

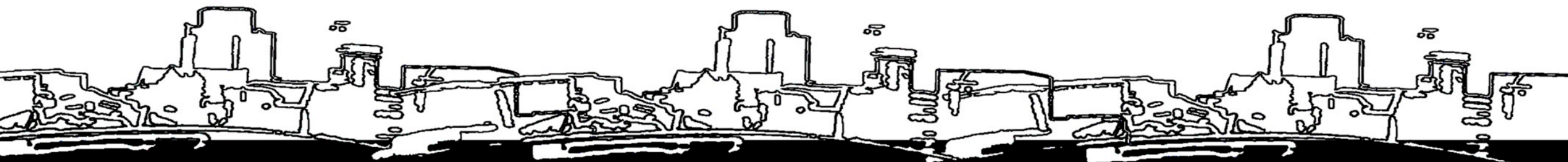


SHIFT
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SHIFT10 EV

Mike McCreary

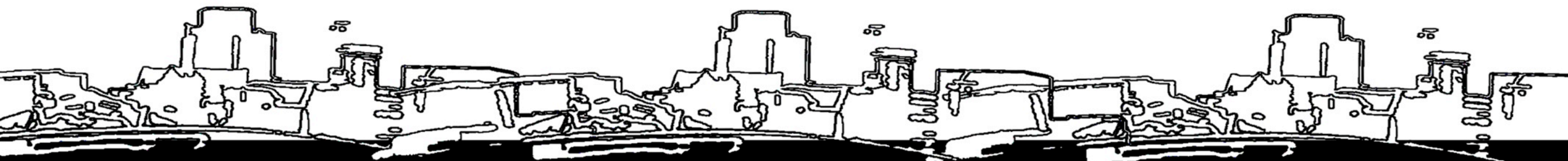


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- Of the 28.5 million cars in the UK, there are only a few thousand all-electric EV's, mostly in London.
- Government target is 1 – 2 million EV's by 2020. What can we say about this market/target?
- Barriers to uptake?
 - cost (notably battery costs)
 - limited range between recharges
 - long recharge times
 - lack of recharging infrastructure
 - perception





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Why are we here?

- To understand and address the issues in reaching that target
- To share knowledge
- To meet like thinkers
- To make a difference!

