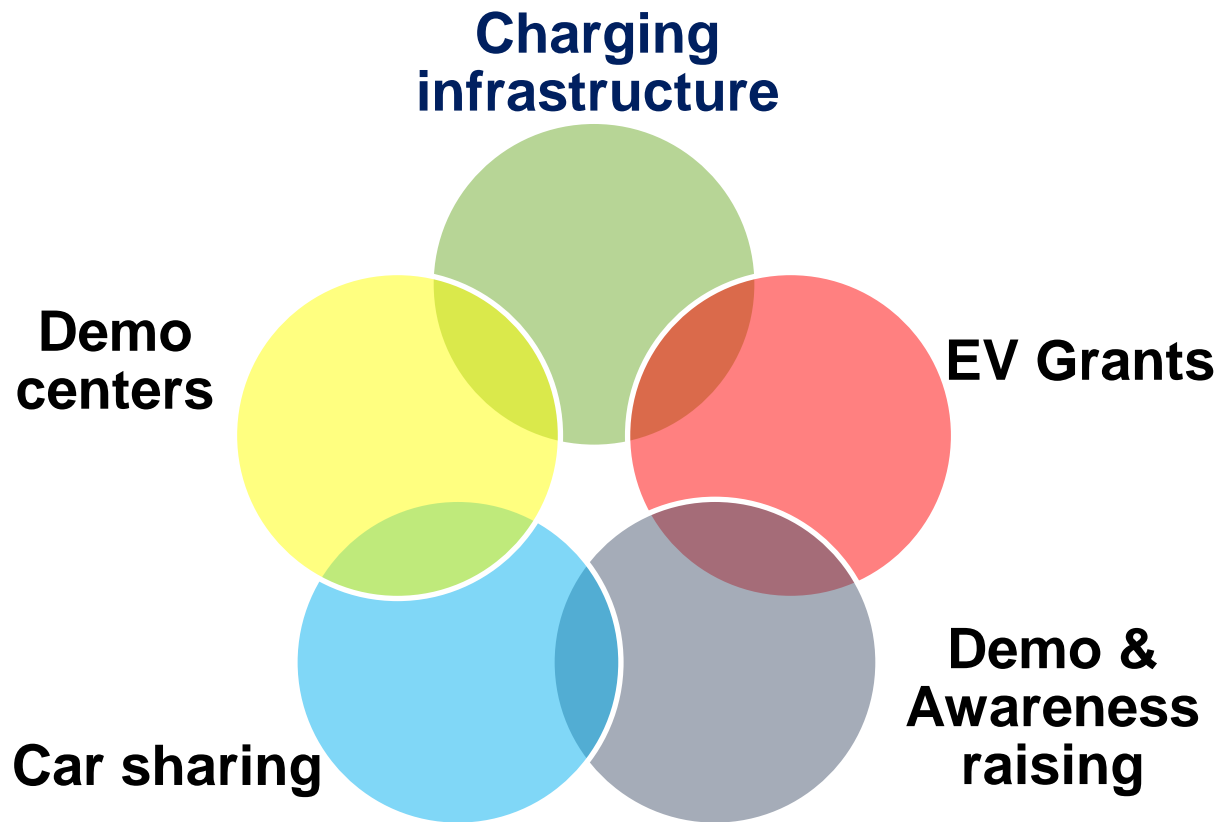


# Electromobility program



Toomas Haidak  
Ministry of Economic Affairs and  
Communications

# Five pillars of ELMO





# EV GRANTS



» [elmo.ee](https://elmo.ee)

KREDEx

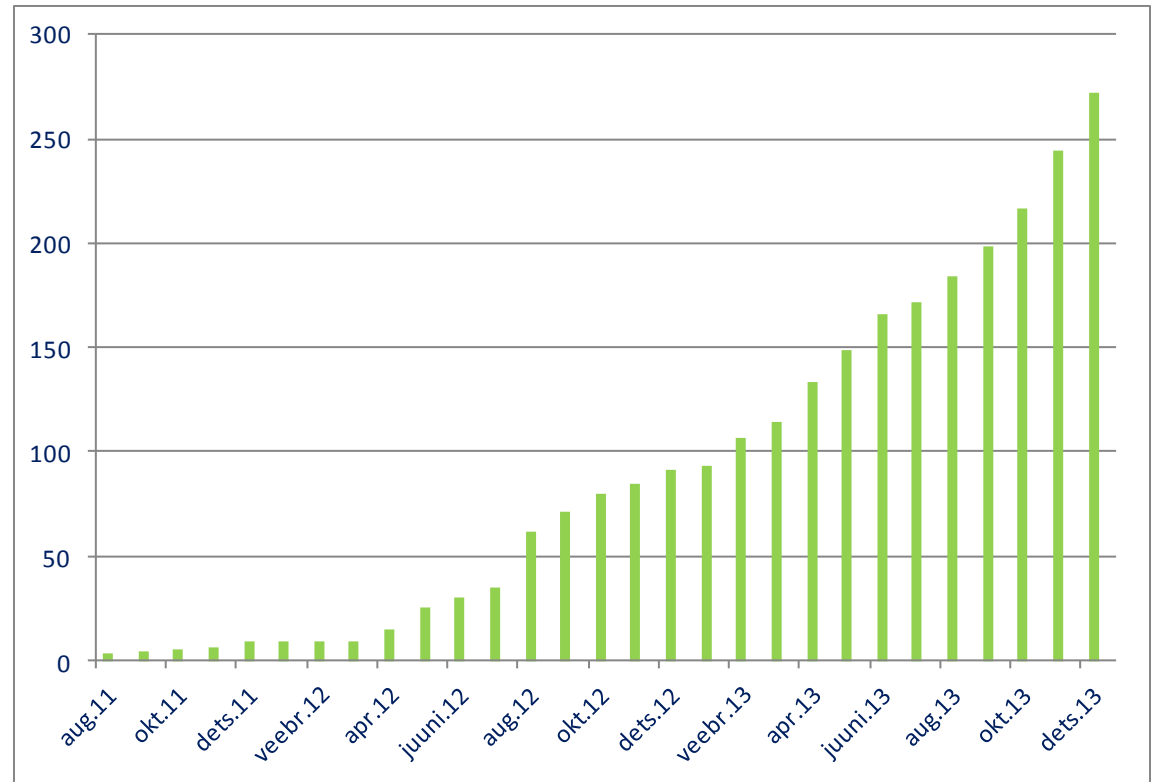


# Electric vehicle grants

**Up to 50%**

from the price for full-EV  
**Max 18 000 EUR**  
per car,

**+ 1000 EUR**  
for home charger



# Plugin-hybrid grants

- Since November 2012
- From 7%-30% grant from upfront price
- Depends on battery capacity





# Lessons learned

- \* • Electric car is a very „emotional“ topic. There are a lot of myths circulating and car users are divided in strongly supporting or strongly opposing them
- Most people see the problems but not the benefits of electric cars
- Still the grant is sufficient to convince early adopters
- Without the grant it would be impossible to introduce electric cars (with current technology and price)



The unique large scale EV infrastructure project in Europe

# CHARGING INFRASTRUCTURE



» [elmo.ee](https://elmo.ee)

KRED EX



# Quick charging network

## Quick facts

Project start: June 2011

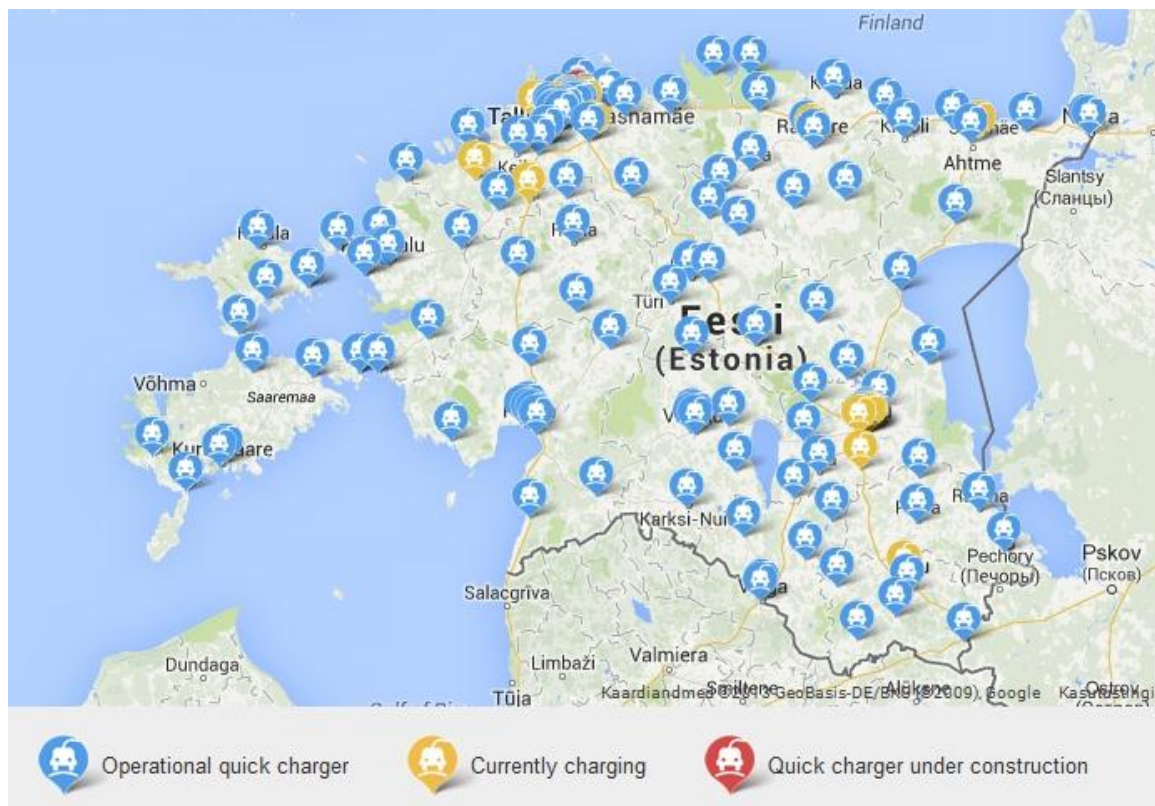
Installation start: June 2012

Quick chargers working: 162

Total number: 165-168

The distance between quick charging points is 40-60 km

Locations: parking areas, petrol stations, cafes, shops, etc.





# DC+AC fast charger

- DC: CHAdeMO
- AC: 22kW Type2
- ABB
- Authentication:
  - RFID
  - Mobile





# Lessons learned

- Main users are taxys and ELMO carshare (65%)
- For other users it's a „safety net“
- Majority of users pay monthly fee instead of per charge
- Very hard to make it commercially viable (needs a lot of different users who use it occasionally and pay a high price per use)
- Average:
  - Duration of charging session: 24,5 minutes
  - Amount of energy charged: 8,8 kWh



Drive the EV without owning one

# CAR SHARING



» [elmo.ee](https://elmo.ee) KREDEx



# Cars

A5



16 Nissan Leaf

B5



8 Mitsubishi iMiEV

# Car sharing in Tallinn and Tartu



- Self-service short term rent over the mobile phone
- Pick-up & Drop-off in hotspots
- Rental sessions added to your monthly bill
- Charging is free
- 6 EUR first hour, next hour 3€, max 30€ per day



# Lessons learned

- Primarily used as regular car rental
- Needs a lot of vehicles to bring down the average rent time. Should be „drop-off anywhere“ service
- Should be priced per minute or max per half an hour
- Not viable as an „electric car only“ service unless there are a lot of charging stations (a’la Autolib)
- Needs strong local municipality involvement to be used at full potential



# DEMONSTRATION AND AWARENESS RAISING



# Demonstration fleet

# 507 x

FOR SOCIAL WORKERS  
AROUND ESTONIA





# Demo center in Tartu



ELMO

» [elmo.ee](http://elmo.ee)

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# THANK YOU!

More information:  
[www.elmo.ee/eng](http://www.elmo.ee/eng)



» [elmo.ee](http://elmo.ee)

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