

ANWB Electric

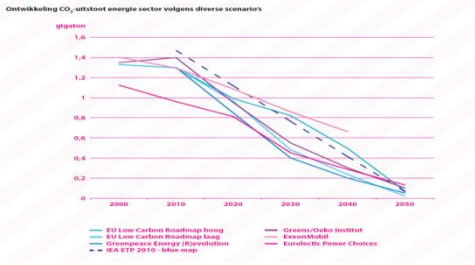
Facilitate electric driving



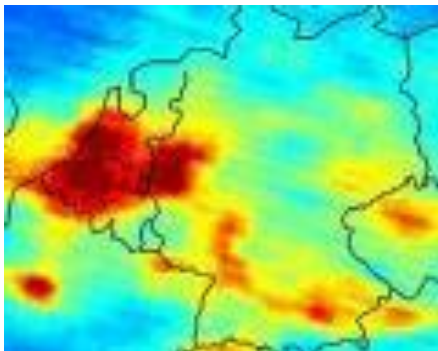
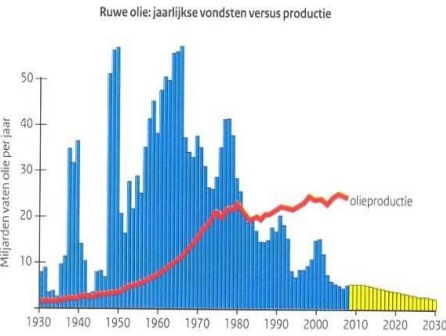
ANWB Electric
Marco van Eenennaam
Danish Delegation
24 – 09 - 2013



Social issues



Innovation



History ANWB



View ANWB

Visie 2020
Elektrische mobiliteit

Fase 1:
2012-2014

Fase 2:
2015-2017

Fase 3:
2018-2020



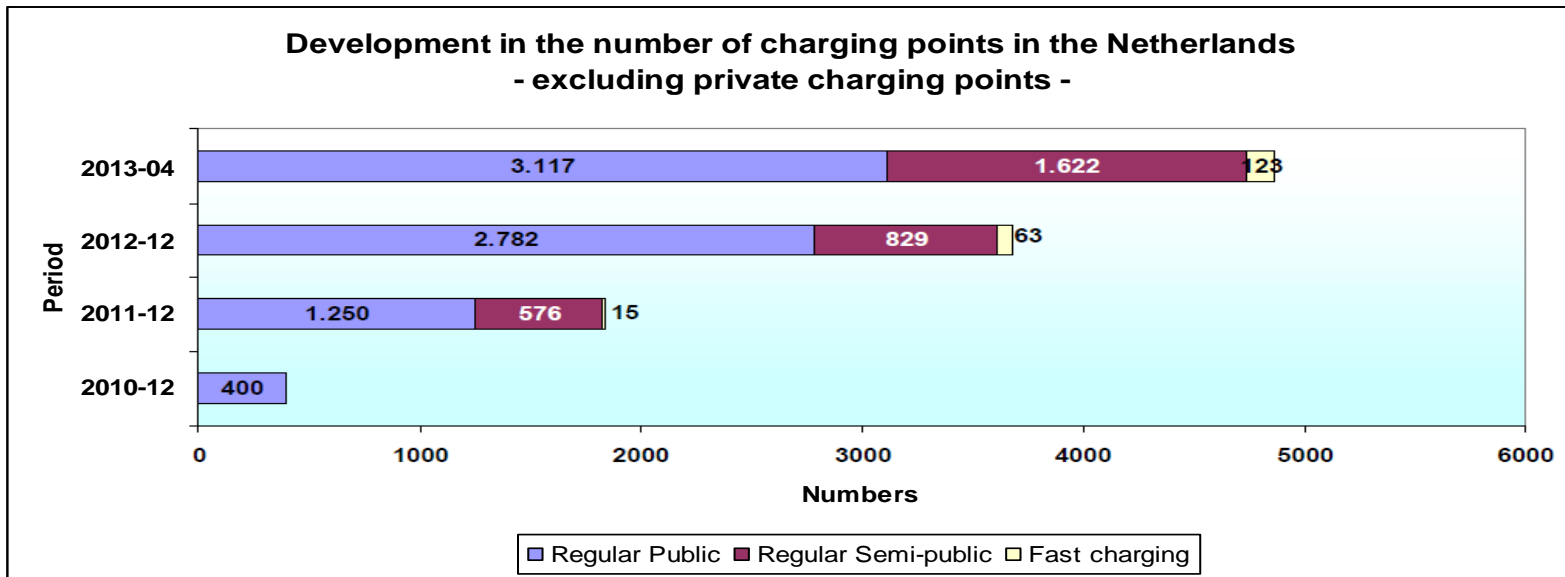


General EV policy in The Netherlands

- EV essential part of sustainable energy system (2050)
- Coöperation between private and public sector is key
- Triple focus: vehicles, infrastructure, earning potential
- Responsible departments:
 - Department of economic affairs
 - Department of Infrastructure and environment



Actual Developments: Number of non-resident charging points



Charging infrastructure:

- 9000 charging points (resident + non-resident).
- Ratio EV/EVSE (resident + non-resident): 1,4 (2012).

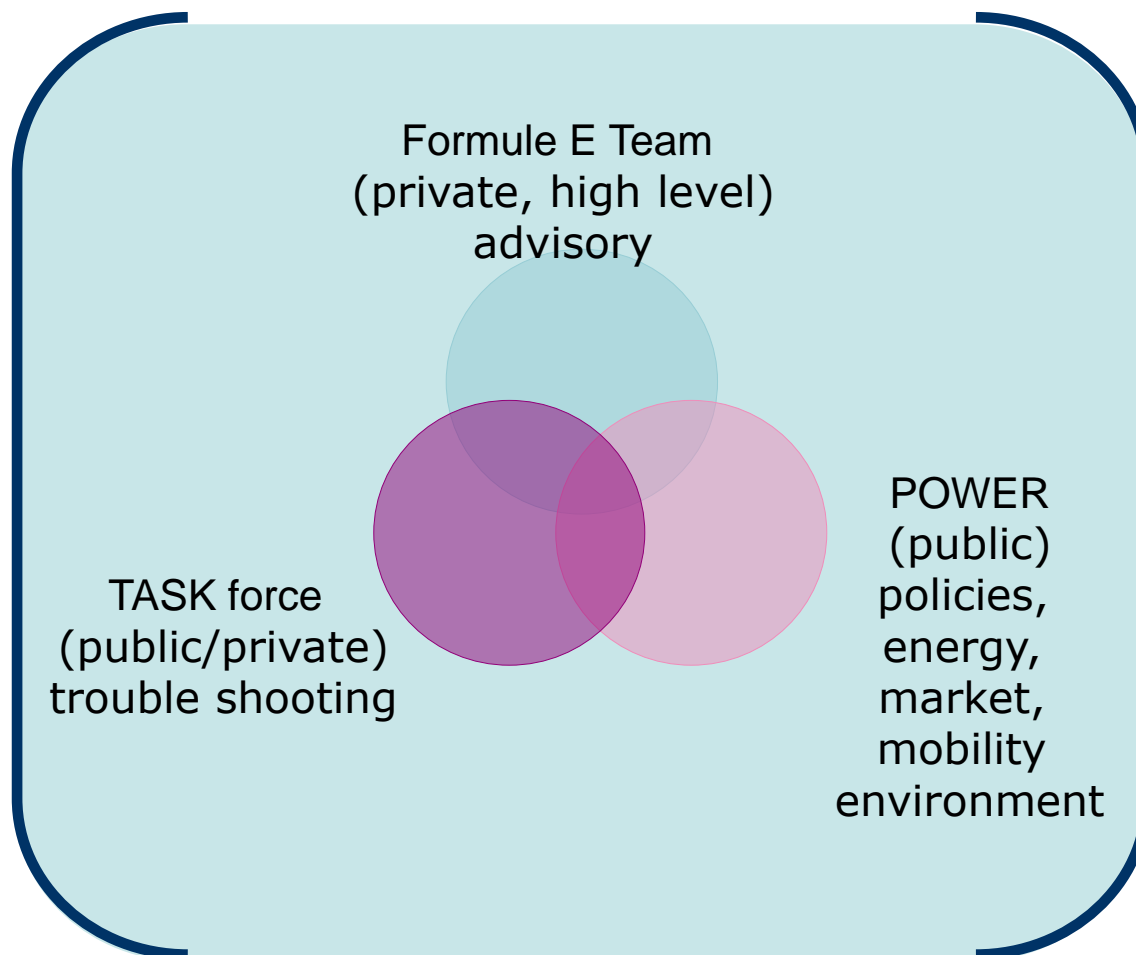
Demand for public EV-charging points rising by 10.000 in next three years.

Developments

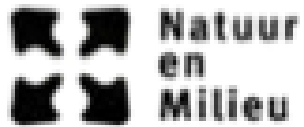
- Tesla European headquarter and assembling factory in the Netherlands
- Fast Charging stations along every highway before the end of 2014 (private sector)
- New businessmodels public charging including smart grids
- Lots of digital information about charging locations



EV structure in the Netherlands



Formule E-team:



Guido van Woerkom was chairman of the E-team in 2011 / 2012,





ANWB Policy

- Ambition 2020 / Sustainable mobility
 - Sustainable mobility is 1 of the 4 strategic spearheads of the ANWB
 - ANWB wants to make the mobility of its members more sustainable
 - The electric car is seen as the most sustainable and likely form of private mobility
- Ambition electric vehicles
 1. Remove barriers that hinder the successful introduction of electric driving (social)
 2. Prepare ANWB products and services for the electric car (operational)
 3. Develop the ANWB into a service provider with its own fast charging network (new business)



1. Remove barriers

- Price
- Charge Infrastructure
- Unknown = unloved






The Biggest Electric Test Drive in the Netherlands



- 12 cars
- 30 weeks long
- 6 days a car and an iPhone
- 30 drivers, 10 short films made
- Shared via Social Media
- Snowball effect


#ANWBelektrisch


 **526,242** twitteraccounts
 **10311** tweets
6.282.017 tweetimpresies


12 auto's 





150.000 kilometers gereden
 16624 proefrijders
 7 lege accu's
 Ruim 1000 laadpalen getest
 360 vrijwilligers
 3 pechgevallen
 13 steden
 30 weken

De grootste elektrische proefrit van Nederland








 • **85.000** bezoekers
anwb.nl/elektrisch



 • **3031** filmpjes youtube


 • **88.554** minuten beeld
 • **56.000** views
 • **25** vermeldingen in media
 • **175.000** offline gesprekken

 **12** i-phones
 **24** laadpassen
 **27** uitgiftes Logicx/bergers
 INNOVADER Concept + ontwikkeling 2 apps

6 merken





www.anwb.nl/elektrisch

www.twitter.com/anwbelektrisch

Facebook and own Youtube channel



2. Prepare existing business

- Roadside Assistance for electric cars
- Roadside Assistance for charging points
- Emergency Centre / asset-management system



3. New business and service providing:

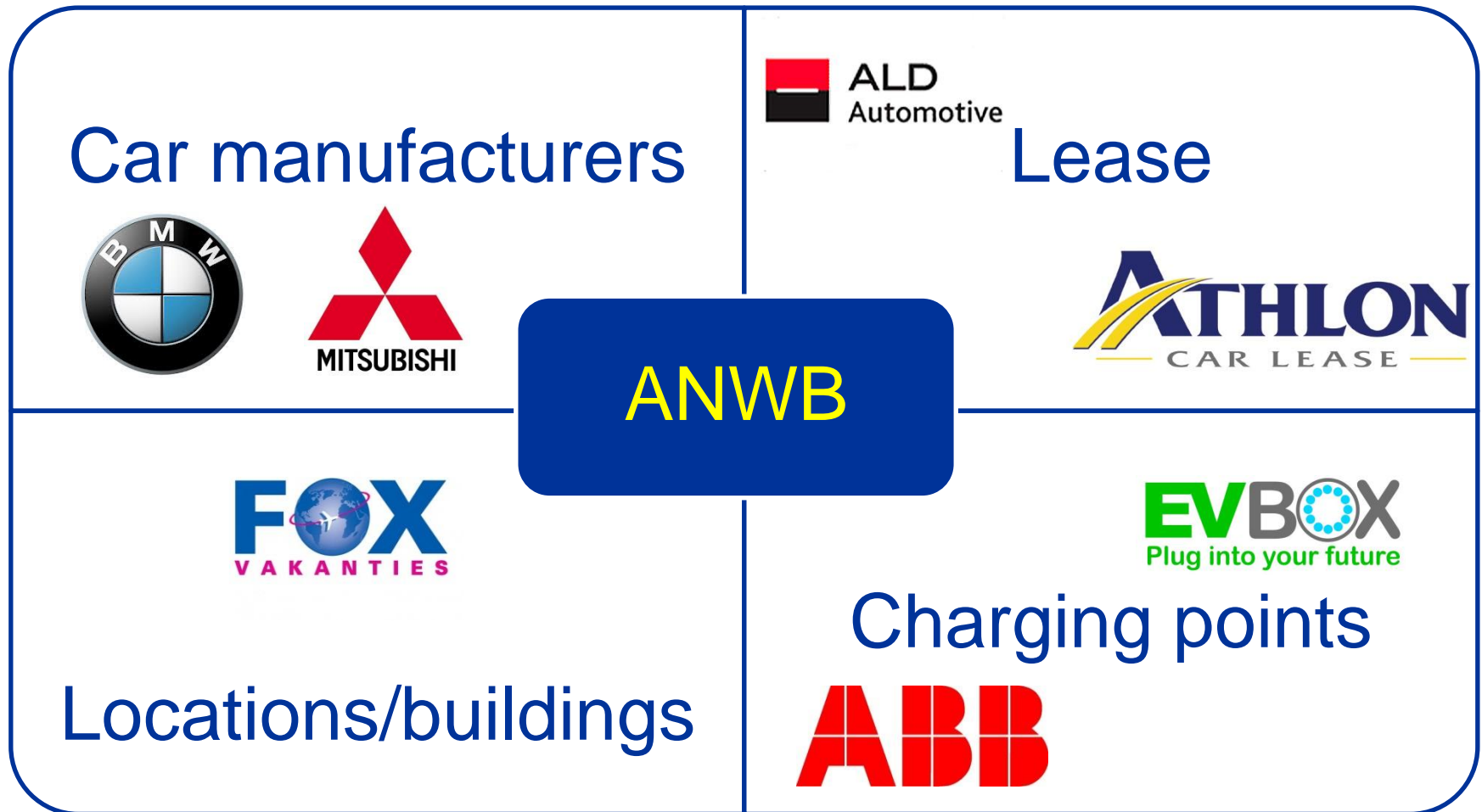
Charging points



Charging cards



4 groups of customers



ANWB Fast charging network





POWER



Batterijniveau
is laag



ECO

15630 km
241.5 km



km