



# ČEZ E-MOBILITY PILOT PROJECT

5 June 2015

Ivo Hlaváč, Member of the Board and  
Chief External relations and regulation Officer

**/E/**MOBILITA  
SKUPINA ČEZ

# COOPERATION WITH PEUGEOT ENABLED THE START OF CEZ PILOT PROJECT



- Appearance of EVs on streets is a key part of every EV pilot project – Peugeot kindly accepted our offer for partnership
- More than 45 Peugeot iOn EVs supplied for the project
- Around 30 Peugeot EVs still in operation with project partners (municipalities, governmental institutions, regional offices, private partners)
- Key outputs:
  - Testing of EVs in daily operations
  - Data about interaction of EVs with charging infrastructure
  - Promotion of e-mobility through media, events, test drives



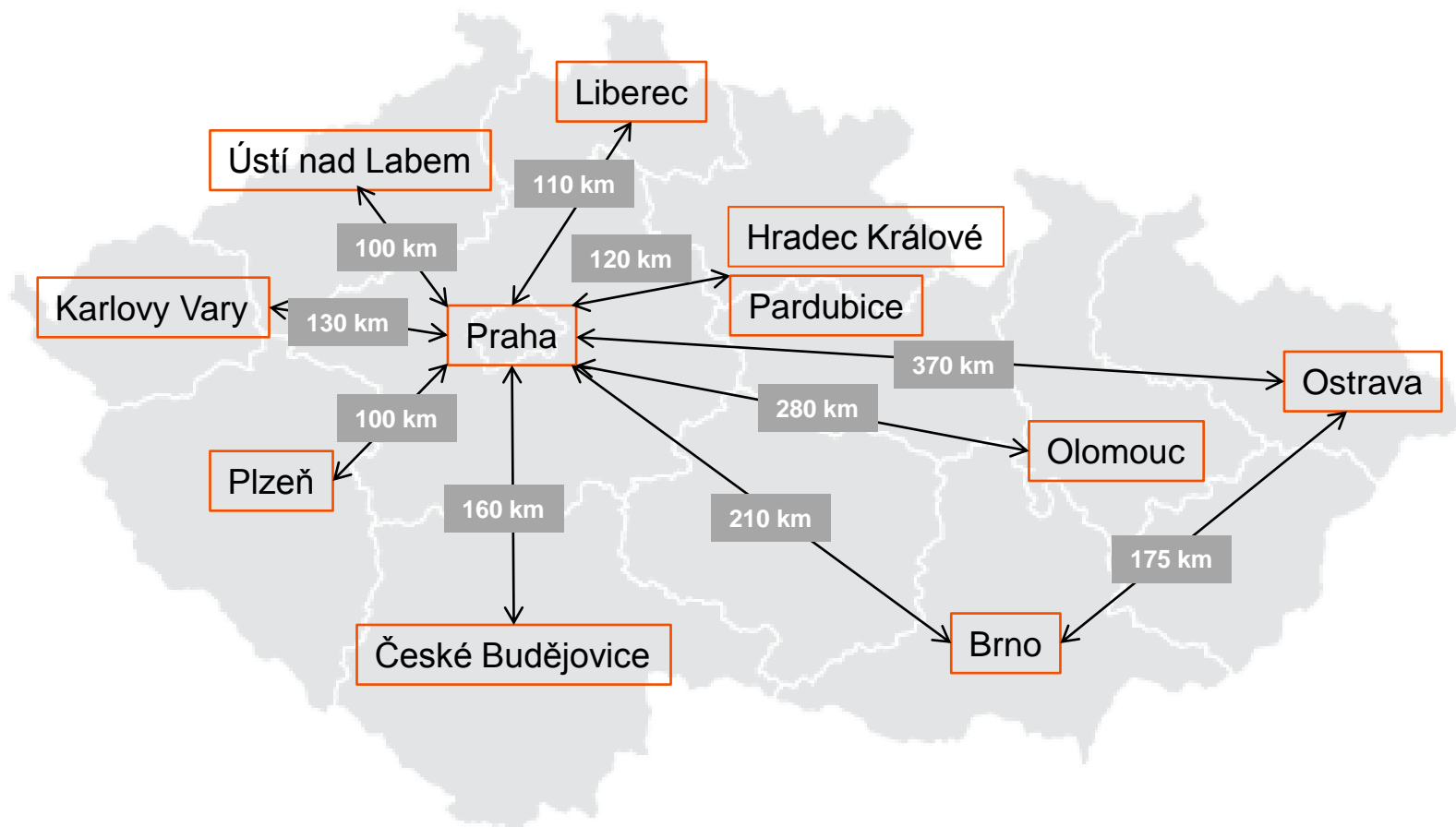
# ČEZ E-MOBILITY PROJECT IS THE BIGGEST PROJECT OF ITS TYPE IN CENTRAL AND EASTERN EUROPE



- **More than 44 public charging stations in operation**
- **40 EVs – the biggest EV fleet in the Czech Republic under one project**
- **More than 30** automotive, commercial, municipal and public administration **partners.**



# GEOGRAPHICAL CONDITIONS IN THE CZECH REPUBLIC ARE FAVOURABLE TO E-MOBILITY



# FULFILMENT OF CUSTOMERS' MOBILITY NEEDS IS DETERMINED BY A LIMITED NUMBER OF KEY DRIVERS



## Main drivers pulling electric vehicles demand

<i>Customers' needs</i>	<i>Key drivers</i>	<i>Key drivers description</i>
<b>1</b> <b>Mobility</b>	<i>EV driving range</i>	<ul style="list-style-type: none"><li>▪ <i>Current typical range of 120 to 150 km may constrain EV usage</i></li><li>▪ <i>No range disadvantages expected for PHEVs</i></li></ul>
	<i>Infrastructure</i>	<ul style="list-style-type: none"><li>▪ <i>Availability of safe, convenient and widespread infrastructure</i></li></ul>
<b>2</b> <b>Costs</b>	<i>Market drivers</i>	<ul style="list-style-type: none"><li>▪ <i>The development of fuel prices and expected battery costs</i></li></ul>
	<i>Taxes / incentives</i>	<ul style="list-style-type: none"><li>▪ <i>Long-term CO<sub>2</sub> taxes and EV/PHEV purchase incentives</i></li></ul>
<b>3</b> <b>Image/comfort</b>	<i>Segments</i>	<ul style="list-style-type: none"><li>▪ <i>Availability of segments</i></li></ul>
	<i>Brands</i>	<ul style="list-style-type: none"><li>▪ <i>Availability of electric vehicles from wide range of brands</i></li></ul>

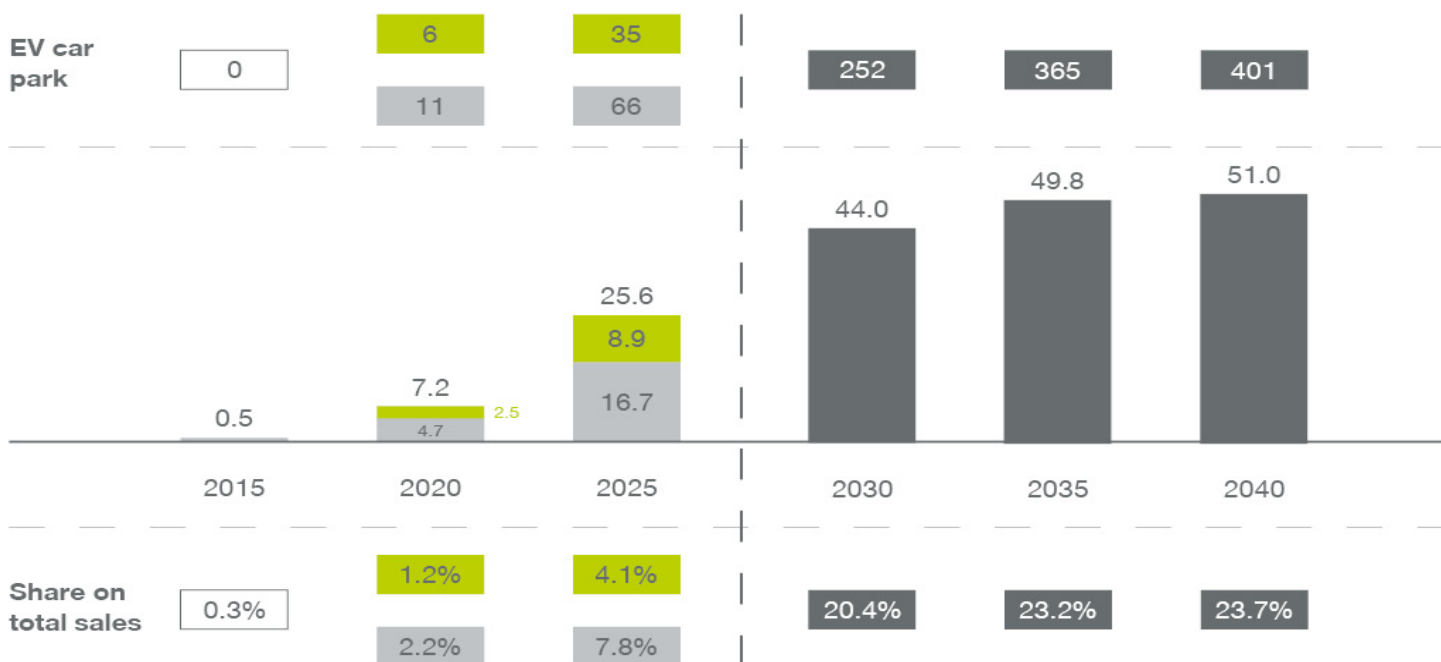
Source: Roland Berger

# CZECH REPUBLIC: IN THE BASE CASE SCENARIO, EV AND PHEV SALES ARE EXPECTED TO TAKE OFF AROUND 2020



## Base case scenario

(light vehicles in thousands)



EV Electric Vehicle PHEV Plug-in Hybrid Electric Vehicle

Note: Technology split only until 2025, vehicle life-time of 8 years assumed

Source: Roland Berger

# WHY DO UTILITIES ENGAGE IN E-MOBILITY?



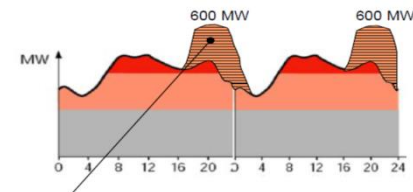
## 1. To use the market opportunity

- Reliable and easily accessible charging network is one of the key drivers in this dynamically growing new segment.
- E-mobility services and public charging infrastructure are logical answers to increasing demand from EV users.
- There is a large potential for bundling products and services related to electricity supply and sales with e-mobility.

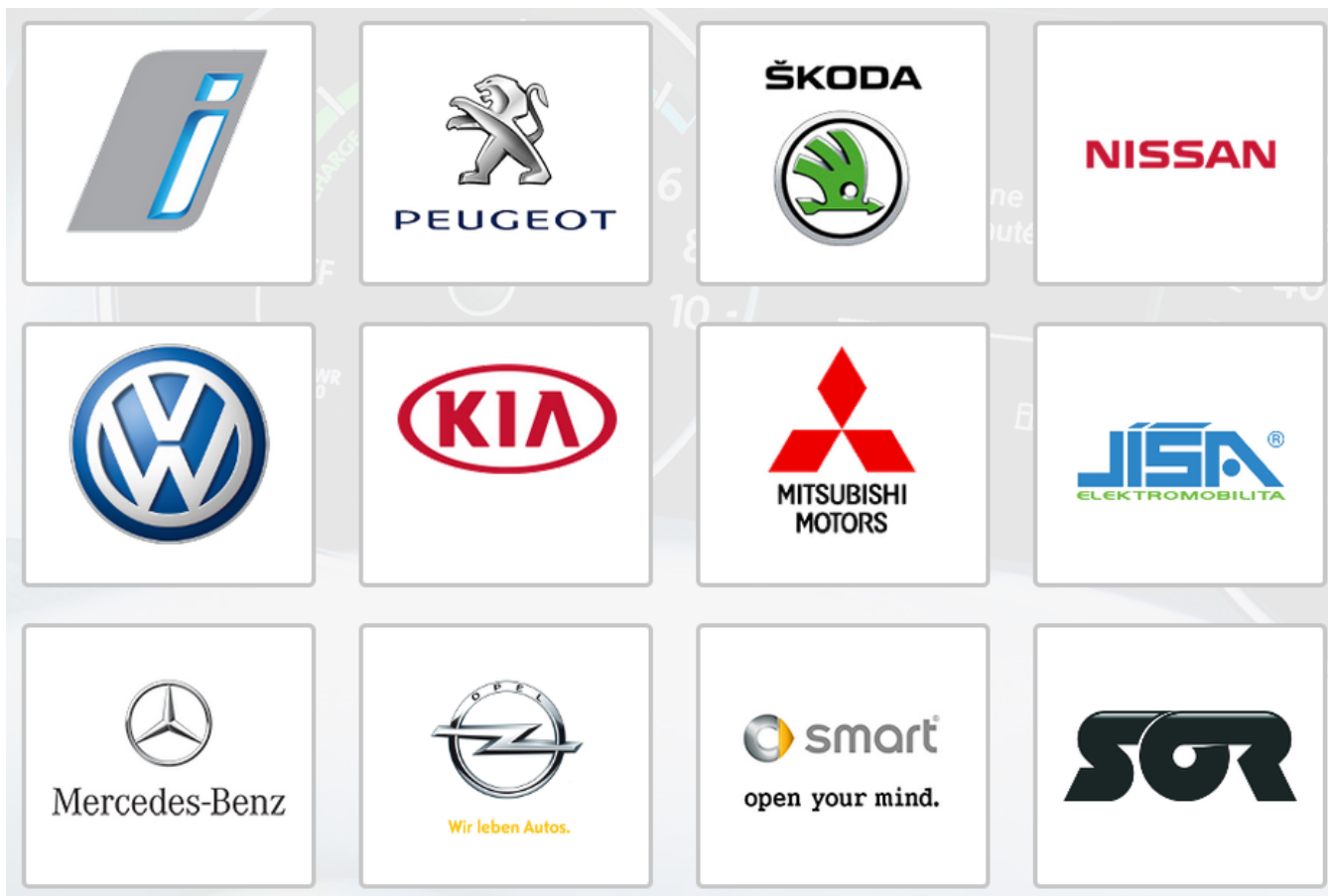


## 2. To manage the risks related to e-mobility

- EV charging will become an issue for utilities as the number of EVs on the streets increases and will require a sophisticated solution for managing the energy flows



# OUR PARTNERS - AUTOMOTIVE





# OUR PARTNERS



THE NUMBER OF PARTNERS IS GROWING...

...AND INCLUDES ALSO PUBLIC AUTHORITIES AND MUNICIPALITIES

