

# I want my ZEV

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meridian

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# Today's Presentation

- Meridian's proposed EV demonstration project
- Factors influencing the global supply & demand for EVs
- Why EVs are important for delivering on NZ's environmental commitments
- Why Meridian is interested & what makes NZ a great place for EV deployment
- Concluding thoughts & what you can do to help



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# Meridian has proposed an electric vehicle demonstration to give New Zealanders an early glimpse of EV technology, with a longer term goal of seeing EVs deployed widely in NZ

- Project Objectives are to Understand:
  - how small electric commuter vehicles perform in the NZ driving environment
  - what do customers really think of electric vehicles?
  - what technical support and infrastructure arrangements that will be necessary to enable the conversion of NZ's vehicle fleet from traditional internal combustion engines to electric vehicle technologies over the longer term?



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# Meridian is not alone in its desire to see EVs deployed widely – globally, many organisations & governments are pursuing this goal.

- Global demand for EVs is currently outstripping available supply
- Some countries perceiving EVs as a panacea for environmental woes
- Organisations & Governments being encouraged through consumer interest & significant advancements in EV technology
- Influx of entrepreneurial & philanthropic capital
- 2010 seen by many as the golden year



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# There are many challenges in pursuing this goal but EVs are an important solution for delivering on NZ's environmental commitments

- Our need for transformation is compelling:
  - Dependence on imported fossil fuel, greenhouse gas emissions per capita, proportion of CO2 emissions attributable to transport, vehicle ownership rates...
- So we have to find ways for making sure NZ is seen as a good early market for EV deployment (& stay of the radar of global car manufacturers through policy initiatives, consumer interest, government and utility commitment)



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# So why is Meridian interested? And what makes NZ such a great place for the deployment of EVs?

- We recognise that it is going to require partnerships between Automotive, Utilities and Consumers to achieve widescale EV deployment & to realise the significant environmental benefits achievable through EVs
- As a utility that generates electricity using renewable energy sources, an experienced implementor of smart metering technology & home electricity efficiency systems, as well as being a certified carbon neutral retailer of electricity, we think we have much to offer in facilitating the deployment of EVs
- NZ is a great place for EVs: Govt policy direction, renewable energy base, commuting travel patterns, early adopting & environmentally aware consumer segments...



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# **NZ has a tremendous opportunity – we are capable of achieving a zero emission personal transport fleet over the longer term. Here's what you need to do to help:**

- NZ needs to be ready for 2010 & secure/maintain our place in the queue now
- Show your interest & commitment to making this happen
- [www.futurefuels.co.nz](http://www.futurefuels.co.nz)



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