



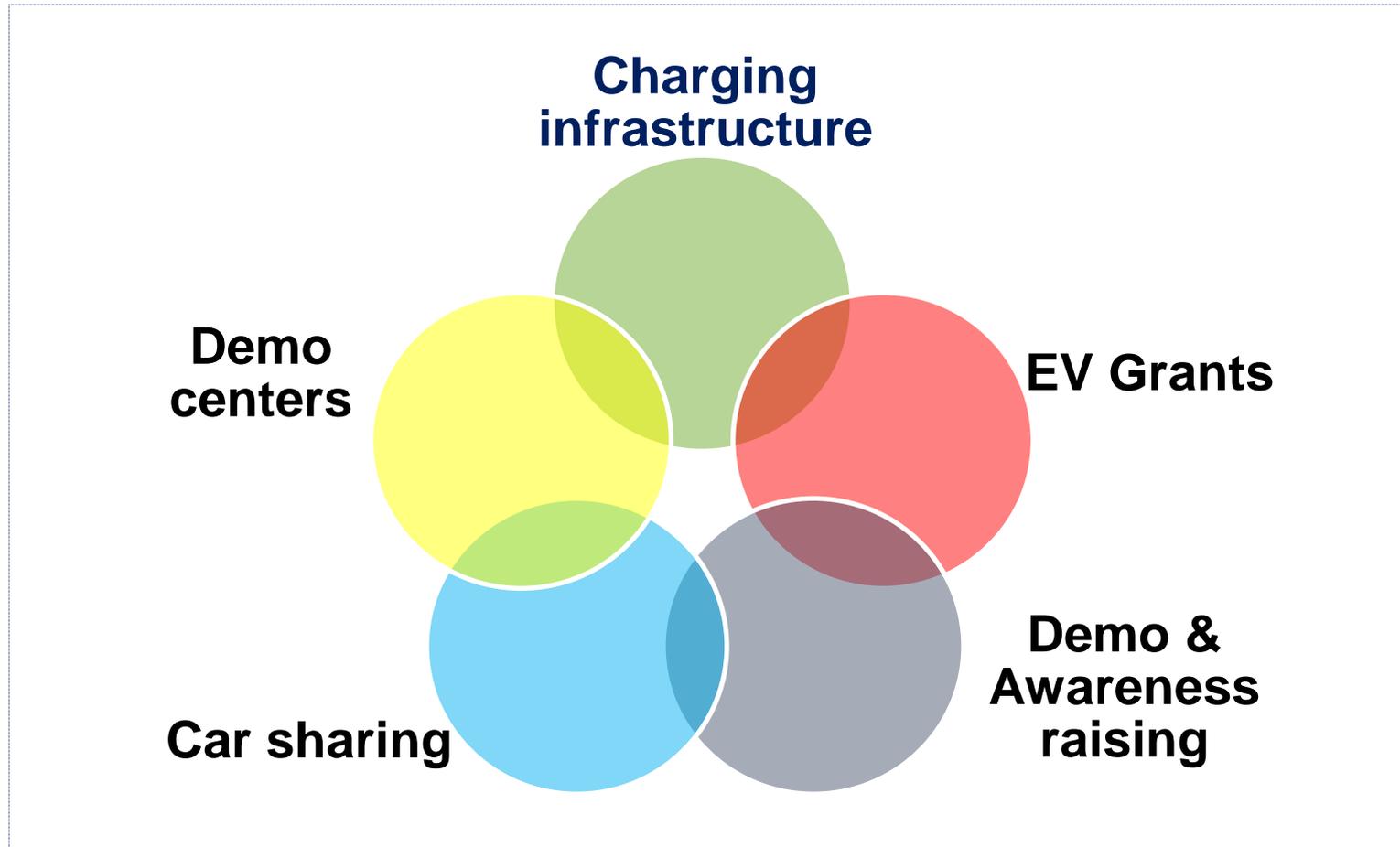
ELMO

Electromobility program



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Ministry of Economic Affairs and
Communications

Five pillars of ELMO





EV GRANTS



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Electric vehicle grants

Up to 50%

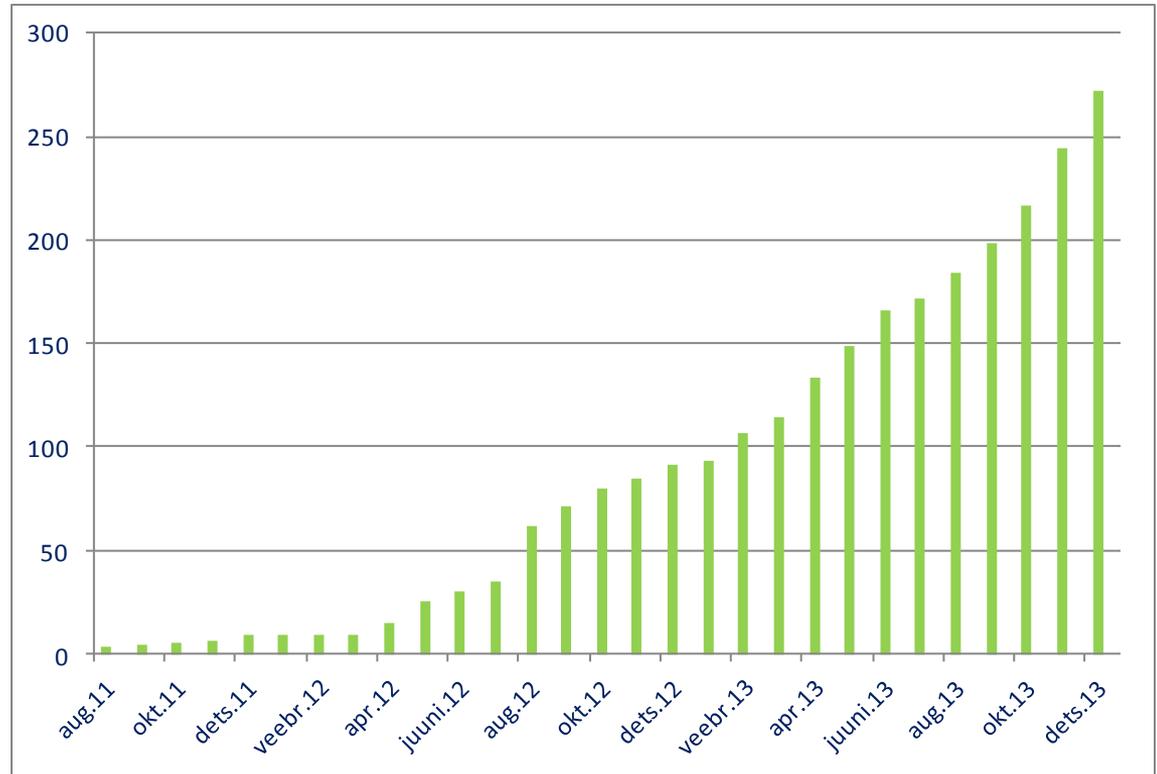
from the price for full-EV

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



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Quick charging network

Quick facts

Project start: June 2011

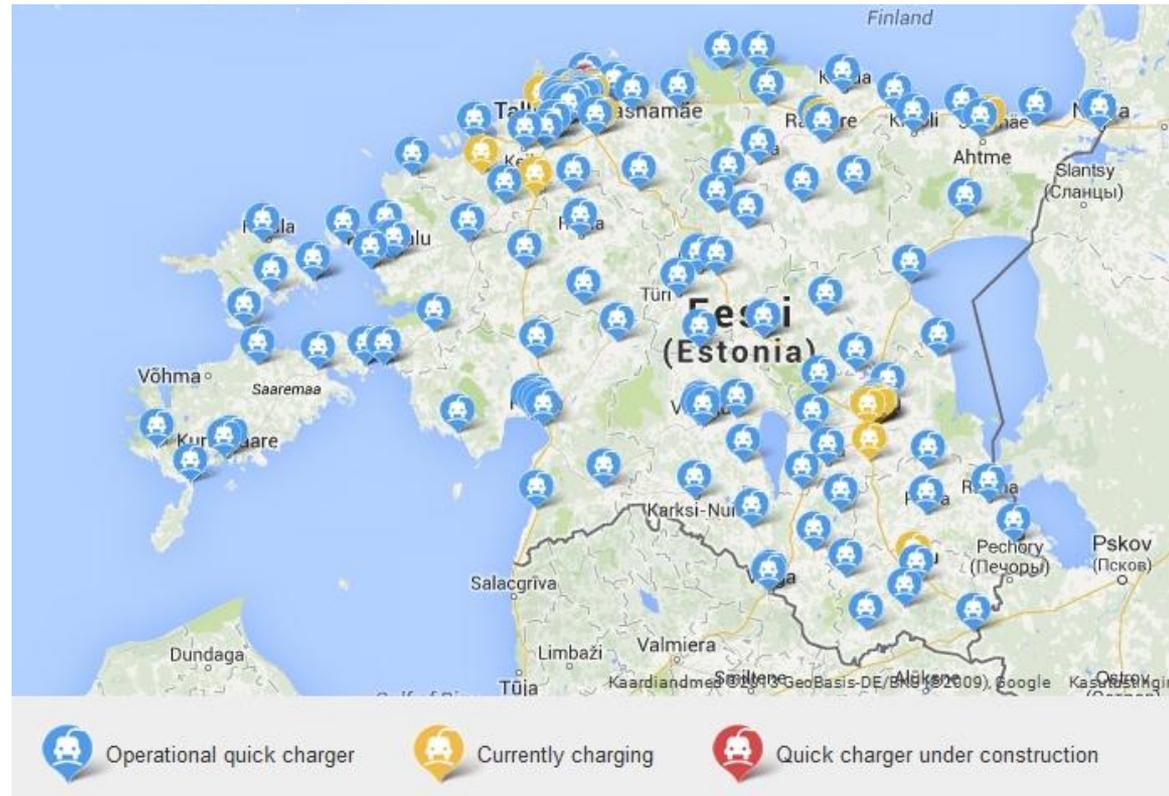
Installation start: June 2012

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



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Cars

A5



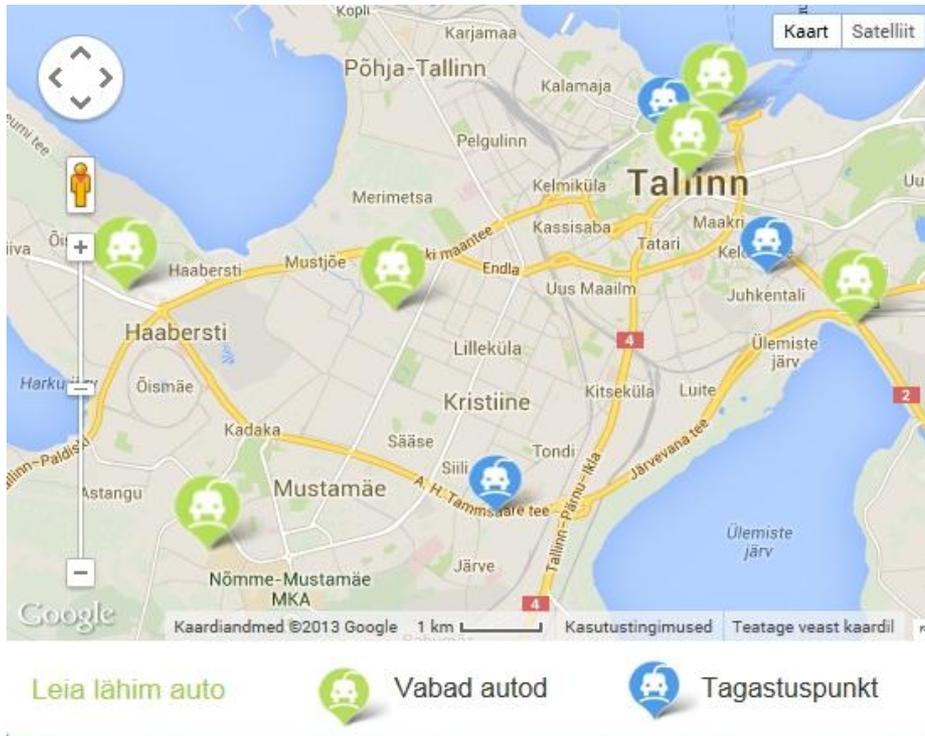
16 Nissan Leaf

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



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Demonstration fleet

507 x

FOR SOCIAL WORKERS
AROUND ESTONIA



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Demo center in Tartu





THANK YOU!

More information:
www.elmo.ee/eng



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