

Annex XIV Meeting

“Market Deployment of Electric Vehicles: Lessons Learned”

Workshop #3: Geneva, Switzerland, March 10, 2008, in conjunction with 78th Geneva International Motor Show and 3rd European Ele-Drive Transportation Conference (EET-2008)

This workshop is a small gathering of experts from the auto industry, utilities, and government with experience in former deployments of electric vehicles in Europe. It follows two previous workshops held in 2007, in California. The goal of the workshop is to articulate “Lessons Learned” from those former experiences that will provide practical advice to future deployments. This Annex is currently supported by Sweden, Switzerland and the USA.

Agenda:

1. Presentation of “Lessons Learned” from the California ZEV era. Tom Turrentine: Operating Agent Annex XIV.
2. Overview of European deployments
3. Lessons learned by European automakers
4. Lessons learned by European electricity industry
5. Lessons learned in European city and regional projects (ie... Mendrisio, La Rochelle, Gotenberg)
6. Discussion of new efforts and relevance of Lessons Learned

Participation is by invitation only. Interested parties can contact the Operating Agent, Tom Turrentine tturrentine@ucdavis.edu.