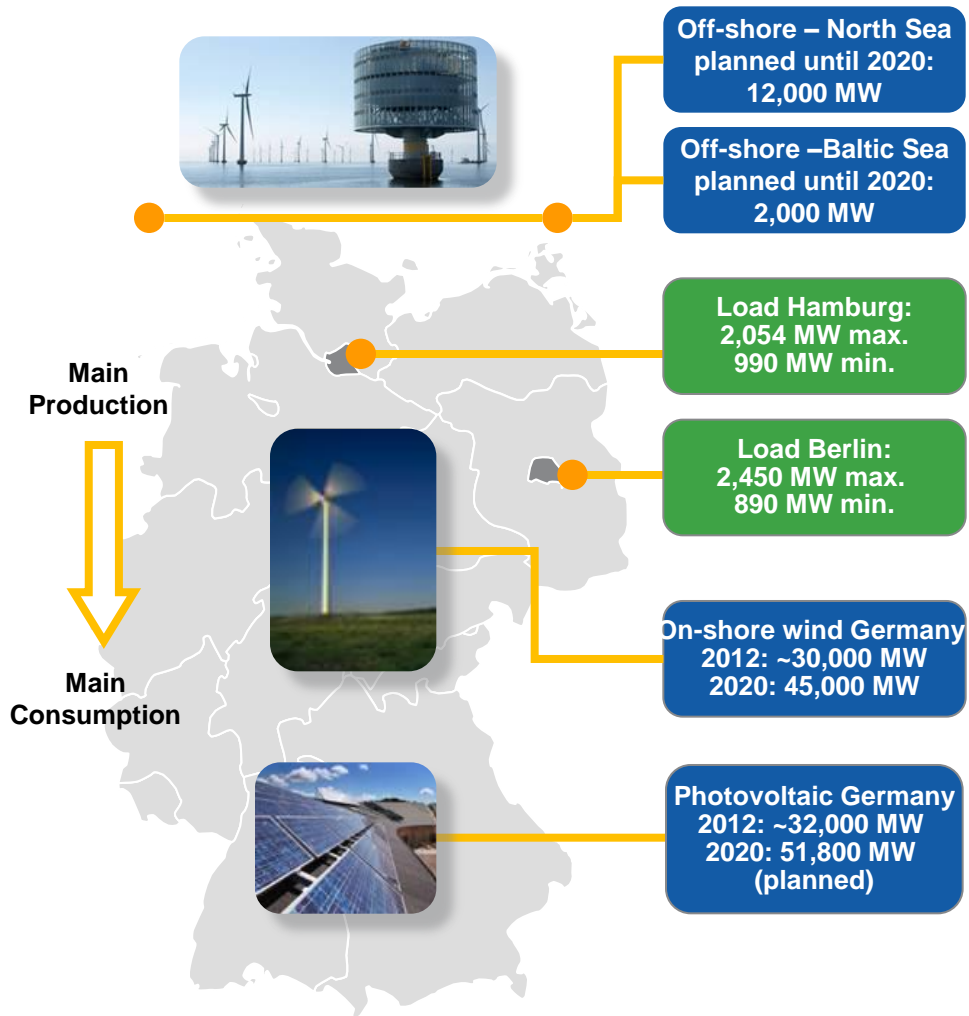
- ▶ Energy sector close to fossil free already
- ▶ Swedish Government's ambition – decarbonized transport sector by 2030
- ▶ Clear incentives are missing



Vattenfall's focus in Sweden

- ▶ 50/50 joint venture with Volvo Cars developed first diesel Plug-in-Hybrid
- ▶ Mobilise EV market by joining City of Stockholm in national EV procurement
- ▶ Roadmap Sweden – initiated by Swedish automotive industry together with Vattenfall

Germany – Vattenfall's biggest market



Source: Nationaler Aktionsplan für erneuerbare Energie, 2010/08/04 and others

Energiewende – chance and challenge

▶ Clear focus from Government:

- Reduce CO2 Emission by 40% until 2020 [compared to 1990 level]
- Double the share of renewables from 15% in 2010 to 30% ++ in 2020
- 1 Million EVs by 2020

▶ Vattenfall's focus in Germany:

- Further development of intelligent charging solutions to integrate volatile renewable energies
- Develop the system E-Mobility as part of a smart energy landscape
- Commercialization of first E-Mobility products



The Netherlands – role model?

Crowded cities push for new solutions

- ▶ The Dutch Government has introduced strong incentives to solve growing urban development challenges
 - 100% EV's in Amsterdam until 2040
- ▶ Vattenfall's focus in the Netherland:
 - Public charging infrastructure
 - Volvo V60 Plug-in-Hybrid – success!



What will it take?

- ▶ Design the right customer experience of the system of E-Mobility
- ▶ Secure investment and planning stability for the industry beyond the time horizon of the showcase program 2015
- ▶ Develop sustainable business models for public charging Infrastructure
- ▶ Cities need to take the responsibility for the public infrastructure
- ▶ Suitable regulatory norms to foster attractive business models for the integration of renewable energy by E-mobility



- ▶ Cross sector cooperation will make it happen!

Thank's for listening!

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