

## EDTA2014 in Indy: Building on Automotive Excellence with Electric Drive Innovation

**April 8, 2014 – Washington, DC** – The 2014 Electric Drive Transportation Association [Conference and Annual Meeting](#) ([www.edta2014.com](http://www.edta2014.com)) is the most important electric drive event of the year and coming at an amazing time for the industry. The electric drive market is strong and growing with new vehicles and technologies hitting showrooms at a speeding pace, sales are growing and infrastructure building across the U.S. As we shift from market rollout to market expansion, we are heading to the city that has helped define the automotive industry in the U.S. for over a century. The City of Indianapolis will host #EDTA2014 during the [same week as the historic Indy 500](#), honoring the legacies of the automotive world – while realizing the transportation technologies of the future.

### Key Attractions at #EDTA2014:

- [Visionary presenters and recognized experts](#) – Includes [Formula E](#) founder & CEO Alejandro Agag, and top electric drive industry leaders from companies including Qualcomm, Bosch, Audi of America and Johnson Controls;
- Unique networking events – Appreciate automotive heritage during the [Night at the Track](#), an infield reception at [Indianapolis Motor Speedway](#) (transportation will be provided);
- [Ride, Drive & Charge](#) - This is your chance to get behind the wheel of the latest electric drive vehicles;
- [Interactive Programming](#) - We're doing things a little differently this year. Attendees will have a greater opportunity to work directly with presenters, offer input and leverage the expertise from fellow participants.

### Why Indy?

- Indianapolis is the first city in the United States to [commit to transition their municipal fleet from foreign oil by 2025](#), while also rolling out the largest all-electric car sharing program in the nation. Indianapolis Mayor Greg Ballard and other officials will share their vision for transforming fleets and provide lessons on how to achieve it.
- The famous Indy 500 has been an annual event at the Indianapolis Motor Speedway [for over 100 years](#).
- Meanwhile, the state of Indiana is rich in automotive history and home to several innovations such as tilt steering, cruise control, and front-wheel drive. State and local industry continues to shape the future – in Indianapolis and beyond. The local host committee explains [a few reasons](#) why EDTA has decided to call Indy home in 2014. <http://www.energysystemsnetwork.com/news-events>

Attendees include automakers, utilities, battery and equipment manufacturers, suppliers, government partners and end users. #EDTA2014 will provide a forum for industry to discuss key topics such as technology advances and electric vehicle consumer adoption, while end users can network with transportation solution providers. This is your best opportunity in 2014 to hear from and meet with leaders from across the entire electric drive value chain, those that are building on automotive legacies while paving the way for electrified transportation.

**Registration & Info:** [www.EDTA2014.com](http://www.EDTA2014.com)

**Media Contact:** Christine Rogala at [crogala@electricdrive.org](mailto:crogala@electricdrive.org); 202. 408-0774 x 312

### About EDTA

The Electric Drive Transportation Association (EDTA) is the trade association promoting battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and infrastructure. EDTA conducts public policy advocacy, education, industry networking, and conferences. EDTA's [membership](#) includes vehicle and equipment manufacturers, energy companies, technology developers, component suppliers, government agencies and others.

## EDTA2014 – Plenary Speaker Media Contacts

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## **EDTA2014 Ride, Drive & Charge will offer free test drives of electric vehicles in downtown Indianapolis, May 19-21**

**May 15, 2014 – Washington, DC** – The 2014 Electric Drive Transportation Association [Conference and Annual Meeting](#) ([www.edta2014.com](http://www.edta2014.com)) will feature a “Ride, Drive & Charge” event from May 19 to May 21 in downtown Indianapolis. The three-day test drive event is open to the public and free of charge.

This is an exciting opportunity to get behind the wheel of the latest electric vehicles and experience first-hand the superior performance of electric drive. These cars aren’t just clean and efficient, they’re also incredibly fun to drive.

**Location:** The registration tent will be located at the intersection of Capitol Ave and Georgia Street in downtown Indianapolis. The 1.14 mile test drive route loops from Georgia Street around Monument Circle.

### **Schedule:**

Monday, May 19 – 10:00 AM – 6:00 PM

Tuesday, May 20 – 10:00 AM – 6:00 PM

Wednesday, May 21 – 10:00 AM – 1:00 PM

**Requirements:** Valid driver’s license; waiver to be signed at registration tent.

### **Current vehicle lineup:**

- ALTe: Plug-in Hybrid Ford E-350 Delivery Truck
- Cadillac ELR
- Chevrolet Spark
- Chevrolet Volt
- Ford Fusion Energi
- Ford C-MAX Energi
- Honda Accord Plug-In Hybrid
- KIA Optima Hybrid
- Nissan Leaf
- Toyota Highlander Hybrid
- VIA VTrux

The event is sponsored by [RealPower](#), the Official Mobile Charging Sponsor of EDTA2014.

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## **“Night at the Track” – IMS Event Details**

### **Tuesday, May 21, 2014**

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#### **Transportation:**

- Pick-up from Convention Center (Maryland Street): Shuttle service to IMS begins at 5:00 PM with last shuttle departing at 5:45 PM.
- Return from IMS: Shuttles to Convention Center begins at 7:30 PM.
- Parking for individual drivers: indicate to security guard at entrance that you are part of EDTA group and you will be directed to parking.

#### **Location at Indianapolis Motor Speedway**

- East Chalet - in front of the Pagoda

#### **Official Event Time:**

- 6:00 to 8:00 PM

#### **Ride & Drive:**

- Three Cadillac ELRs available for test drives.
- Requirements: valid driver's license, signed waiver, zero alcohol consumption.

#### **Event Highlights:**

- Hors d'oeuvres and cocktails
- Interactive racing simulators
- Hall of Fame Cars on display
- Live entertainment
- Driver Appearances



**SPONSORED BY CADILLAC**  
**LOOK FOR THE ALL NEW CADILLAC ELR AT THE EVENT!**



## ABOUT THE ASSOCIATION

Founded in 1989, the Electric Drive Transportation Association (EDTA) is the central source of information and advocacy for electric drive technologies - including battery, hybrid, plug-in hybrid and fuel cells - and their supporting infrastructure. The Association provides national and international policy insights, timely market data and consumer data profiles, and information critical to electric drive industry stakeholders.

## OUR MISSION

The Electric Drive Transportation Association (EDTA) is the cross-industry trade association representing battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and infrastructure. EDTA conducts public policy advocacy, education, industry networking, and international conferences. EDTA's membership includes automotive and other equipment manufacturers, energy companies, technology developers, component suppliers, government entities and technology end users.

## ADVOCACY

EDTA is a powerful voice in Washington, D.C., ensuring that policymakers understand the benefits of electric drive and what policies can transform the transportation sector. The Association has been an effective advocate on policies such as federal tax incentives for vehicles and infrastructure, investments in federal research, development and demonstration, and federal acquisition policies.

## EDUCATION & OUTREACH

EDTA is the recognized source of information for the electric drive industry. The Association provides industry metrics such as sales data and tracks market research & analysis. EDTA's communications include outreach to international media, policy and opinion makers, industry insiders, consumers and the general public. Through our charitable foundation, GoElectricDrive, EDTA is also conducting the "Accelerate the Good" education and awareness campaign to promote consumer adoption.

## WEBSITES

[ElectricDrive.org](http://ElectricDrive.org) offers visitors access to timely information including market reports and detailed analysis of government actions impacting the industry at the federal, state and local levels. For information about owning and operating electric vehicles, please visit [GoElectricDrive.org](http://GoElectricDrive.org).

## CONTACT EDTA

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## WHAT IS ELECTRIC DRIVE?



Hybrid Electric Vehicles (HEVs) use both electric motors and an internal combustion engines for propulsion. Regenerative braking charges the battery.



Plug-in Hybrid Electric Vehicles (PHEVs) are similar to conventional hybrids, but their batteries can be charged externally. PHEVs have varying ranges of electric-only travel. After electricity-only range is exceeded, the vehicles operate as a hybrid vehicles.



Extended-Range Electric Vehicles (EREVs) operate on battery power for a certain number of miles. After an EREV's battery range has been discharged, a gas engine powers an electric generator for 'extended-range' driving.



Battery Electric Vehicles (BEVs) are powered exclusively by the electricity from their on-board batteries, which are recharged by plugging-in to an external source of electricity.



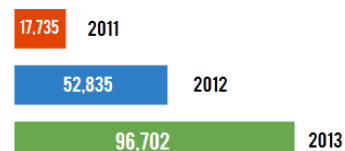
Fuel Cell Electric Vehicles (FCEVs) convert the chemical energy from a fuel, such as hydrogen, into electricity, which propels the vehicles. FCEVs' only emissions are heat and water.

## MARKET: STRONG AND GROWING

Over 190,000 plug-in vehicles have been sold nationwide since mass market rollout in late 2010, and sales are expected to surpass 200,000 by the end of the 2Q 2014.

Consumer adoption rates for the hybrid electric vehicle nearly a decade ago may serve as a predictor for continued plug-in vehicle market success. Sales of hybrids reached 200,000 in a five years span and have continued to make record gains. According to Wards Automotive, hybrid vehicles hold the largest share of alt-fuel new vehicle sales in the U.S. market.

In some regions, hybrids are the #1 choice for consumers. For the second year in a row, the Toyota Prius line of vehicles claimed the top sales ranking in California— a state known as the leader for automotive trends in the U.S.

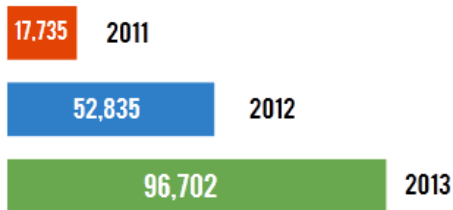


Plug-In Vehicles Sold - U.S. Market

# ELECTRIC DRIVE MARKET: STRONG & GROWING

## SALES

The electric drive industry has shifted from market rollout to market expansion. More than [190,000 plug-in vehicles](#) have been sold nationwide since mass market rollout. Sales are expected to surpass 200,000 by the end of the 2Q 2014.



Plug-In Vehicles Sold - U.S. Market

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In some regions, hybrids are the #1 choice for consumers. For the second year in a row, the Toyota Prius line of vehicles claimed the top sales ranking in California— the largest car market in the United States.

## SUPPLY CHAIN

American manufacturing benefits from an increasingly robust electric drive industry and the resulting growth throughout the supply chain. A global technology race, increasing consumer demand and international needs to improve air quality are rapidly expanding the market for advanced batteries and electric vehicle supply equipment.

Navigant Research [projects](#) that the global market for lithium ion batteries in the light duty fleet will grow from \$3.2 billion in 2013 to \$24.1 billion in 2023. Global revenue from the EVSE segment has been estimated [by Navigant](#) to be \$567 million in 2013, and that number is projected to grow to \$5.8 billion in annual revenue by 2022.

## CONSUMER SATISFACTION AND SAFETY

Electric drive vehicles offer superior technologies that offer advantages, such as instant acceleration and a smooth, quiet ride. These vehicles continue to take the top spots in customer satisfaction surveys and receive the highest honors from trade publications. Electric vehicles have also been awarded for safety, meeting and exceeding the stringent standards set for all vehicles on the road.

## EXPANDING CONSUMER CHOICE

Consumers now have more choices than ever to drive electric, with offerings of diverse sizes, price points and capabilities – including battery electric vehicles (BEVs), plug-in hybrids (PHEVs) and extended range electric vehicles (EREVs).



Plug-In Model Availability - March 2014

PHEVs are similar to conventional hybrid vehicles but these vehicles have larger batteries that are charged by plugging into the grid. EREVs operate on battery power for a certain number of miles. After this battery range is discharged, a combustion engine powers an electric generator that operates the vehicle. BEVs are powered solely by a battery, charged by plugging into the grid.

17 plug-in cars are now available to American drivers and offerings are expected to double by next year. Fuel cell vehicles will soon add even more diversity to the mix. Multiple automakers have already unveiled fuel cell models with roll-outs expected to begin in 2014. [Collaboration](#) between government partners, academia, industry and private investors is underway to help speed development of hydrogen infrastructure.

## GROWING INFRASTRUCTURE

Electricity infrastructure is already ubiquitous. With the average American driving less than 40 miles a day, studies show that most drivers are plugging in at home to meet most, or all, of their driving needs.

Opportunities for public charging are steadily expanding, with the Department of Energy [reporting](#) over 7,800 public electric charging stations now installed across the nation – a number that is growing daily.

More [employers](#) are offering workplace charging for employees, and resident access to charging at multiple unit dwellings such as apartments and condominiums is on the rise. Likewise, retailers and restaurant groups are starting to take advantage of the additional business gained by offering charging for customers and patrons.



# WHY ELECTRIC DRIVE?

## ENERGY SECURITY OVER OIL DEPENDENCE

Reliance on a single, globally traded monopoly fuel threatens our economic growth and national security, while electric drive offers a choice on how to power the nation's transportation sector.

The *Wall Street Journal* points out that "[climbing oil prices have often led the way into recession](#)", while the U.S. Energy Information Administration (EIA) has stated there is "wide agreement that high oil prices have negative effects on U.S. macroeconomic variables." EIA also states "the effect of world oil price hikes on consumer prices have been [highly correlated](#) for some time."

Growing gasoline costs and painful spikes in prices also hit family budgets. EIA [reports](#) that the average household spent nearly four percent of their pre-tax income on gasoline in 2012 – more than any other year in last three decades, other than 2008.

More domestic drilling has not historically solved the problem of gasoline prices. A [statistical analysis](#) of 36 years of monthly, inflation-adjusted gasoline prices and U.S. domestic oil production by the Associated Press shows no statistical correlation between how much oil comes out of U.S. wells and the price at the pump.

The implications for national security compound the economic costs of a dependence on globally traded petroleum by keeping the U.S. in business with often hostile regimes. [EIA projects](#) that the U.S. will continue to import roughly 35 percent of our oil through 2040 – with 72% of the world's oil reserves are controlled by Organization of the Petroleum Exporting Countries (OPEC) members.

## EXPANDING CONSUMER CHOICE

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## ELECTRIC FUEL IS AFFORDABLE & CLEAN

Domestically produced grid electricity, on average, can power plug-in cars at the equivalent of \$1 a gallon of gasoline. This price is stable, insulated from the global [volatility](#) that impacts gasoline.

While offering savings on fuel costs, clean electric drive vehicles are also critical to reducing greenhouse gas emissions and other pollutants. The EPA has consistently rated hybrid and plug-in vehicles at the top of their efficiency ratings.

The [Union of Concerned Scientists studied](#) the total emissions reductions of electric drive in every region of the country. They concluded that no matter where in the U.S. an EV is charged and operated, electric drive vehicles have fewer total well-to-wheel emissions than the average gasoline-powered vehicle sold today.

These benefits expand as the grid becomes cleaner. Natural gas net generation rose by 21 percent from 2011 to 2012; more than half the states in the U.S. have a renewable standards portfolio and greater efficiency and intelligence are being added to the production and transmission of electricity.

## GROWING INFRASTRUCTURE

Electricity infrastructure is already ubiquitous. With the average American driving less than 40 miles a day, studies show that most drivers are plugging in at home to meet most, or all, of their driving needs.

Opportunities for public charging are steadily expanding, with the Department of Energy reporting over 7,800 public electric charging stations now installed across the nation – a number that is growing daily.

More employers are offering workplace charging for employees, and resident access to charging at multiple unit dwellings such as apartments and condominiums is on the rise. Likewise, retailers and restaurant groups are starting to take advantage of the additional business gained by offering charging for patrons.

## AMERICAN COMPETITIVENESS

There is a global race underway to lead the development of electric drive technologies, including advanced batteries and electric vehicle supply equipment. China and European nations are investing heavily, driven by the immediate demand to improve air quality for their citizens. Navigant Research [projects](#) that the global market for lithium ion batteries in the light duty fleet will grow from \$3.2 billion in 2013 to \$24.1 billion in 2023. Global revenue from the EVSE segment has been estimated [by Navigant](#) to be \$567 million in 2013, and that number is projected to grow to \$5.8 billion in annual revenue by 2022.



## **Electric Drive Transportation Association and Andretti Formula E Team Up to Promote Mainstream Adoption of Electric Vehicles**

INDIANAPOLIS (May 15, 2014) - Andretti Formula E is further dedicating its commitment to sustainability in motorsports and the automotive realm through a strategic alliance with the [Electric Drive Transportation Association](#) (EDTA). In addition to integrating Andretti Formula E with other EDTA member companies, the alliance will allow both organizations to collaborate on initiatives to advance and promote the use of electric drive technologies in mainstream application.

"The opportunity for EDTA and the [GoElectricDrive](#) Foundation to join forces with one of the most prestigious and successful organizations in racing history is an important milestone for the electric drive industry, and for the future of sustainable transportation across the United States," said EDTA President Brian Wynne. "The Andretti Formula E Team's adoption and support of electrified automotive technologies illuminates the performance capabilities of electric drive for consumers, and will deliver the message of sustainability and energy security through the thrill of racing."

In 2013, Andretti Autosport announced its new division of racing, Andretti Formula E and became the [first American team named](#) to a group of 10 elite racing organizations worldwide to compete in the new fully-electric FIA Formula E Championship.

In addition to the EDTA alliance, Andretti Formula E has named GoElectricDrive to its list of official charity initiatives. The GoElectricDrive Foundation, 501(c)(3) nonprofit education organization established by EDTA, strives to enable and accelerate the mass-market adoption of electric vehicles. By educating the market about electric drive, GoElectricDrive is working to further the cause of environmental sustainability, economic growth and energy security.

"I'm thrilled to have this relationship with EDTA," said Michael Andretti, racing legend and team owner of Andretti Formula E. "As an association of leaders in the electric drive industry, it provides a great platform to work with EDTA leadership and EDTA members on initiatives advancing our Formula E program while supporting the goals of EDTA and GoElectricDrive."

The EDTA will head to Indianapolis, home of the Andretti Headquarters, May 19-21 for the [2014 EDTA Conference and Annual Meeting](#). This premier annual event for companies and industry professionals representing the entire electric drive value chain will see representatives from Michael Andretti's Formula E team as presenters.

The FIA Formula E Championship goes green this September with the opening round in Beijing, China.



About the Electric Drive Transportation Association: The Electric Drive Transportation Association (EDTA) is the trade association promoting battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and infrastructure. EDTA conducts public policy advocacy, education, industry networking, and conferences. EDTA's membership includes vehicle and equipment manufacturers, energy companies, technology developers, component suppliers, government agencies and others. [www.electricdrive.org](http://www.electricdrive.org) and @electricdrive on Twitter.

About the GoElectricDrive Foundation: The GoElectricDrive Foundation is a 501(c)(3) nonprofit education organization, established by the Electric Drive Transportation Association. Our goal is to promote consumer awareness of electric drive vehicles, and to encourage their mass-market adoption. By educating the market about electric drive, we are furthering the cause of environmental sustainability, economic growth, and energy security. [www.goelectricdrive.org](http://www.goelectricdrive.org) and @goelectricdrive on Twitter.

About Andretti Autosport: Based in Indianapolis and led by racing legend Michael Andretti, Andretti Autosport boasts a wide racing portfolio rooted in tradition and designed for success. Together with Andretti Formula E and Volkswagen Andretti Rallycross, Andretti Autosport fields multiple entries in the IndyCar Series, Indy Lights and the Pro Mazda Championship, along with entries in the FIA Formula E Championship and Global Rallycross. The company boasts four IndyCar Series championships (2004, 2005, 2007 and 2012), two Indy Lights titles (2008 and 2009), one Pro Mazda championship (2013) and one USF2000 championship (2010) and has twice captured victory at the famed Indianapolis 500 (2005 and 2007). To share in the Andretti story, please visit online at [AndrettiAutosport.com](http://AndrettiAutosport.com) or AndrettiTV.com and follow along on Twitter via @FollowAndretti.

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## **Formula E Founder and CEO Alejandro Agag to Speak at EDTA2014**

**May 7, 2014 – Washington, DC** – The Electric Drive Transportation Association (EDTA) announced today the latest lineup of speakers for the 2014 EDTA [Conference and Annual Meeting](http://www.edta2014.com) ([www.edta2014.com](http://www.edta2014.com)) from May 19-21 in downtown Indianapolis, including Formula E Founder and CEO, Alejandro Agag.

“As we shift from market rollout to market expansion, our industry is heading to the city that has helped define automotive excellence in the US for over a century,” said EDTA President Brian Wynne. “This event will bring together the innovators that are building on automotive legacies while paving the way for greater electrification across the globe. Alejandro Agag is one such visionary, showing the world that electric vehicles aren’t just clean – they’re also fast, fun to drive and thrilling to watch in action.”

Formula E is a new FIA championship and the world's first fully-electric racing series. The series will kick off in September 2014 and run through June 2015. Races will take place in the heart of 10 of the world's leading cities - including London, Beijing and Buenos Aires.

Wynne continued, “The electric drive market is strong and growing with rapidly expanding vehicle and technology options coming to market, dynamic sales and fast-growing infrastructure. Highlighting this new racing series and holding our event during the Indy500 race week truly captures the energy and excitement of our industry.”

The entire list of speakers for the event can be found at [www.edta2014.com](http://www.edta2014.com).

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## City of Indianapolis to be recognized as “E-Visionary”

**Barcelona, Spain** — The City of Indianapolis will be honored today as an “E-Visionary” in recognition of Mayor Gregory Ballard’s work to expand electric mobility and reduce the U.S. dependence on gasoline. The award will be presented during the closing session of the [27<sup>th</sup> Annual Electric Vehicle Symposium and Exhibition \(EVS27\)](#) in Barcelona, Spain.

“Mayor Ballard is working tirelessly to free Indianapolis, and our nation, from a crippling dependence on a monopoly fuel. He is pioneering innovative solutions for his city’s transportation needs, and it is a tremendous honor for me to present Indianapolis with this E-Visionary award during EVS27,” said Brian Wynne, president of the [Electric Drive Transportation Association](#).

The [E-Visionary Award](#) is presented by the World Electric Vehicle Association (WEVA) to cities and regions across the globe for initiatives to promote electric vehicles as a sustainable mode of transportation, and for making electric mobility a reality in the lives of their inhabitants. The Electric Drive Transportation Association represents the North American branch of WEVA.

Last year, Mayor Ballard signed an [executive order](#) to require that Indianapolis replace its nearly 500 non-police sedans with electric or plug-in hybrid vehicles, and sought partnership with automakers to develop a plug-in hybrid police car. Additionally, the City of Indianapolis and the Bolloré Group last year signed a contract to develop the nation’s largest all-electric car share program. Expected to launch in 2014, the program will comprise 500 electric vehicles, 200 rental points and 1,200 charging stations.

Wynne continued, “EVS27 is an annual event where leaders from across the world gather to exchange blueprints for success with electric drive. This is a perfect stage to spotlight how Indy is changing the way we move our cities, and for global leaders to take notes from Mayor Ballard’s playbook.”

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### About the Electric Vehicle Symposium (EVS)

Created by World Electric Vehicle Association (WEVA) in 1964, the EVS is widely recognized as the premier global forum for the electric transport industry, which showcases not only all types already-available solutions, but also innovations that are still on the drawing boards -from small battery powered electric vehicles to hydrogen fuel cell buses. Targeting mainly professionals, EVS27 will showcase the latest technical advances and products developed in this field.

**Brian Wynne**

**President  
Electric Drive Transportation Association**



Brian Wynne is the President of the Electric Drive Transportation Association (EDTA). Appointed in April 2004, he acts as chief staff executive of this member-based international organization, which promotes battery, hybrid, plug-in hybrid and fuel cell electric vehicles and infrastructure.

Mr. Wynne brings in-depth experience in transportation and technology applications gained in leadership roles with trade associations and public-private partnerships. He has previously served as Senior Vice President for business and trade at the Intelligent Transportation Society of America. Prior to that role, he led a global technology association as CEO of AIM International, Inc. Mr. Wynne started his career as a legislative assistant to U.S. Senator Charles Percy and has served on several not-for-profit Boards.

Currently, Mr. Wynne serves as the President of the GoElectricDrive Foundation. He also serves on the Committee of 100 at the U.S. Chamber of Commerce, the Industry Advisory Board for the GATE Center for Electric Drive Transportation at the University of Michigan-Dearborn, and recently served a term on the U.S. Department of Energy's Electricity Advisory Committee as a key representative for the electric drive industry. In June 2011 he was named to Automotive News' "Electrifying 100" list of most influential leaders of vehicle electrification.

Mr. Wynne holds a Bachelor's degree from the University of Scranton, a Masters degree from the School of Advanced International Studies, Johns Hopkins University, and was a Fulbright Scholar at the University of Cologne in Germany.

# Indianapolis Advances Electric Vehicle Technology

The last several years have been transformative in Indianapolis, with impressive market growth and adoption of electric drive technologies, which has gained national and international attention.

- **2009:** [Project Plug-IN](#), an initiative of [Energy Systems Network](#) (ESN), began with a mission of spurring the adoption of plug-in vehicles (PEV) and related infrastructure throughout Central Indiana. After an initial deployment of 125 plug-in vehicles and nearly 200 charging stations, Project Plug-IN prompted a burst of momentum in the state's early interest in plug-in technology.
- **2012:** Indianapolis Mayor Greg Ballard signed an [Executive Order](#) requiring the entire non-police municipal fleet be converted to plug-in or hybrid vehicles by 2025.
- **2013:** A French company, Bolloré Group, announced it would launch their first North American electric vehicle car share program in Indianapolis, bringing another 500 plug-ins and 1,000 charging stations to the city.
- **2013:** Indianapolis has also enjoyed global recognition as a leader in transportation electrification when it received the ["E-Visionary Award"](#) by the World Electric Vehicle Association in Barcelona, Spain.

*"This evolution in transportation will one day result in our country never again facing an international crisis with the specter of oil hanging over our head."*

- Mayor Greg Ballard  
Indianapolis

But Indianapolis' commitment to electric drive reaches beyond these activities. A number of local companies and organizations have contributed to making Indianapolis a leader in the PEV market. The following are some of those organizations and highlights about the work they are doing.

## Allison Transmission, Inc.



Allison Transmission offers hybrid electric parallel architectures for a wide range of commercial vehicles, including transit and city buses, and medium- and heavy-duty trucks for distribution, refuse, utility and bus applications. These hybrid systems use both electrical and mechanical means for powering the vehicle wheels. We have worked for decades to build some of the most reliable transmissions in the world, and this expertise and depth of knowledge of vocations has transferred to our hybrid system designs and how to optimize energy recovery.

Unique Allison hybrid propulsion systems allow efficient regenerative braking and deliver reduced fuel consumption with fast and smooth acceleration. We provide the performance and reliability users need and the increased fuel economy they want. **With an Allison hybrid system to capture for reuse otherwise wasted energy from braking, the engine isn't as heavily loaded and users will experience fuel savings up to 25 percent depending on the vocation and duty cycle.**

"Allison Transmission has been a pioneer in hybrid electric propulsion systems since 1989, and since 2003 we've delivered more than 6,000 hybrid-propulsion systems for transit buses," said Vice President of Hybrid Programs Laurie Tuttle. "Our systems currently operate in hundreds of cities worldwide, providing the dependable and efficient Continuous Power Technology™ for which Allison is known."

## Andretti Autosport



ANDRETTI  
AUTOSPORT

Based in Indianapolis, IN and led by racing legend Michael Andretti, Andretti Autosport is one of ten teams competing in the newly established FIA Formula E Championship.

Formula E is a new FIA single-seat, open-wheel championship and the world's first fully-electric racing series. Commencing in September 2014, Formula E will compete in the heart of 10 of the world's leading cities -



including Beijing, Los Angeles, Miami and London - racing around their iconic landmarks. The series gives car manufacturers and constructors the opportunity to showcase their electric vehicle innovations in a racing environment. The championship serves as a platform for R&D and advancing technological development around the electric vehicle, accelerating general interest in these cars and promoting sustainability.

In addition to Formula E, Andretti Autosport fields multiple entries in the Verizon IndyCar Series, Indy Lights and Pro Mazda championships and the Red Bull Global Rallycross Championship. The company boasts four IndyCar Series championships (2004, 2005, 2007 and 2012), two Indy Lights titles (2008 and 2009), one Pro Mazda championship (2013), one USF2000 championship (2010) and has won the Indianapolis 500 twice (2005 and 2007). For more information, please visit [AndrettiAutosport.com](http://AndrettiAutosport.com).

"We're in the business of racing and we've been looking for opportunities to diversify, and when we were contacted about this we felt it was something we needed to look into," said Michael Andretti; president, chairman and CEO of Andretti Autosport; to The Associated Press. "The more we looked into it, the more interested we got. We like the relevancy of the series because one of the problems auto racing is starting to face – and is going to face more of in the future – is relevancy."

"I think relevancy is going to be addressed with electric cars," Andretti continued. "It's a good way to hook our younger audience into racing, and I'm excited to be involved and be involved at the ground floor."

***Simon Property Group  
installed a Plug-In Ecosystem at  
a Carmel, Ind. mall – a first-of-  
its-kind integrated charging  
system incorporating solar  
power, energy storage, two  
Level 2 charging stations and a  
quick charger.***

## BlueIndy, LLC



BlueIndy is the new 100% electric car sharing service being launched in Indianapolis in 2014. It is being brought in partnership by the City of Indianapolis, Bolloré and Indianapolis Power and Light. The service aims at transforming urban mobility in Indianapolis, by providing a large number of EVs that can be used by all for short point-to-point trips around the city. It will be a fun, convenient, affordable and reliable way of moving around Indianapolis, available to residents, students, tourists and convention goers. The ambition is to have the largest EV car sharing service in the US, and to deploy a world class infrastructure of charging stations, making Indianapolis one of the most electrified cities in the US. 500 cars and 1,000 charging stations available in 200 locations are planned. The service is based on Bolloré's world-leading Autolib' service in Paris, the largest and most successful electric car sharing service in the world.

"We embrace Mayor Ballard's leadership in promoting electric mobility," said BlueIndy President Herve Muller, "and the new service will make Indianapolis a showcase of smart mobility with a world class EV infrastructure."

## City of Indianapolis



On December 12, 2012, Mayor Gregory A. Ballard announced a progressive initiative **to transition Indianapolis' fleet from foreign oil by 2025, becoming the first U.S. city to make this commitment**. In addition to transitioning Indianapolis' municipal fleet, the city is expanding options for residents and visitors by working to implement the nation's first all-electric car share program.

"America's dependence on oil for transportation puts our national security at risk. New improvements to post-oil technology allow us to travel further than ever before without stopping at a gas station. This evolution in transportation will one day result in our country never again facing an international crisis with the specter of oil hanging over our head," said Mayor Greg Ballard, Indianapolis.

## Contour Hardening, Inc. and its operating division, Real Power



Indianapolis-based Real Power is the nation's leading manufacturer of chassis-integrated mobile generating systems. Real Power builds systems that fit major truck platforms and their technology converts vehicles into mobile power stations.

Sprawling Midwest cities, like Indianapolis, lacking widespread mass transit infrastructure, present challenges to battery-powered electric vehicle (BEV) growth due to range anxiety. **Home- and office-based Level 2 charging can satisfy the majority of daily commuter recharging needs.** However, with their limited six-hour charging capacity, Level 2 charging solutions make non-repetitive trips of greater than 60 percent of a BEV's range limit impractical. Unanswered, the BEV "charging gap" will restrict purchase rates, business viability and growth potential. "Our objective is to bridge the charging gap and to remove the 85-mile range barrier that is hindering BEV adoption among consumers and industry alike," said President and CEO John M. Storm.

## Duke Energy



Duke Energy is preparing for growing plug-in electric vehicle adoption by collaborating with customers, car manufacturers, technology developers and others. By being on the front end, Duke Energy can help enhance the customer experience to ensure electric vehicle owners can charge them safely, conveniently and at the lowest price without affecting the power supply. **Duke Energy currently has**

**one of the nation's largest fleets of plug-in electric vehicles with plans to double our fleet over the next year.** We are also part of Indiana's Project Plug-IN initiative that aims to deploy, demonstrate, and evaluate a smart charging "ecosystem" for plug-in electric vehicles. Duke Energy will use the insights and data collected from this and other customer programs to ensure we stay ahead of the game with any potential grid updates and to continue to provide safe, reliable, and affordable power to all of our customers.

## Eli Lilly & Company



At Lilly, we believe that there's a strong connection between the environment, economy and the communities in which we work and live. This includes our commitment to our employees. That's why we began installing Electric Vehicle charging stations in 2011. We currently have more than a dozen EV stations spread across our two Indianapolis campuses. We've also committed to the Department of Energy's Workplace Charging

Challenge along with several US Fortune 500 companies. Going forward, we'll continue to seek out opportunities for a public/private partnership to grow our charging infrastructure to meet the demands of our environmentally-conscious employees.

## EnerDel



EnerDel, located in Greenfield, Ind., manufactures high-energy and high-power advanced lithium-ion batteries and energy storage systems utilizing multiple chemistries. **EnerDel's strategic focus is**

**towards stationary energy storage systems and medium- and heavy-duty transit applications.** EnerDel's experience over the past 10+ years with prismatic cell design and modular stacking architecture combine to provide customers with production-ready solutions that address a variety of power and energy storage needs. This includes leveraging EnerDel's standard, off-the-shelf DC solutions as well as customized solutions to adapt to customer requirements. EnerDel has offered its battery and system expertise to meet the city's commitment on cleaner energy initiatives, such as with "Project Plug-IN."

"EnerDel is dedicated to providing the best combination of safe and reliable energy storage solutions for stationary and transportation markets," said EnerDel CEO David Roberts. "We believe that bringing value to the customer in this market will catalyze broader goals of energy independence, energy security and energy sustainability."

***Indianapolis Power & Light was the first utility in Indiana to offer its customers a time-of-use based electric vehicle rate.***

## Energy Systems Network (ESN)



Energy Systems Network (ESN) is a not-for-profit initiative focused on bringing alternative energy technology solutions to market, using innovation to confront global energy challenges with systems-level solutions. Our goal is to build an "energy ecosystem" that connects partner companies and institutions with industry to address energy needs and generate new jobs and investment in the process. In addition to assisting the City

of Indianapolis' with its municipal fleet conversion and Bolloré Group's EV car sharing system, our [Project Plug-IN](#) initiative has achieved a number of milestones to expedite electric drive in our state:

- Over 125 plug-in vehicles deployed and nearly 200 charging stations (including the state's first three DC quick charging stations) installed throughout Central Indiana
- Toyota selected Indianapolis and ESN to conduct a 12-month pilot of its Prius PHEV and grid communication system with real-world Duke Energy customers
- Coordinated with Duke Energy, Simon Property Group and Toshiba to build a first-of-its-kind integrated charging station incorporating renewable energy, energy storage, two Level 2 charging stations and a DC quick charger

"ESN recognizes the market adoption of electric vehicles is a critical next step in our community's commitment to a greater energy independence and efficiency for future generations," said President and CEO Paul Mitchell. "Indianapolis has demonstrated significant leadership in the alternative energy technology sector, much of which can be attributed to collaborative efforts across industry boundaries – and we're attracting international accolades for it."

## Indianapolis Power & Light



IPL continues to be a leader in supporting customers' use of renewable resources. Investments in electric vehicle programs enhance the quality of life for our customers and the people of IPL. **As the first utility in the state of Indiana to offer its customers a time of use based electric vehicle rate, IPL has been a leader in providing options that help remove barriers for the adoption of electric vehicle technology.** One of the many ways IPL has helped promote electric vehicles is through a partnership with the Indianapolis Mayor's office. By working with the city to complete installation of 26 dedicated charging stations, IPL helped pave the way for the conversion of the city's non-emergency fleet to alternative fuel vehicles.

"IPL is pleased to be a partner in these initiatives that work to create forward-thinking solutions to meet future needs," said Vice President of Public Affairs Greg Fennig. "Our partnership with electric vehicles is another example of IPL's ongoing commitment to the community."

## IU Health



**Indiana University Health** IU Health, Indiana's most comprehensive healthcare system, purchased two THINK CITY electric vehicles in 2011 for its IU Health Pathology Laboratory. The two all-electric cars run the route between the main downtown hospitals – IU Health Methodist and IU Health University and Riley Hospital for Children at IU Health – a route that traditionally guzzles the most gasoline in conventional cars. Adding electric vehicles to the fleet is just one of the many initiatives IU Health has adopted to deliver on its mission of improving the health of the community and to continued innovation and excellence in health care. The cars cover nearly 50,000 miles a year, save millions of pounds in carbon dioxide emissions and "juice up" at one of the five charging stations installed in the IU Health Pathology Lab parking garage. The IU Health branded cars have been specially outfitted with coolers and equipment dollies to transport medical specimens from the hospitals back to the lab.

"Alternative transportation is good for business, good for people and good for our community," said Vice President of Supply Chain Operations Joe Arruda. "IU Health is continually looking for sustainable business practices that contribute to the health of our patients and the community. Electric urban transportation allows us to be better stewards of our environment and the money saved can be reinvested in patient care."

## Simon Property Group



Simon Property Group is an S&P 100 company and a leader in the global retail real estate industry, with an interest in more than 325 retail real estate properties in North America and Asia, totaling over 240 million square feet. Simon is committed to providing sustainable amenities for our customers. As businesses and consumers look for ways to decrease the economy's collective dependence on fossil fuels, we recognize the need to move to more efficient transportation systems, including electric vehicles.

"We now have 123 electric vehicle (EV) charging stations installed at our properties across the U.S. with a plan to expand in the future," said Simon spokesperson Les Morris. Simon's EV charging station network includes unique installations such as **the renewable energy ecosystem opened at Clay Terrace in Carmel, Ind. in September 2013 – a first-of-its-kind solar-powered system that combines traditional 240V and quick-charge stations with batteries that store the solar power for evenings and cloudy days.**

## Visit Indy



Visit Indy, the official sales and marketing arm of the city of Indianapolis, together with Indianapolis Mayor Greg Ballard, was pleased to announce last June that the Electric Drive Transportation Association selected Indianapolis to host its 2014 Conference & Annual Meeting, **attracting more than 1,200 attendees from across the country and generating an estimated \$1 million in economic impact for Central Indiana.** In addition to the Indiana Convention Center, the EDTA conference will utilize Georgia Street, the city's three-block outdoor promenade, and the iconic Monument Circle for its Ride, Drive & Charge event featuring public programming and education about electric cars. For more information, go to [www.VisitIndy.com](http://www.VisitIndy.com).

"The value of the EDTA Conference & Annual Meeting goes well beyond the economic impact of the meeting itself," said Leonard Hoops, president and CEO of Visit Indy. "It will bring many transportation thought leaders to Indy which could lead to future business development opportunities for the region. Mayor Ballard played a pivotal role in helping Visit Indy win the EDTA conference through his commitment to electric vehicle programs."



## EDTA2014: Thanking Our Sponsors

**May 16, 2014 – Washington, DC** – With the 2014 Electric Drive Transportation Association [Conference and Annual Meeting](http://www.edta2014.com) ([www.edta2014.com](http://www.edta2014.com)) quickly approaching, EDTA would like to thank the sponsors for their generous support. Without these organizations, next week's event would not be possible.

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### **About EDTA2014:**

Attendees include automakers, utilities, battery and equipment manufacturers, suppliers, government partners and end users. #EDTA2014 will provide a forum for industry to discuss key topics such as technology advances and electric vehicle consumer adoption, while end users can network with transportation solution providers. This is your best opportunity in 2014 to hear from and meet with leaders from across the entire electric drive value chain. To exhibit, sponsor or register for the conference, visit [www.EDTA2014.com](http://www.EDTA2014.com).

### **About EDTA**

The Electric Drive Transportation Association (EDTA) is the trade association promoting battery, hybrid, plug-in hybrid and fuel cell electric drive technologies and infrastructure. EDTA conducts public policy advocacy, education, industry networking, and conferences. EDTA's [membership](#) includes vehicle and equipment manufacturers, energy companies, technology developers, component suppliers, government agencies and others.

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