

THE NEW MOTION®

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Tankstation Vakbeurs
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Tankstation
Congres

Wat doet The New Motion?



Elektriciteit komt uit fossiele brandstoffen ...



... maar ook direct uit zon en wind



Electriciteit = brandstof van de toekomst



Climate



Oil reserves



Air quality

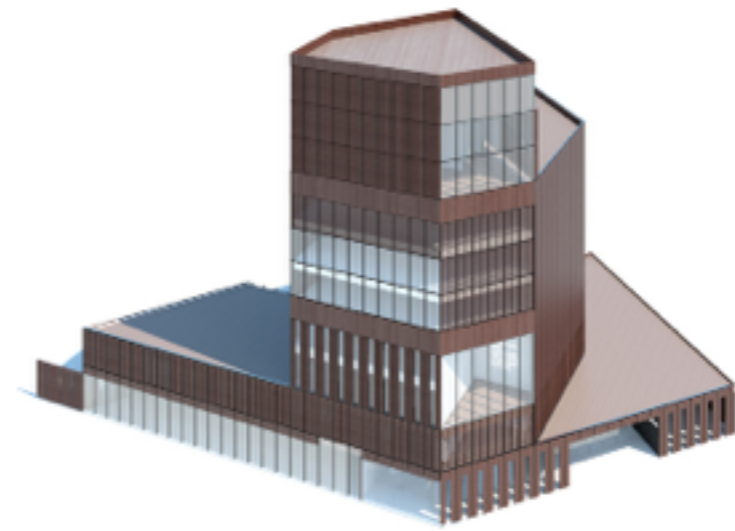


Security of supply

EV = cruciaal onderdeel energie transitie

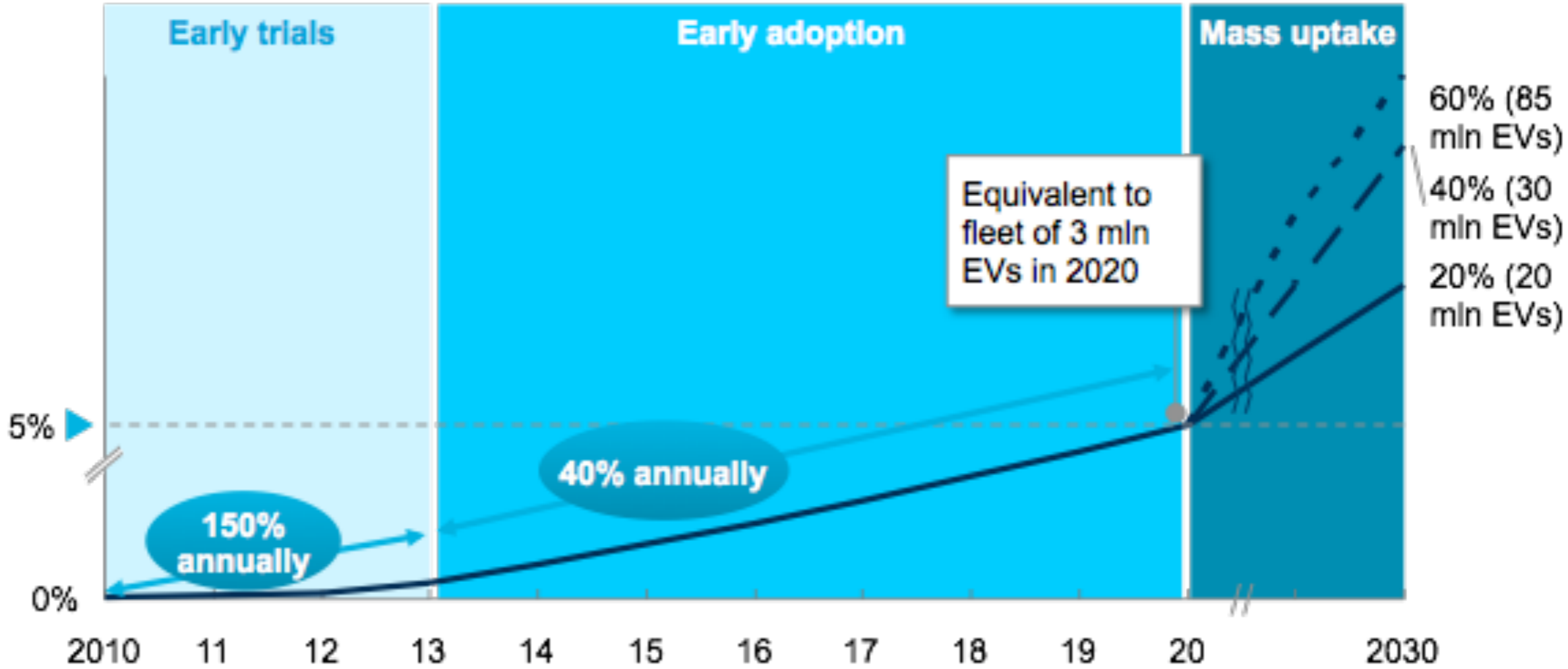


Electriciteit - eindgebruiker



Drempels voor EV verdwijnen snel

Share of xEVs¹ in Europe
(% of total light vehicle sales)

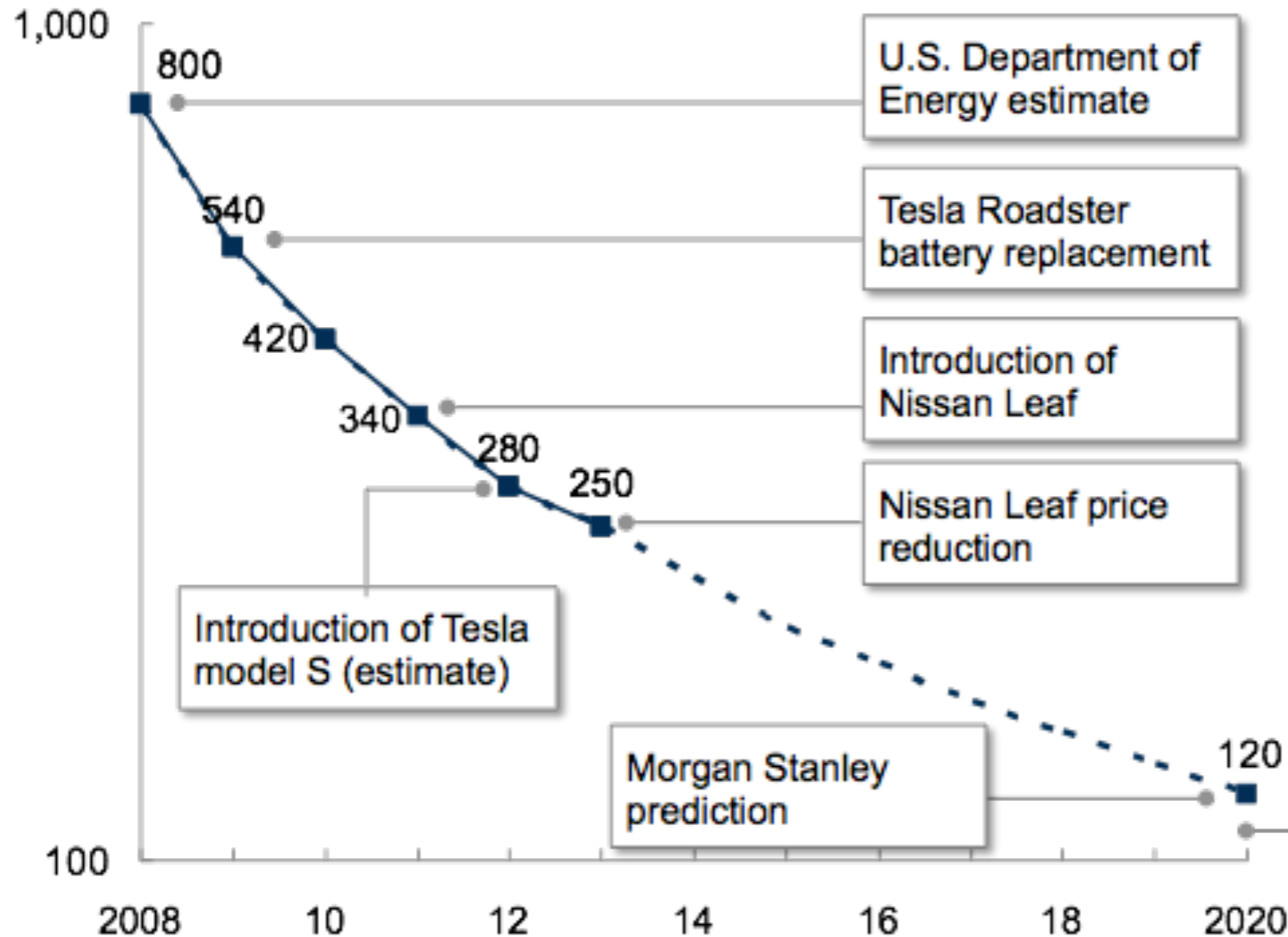


Key drivers for adoption

- Attractive TCO as battery prices drop to ~ 100 EUR/kWh
- Attractive range of models as all major OEMs will bring multiple models to market from '14-'16
- Seamless EV-experience
- Financial/other incentives as government across Europe support buying EV with ~ 5,000-15,000 EUR

Prijs van de batterij gaat omlaag

Battery price evolution over time (in EUR/kWh)¹



Drivers for price drops

- Improved battery technology
- Decreasing material costs
- Improved production process
- Economies of scale of upcoming mass production

"We would be disappointed if it would take us 10 years to reach to 75 EUR/kWh"
Elon Musk
Chief architect of Tesla

Netwerk van 15,000 laadpunten ...

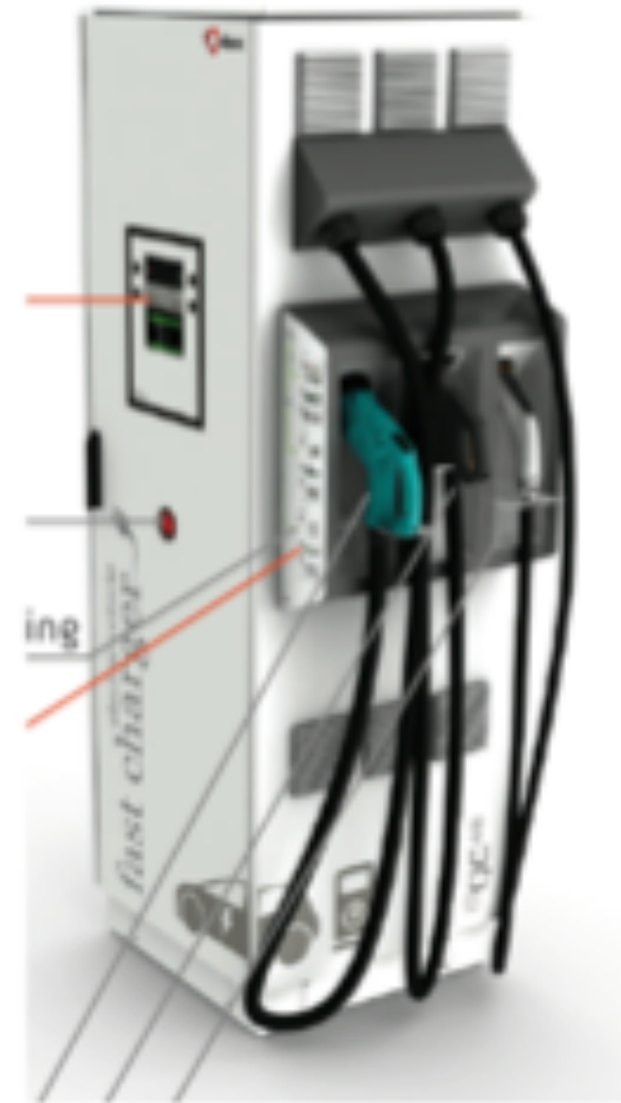


... en van snellaad punten

~70 fast charge stations

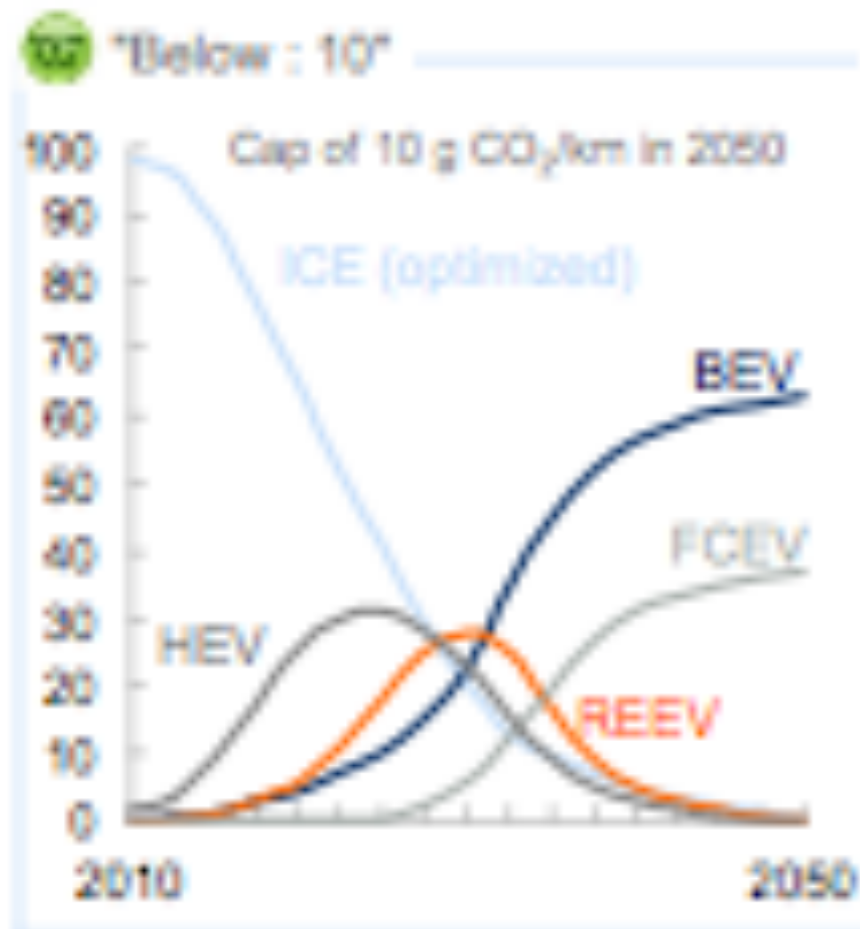


3-mode 50 kW, ChaDeMo,
DCC/Combo AC



Marktaandelen in 2020, 2030 ?

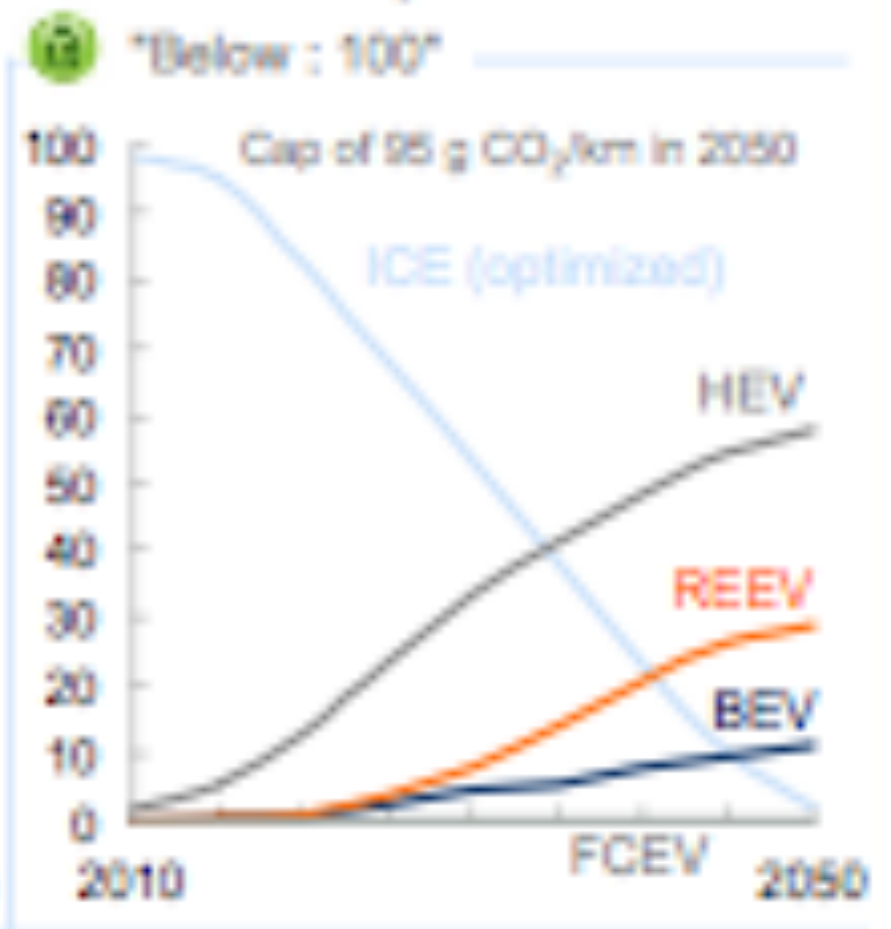
Very strict regulation leads to BEV and FCEV world



2° climate goal leads to a 3 technology world



Little change in regulation leads to a world of hybrids and BEVs



Voorbeeld: beleid Noorwegen

2030 - Laatste benzine auto verkocht

2050 - Laatste benzine auto op de weg

Kansen voor pomphouders

- Verkopen van nieuwe brandstof electriciteit
Marge op elektriciteit + omzet shop

Snel (50+ kW), of semi-snel (22 kW)

Investerings:

Installatie: afhankelijk van aansluiting

Hardware: ±1,000 (22 kW) tot 15,000-20,000 (50 kW)

The New Motion zorgt voor functioneren van laadpunt, verrekenen van kosten, etc.

Informatie via www.thenewmotion.com

Bedankt voor uw
aandacht

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