EV Car Sharing: Today & Tomorrow

2015 Car Sharing Conference, Vancouver

Catherine Kargas
Contributing to our clients’ successes since 1986

Market Research

Strategy

Project design, implementation & management
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- Mobility
- Sustainability
- New technologies

- Energy
- Renewables
- Energy Efficiency

- Insurance
- Property & Casualty
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EMC Roadmap
Status

- Limited number of PHEV / BEV in service in car sharing fleets in Canada
- Largest Canadian fleet is that of Auto-mobile, a subset of Communauto in Montréal
- Numerous valid reasons
Concerns re EV integration in CS

- **Acquisition cost**, despite purchase rebates (BC, ON, QC)
- **Lack of availability** of on-street / curb-side *public charging* stations
- **Additional operating costs** of moving vehicles to charging stations
- **Relatively lower profitability** associated with usage of EVs
- **Lack of member education & understanding** of EVs and their utilization
  - Range anxiety limiting EV usage
  - Lack of precise state of charge information communicated to potential users at time of reservation
  - Perceived ease of recharging
- **Lack of public education & understanding** of EVs
Opportunity

• Expected **significant CS growth** (Vancouver: NA car sharing leader)

• As membership grows, fleets will deploy **additional vehicles to meet demand**

• Opportunity to **deploy EVs as part of growing CS fleets** ➞ availability of several affordable EV models with >300 km range

• EV integration in CS affords …
  – Public visibility, link to reliability
  – Member usage: 43% more likely to buy EV
Critical Success Factors

- Strong **municipal** support ✨**Champion** required
- **CS company** must be a **believer and supporter** of electro-mobility
- Availability of curb-side **charging infrastructure**
- **Member education** to ensure comfort with EVs
- **Easy to use** system
- Increased **visibility** (consistency in signage to increase familiarity)
- **Financial incentives** to lower acquisition price & usage cost to members
Montréal: 1,000 BEV CS fleet

Electric dreams: Coderre wants to see 1,000 electric cars on the road by 2020
EVS 29
Electric Vehicle Symposium & Exhibition

JUNE 19-22, 2016
Montreal, Quebec, Canada