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
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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).
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](http://www.driveoregon.org)

BONUS:

$6 billion leaves Oregon for fuel every year!!

Every dollar shifted from oil creates 16X more jobs
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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