



**Véhicules électriques en libre service
La mobilité du futur**

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À PROPOS DE MÉC

VISION

Travailler **ensemble** pour faire évoluer les systèmes de transport canadiens vers la **traction électrique**.



Chantal Guimont, septembre 2014

À PROPOS DE MÉC

SERVICES OFFERTS PAR MOBILITÉ ÉLECTRIQUE Canada

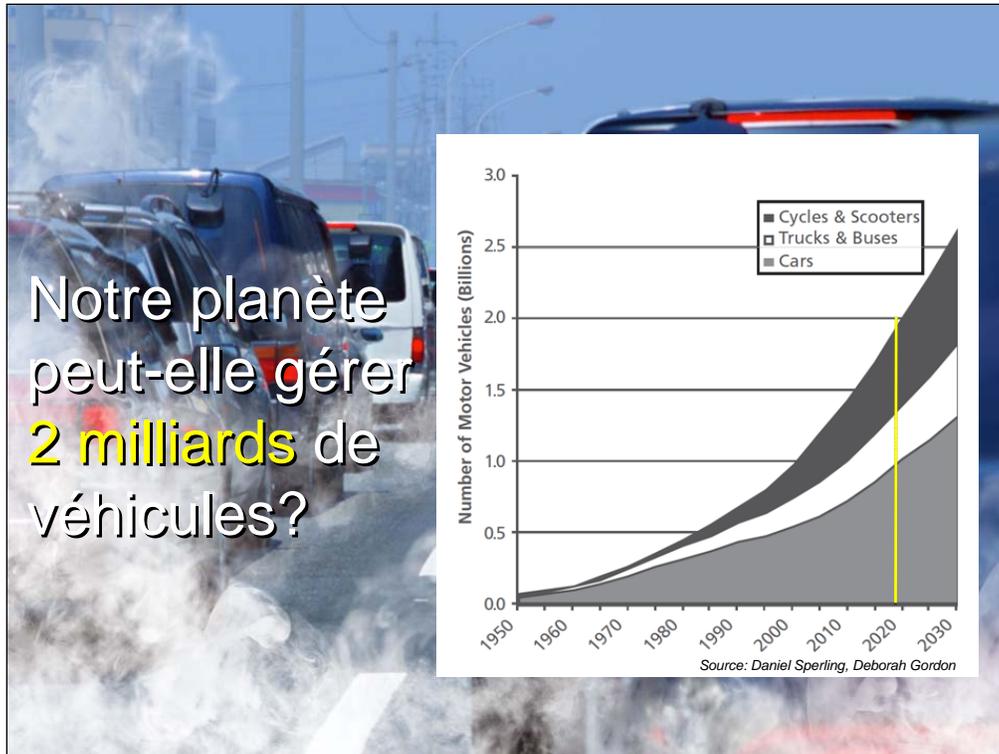
- **Relations gouvernementales** – tous les paliers de gouvernement
- Représentation des membres auprès de nombreux **comités fédéraux et provinciaux**
- **Partage d'information** et **Réseautage** incluant Conférence et Salon commercial annuels
- **Groupes sectoriels** pour les membres ayant des intérêts communs & promotion de ces intérêts auprès des gouvernements
- **Projets spéciaux**, incluant guide « PEV Readiness » pour les fournisseurs d'électricité et les municipalités.

Chantal Guimont, septembre 2014



Pourquoi un VLS électrique ?

So why shared?



At the rate we are going, as the population increases and as the middle class grows, it is estimated that within a decade, we will have more than 2 billion vehicles on our roads.

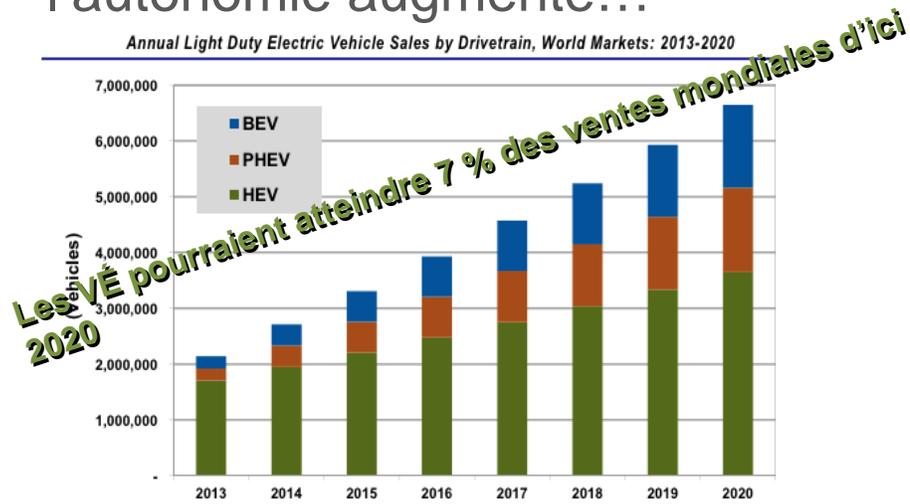
Is that sustainable?

How would that impact circulation?

How would that impact congestion in our cities?

Le prix des batteries baisse et l'autonomie augmente...

Annual Light Duty Electric Vehicle Sales by Drivetrain, World Markets: 2013-2020



(Source: Navigant Research)

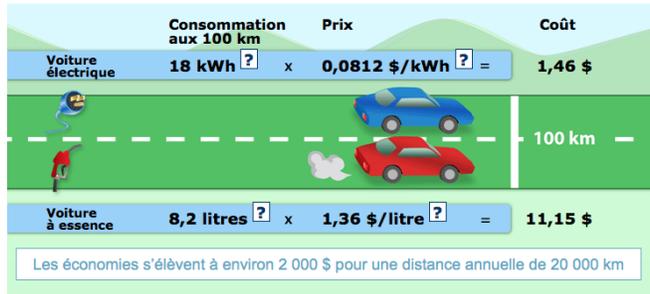
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While EVs represent a relatively small % of overall vehicle sales today, with improvements in autonomy and battery price declines plus potential financial and other incentives provided by more and more governments who wish to impact their jurisdiction's GHG emissions, EV sales are expected to increase significantly

Coût du cycle de vie des VÉ: encore moindre dans les années à venir

Coût en énergie pour rouler 100 km



Choisissez vos hypothèses et constatez les économies potentielles

Source: Hydro-Québec

Voiture électrique	Consommation aux 100 km 18 kWh	X	Prix de l'électricité 0,0812 \$/kWh	=	1,46 \$
Voiture à essence	Consommation aux 100 km 8,2 litres	X	Prix de l'essence 1,40 \$/litre	=	11,48 \$
Kilométrage annuel		20 000 km			
Économies potentielles selon les hypothèses choisies :		Vous pouvez économiser 2 004 \$ pour une distance annuelle de 20 000 km.			



In QC, where we benefit from low electricity rates, lifecycle cost calculations for those using their vehicles extensively demonstrate that if we take energy costs and maintenance costs into consideration, the price of the EV is competitive today and will be even more so in the future.

Plus consider the fact that a Leaf for example has enough autonomy to meet most of the road travel needs of most Canadians.

Le VLS électrique : Un service à valeur ajoutée et complémentaire

- ÉVOLUTION DU MARCHÉ DES VÉ ET DE LA RECHARGE
 - Plusieurs nouveaux modèles de VÉ adaptés au libre service
 - Meilleure connaissance des besoins de recharge et optimisation de son déploiement
 - INTÉRÊT DES VÉs POUR LA CLIENTÈLE CIBLE
- Plus de 60% de l'électricité est de source hydraulique au Canada

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These trends are apparent in most advanced economies.

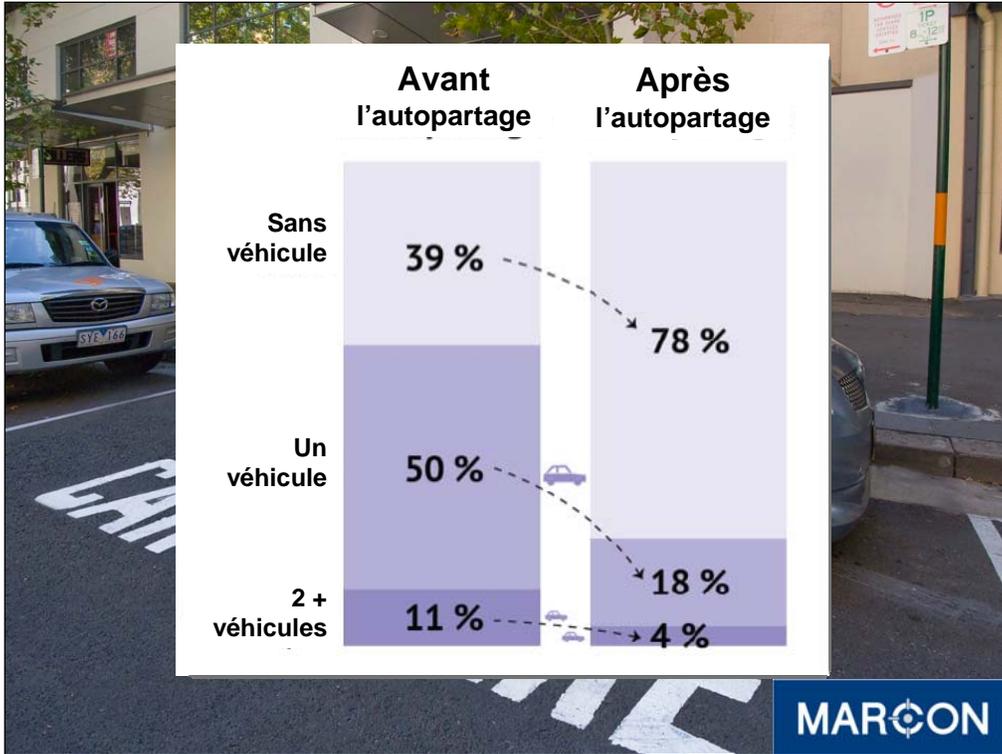
Study after study confirms that the cell phone is for younger people today what the vehicle used to be for their parents



The factors underpinning these trends are numerous.

I've listed some of these here.

Clearly, the cost of vehicle ownership is an important one. The CAA estimates that a run of the mill vehicle used for about 18K kms per year runs the average CDN about 12-13K\$ annually. For most CDN families, the car represents the single largest expense of the household. The home is an investment as in normal circumstances, it appreciates over time. However, the car loses 30% of its value as soon as you drive it off the dealer's lot. And, given that it is used on average 4% of the time, the cost per hour of usage is fairly high. Combine this high cost with the difficulty in finding parking, enormous congestion traffic problems in many of our cities and you quickly generate the desire to move to the city, get rid of the car and use other means of mobility to get around.



To try it is to love it!

The case of Paris car sharing members demonstrates how people are giving up car ownership after having experienced car sharing.



Canadians today have more mobility options than at any time in the past

Convergence dans les villes intelligentes



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Consider the millenials and their apparent aversion to vehicle ownership and their desire for constant connectivity.

Consider our aging population who will require adequate mobility solutions in order to maintain their quality of life but who will increasingly demonstrate an inability to drive themselves. Today, there are an estimated 120K CDNs who hold a valid driver's license and who suffer from some form of dementia.

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Consider the profitable business models that are giving rise to new mobility options and the strength of the sharing economy

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Consider the technology that is making such bus'n models possible and the technology that is making vehicles safer than at any point in the past

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All these are converging on the driverless vehicle

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