

Oregon's Electric Vehicle Industry

April 2013

*Trends in Electric
Transportation: Oregon
Innovation Leads the Way*



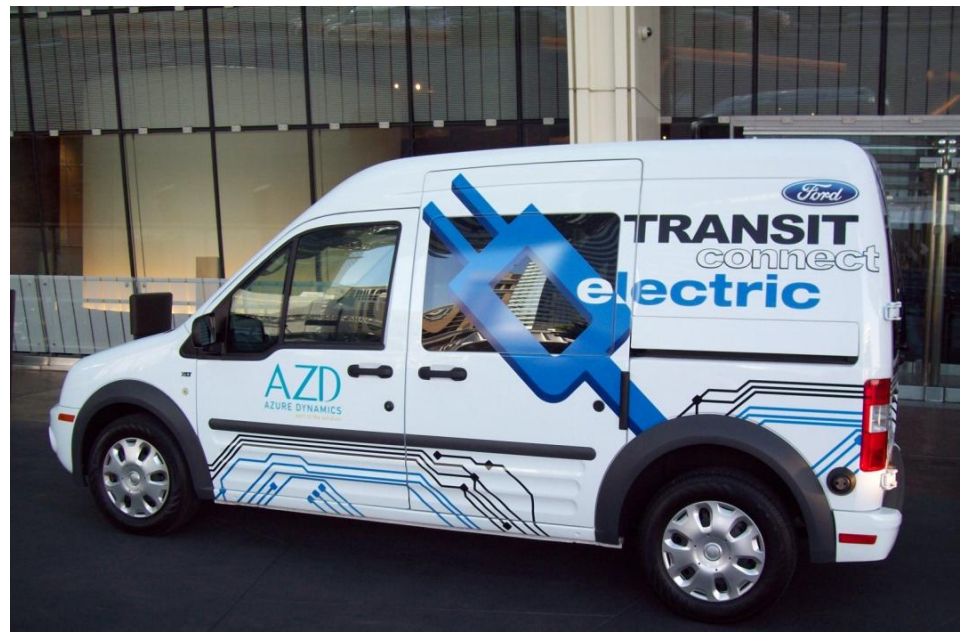
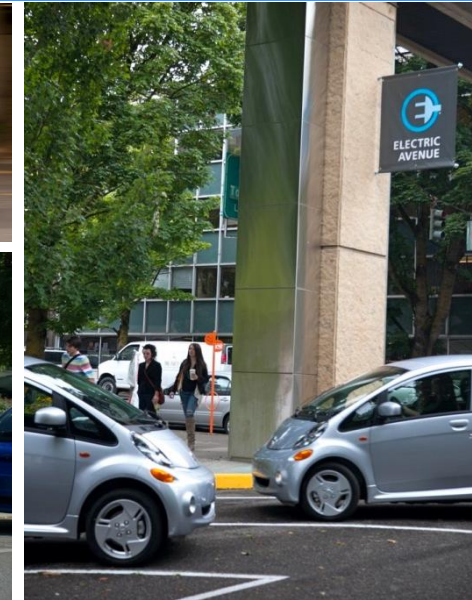
Main Messages

- 1. Electric vehicles are here**
- 2. Electric vehicles are great**
- 3. Drive Oregon mission and role**
- 4. Highlights of Oregon's industry**
- 5. How you can “plug in”**

Electric vehicles are here now



Electric vehicles are here now



Electric vehicles are here now

16 Models Available

- Nissan LEAF
- Chevy Volt
- Honda Fit
- Tesla Model S
- Smart Electric Drive
- Ford Focus EV
- And more!

8+ Models to be released in 2014-2015

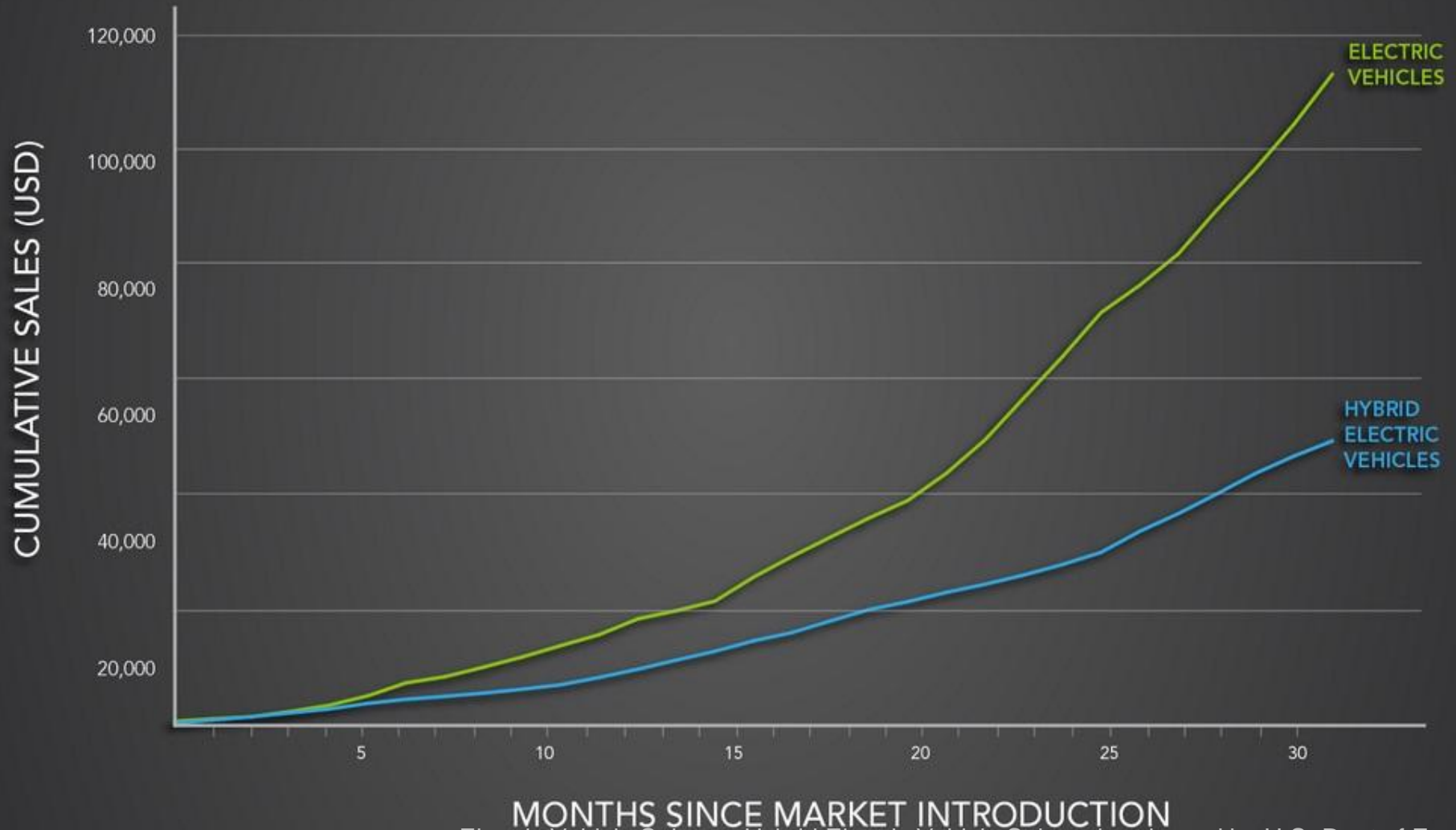


Source: California PEV Collaborative (CG2-3).

BEV and PHEV Graphics courtesy of the Electric Power Research Institute, *Plugging In: A Consumer's Guide to the Electric Vehicle*, 2011.

Electric vehicles are here now

Electric Vehicle vs. Hybrid Electric Vehicle Sales



Electric Vehicle Sales vs Hybrid Electric Vehicle Sales, chart issued by U.S. Dept of Energy

Oregon is Ahead!

Oregon: A leader in PEV adoption and infrastructure installation

3,046 PEVs on our state's roads

700+ charging stations

Innovative Deployment Projects:

- West Coast Electric Highway
- EV Project
- Electric Avenue

Nation's most robust DC Fast Charge Network (1 in 5)



Electric vehicles are Great!



Environmental Benefits

100% reduction VOCs

60-70% reduction NOx and SOx

20-60%+ reduction life cycle greenhouse gases

See emissions for your area:

http://www.afdc.energy.gov/afdc/vehicles/electric_emissions.php

Economic Benefits

\$266.6 million annual gross economic impact

1,579 jobs created as a result of this growing industry

\$11.9 million in state and local tax revenue

Source: PSU NERC study, February 2013, available at www.driveoregon.org

BONUS:

\$6 billion leaves Oregon for fuel every year!!

Every dollar shifted from oil creates 16X more jobs

Drive Oregon Quick Stats

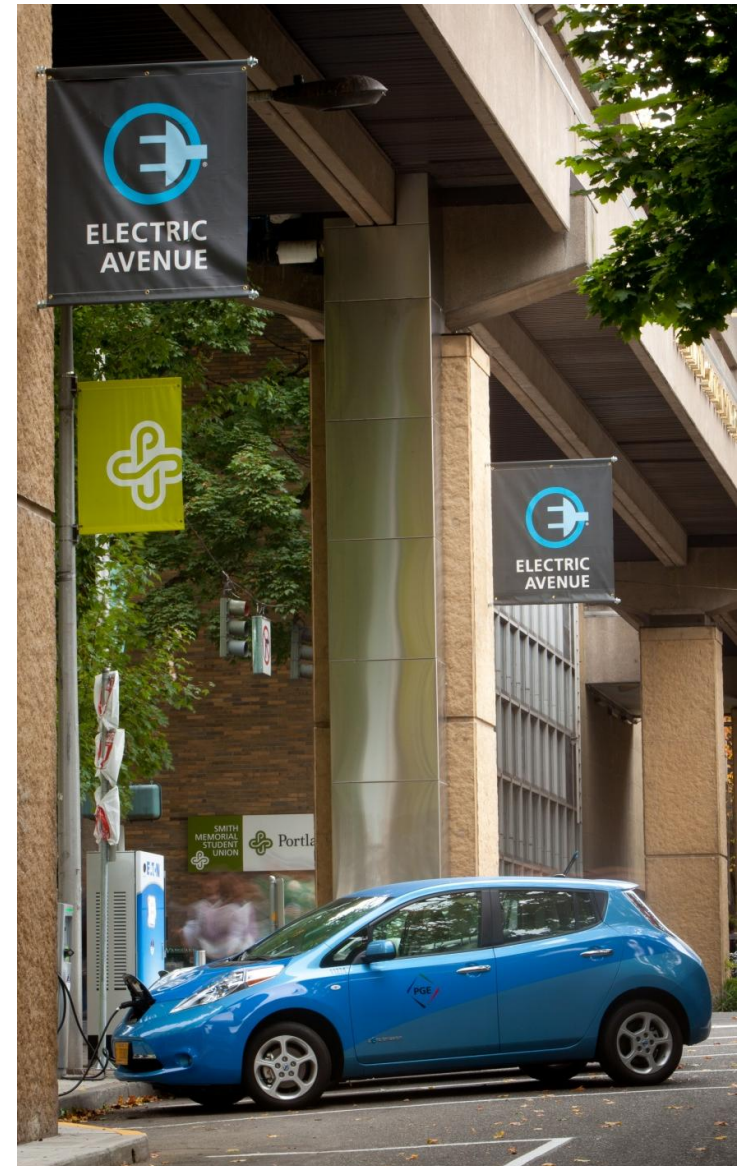
Established: 2011

Mission: To promote, support, and grow the electric vehicle industry

Funded by: Oregon Innovation Council and member companies

Industry Membership Total: 60+

www.driveoregon.org



Drive Oregon Goals and Activities

Help companies find resources

Bring the industry together

Be the “voice” of the industry

Increase vehicle purchases

Bottom Line: Create new jobs!



Oregon's Electric Vehicle Industry



Diverse and Growing!

Oregon Industry Strengths



Innovative Young
Companies

Oregon Industry Strengths



Established “Specialty”
Electric Vehicle
Companies

Oregon Industry Strengths



Electric Vehicle Component Suppliers

Plug In

- **Take a test drive!**
- **Sign up for newsletter www.driveoregon.org**
- **Educate yourself – explore opportunities - and drink beer – at Drive Oregon monthly events**

Questions?



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<http://driveoregon.org/>

