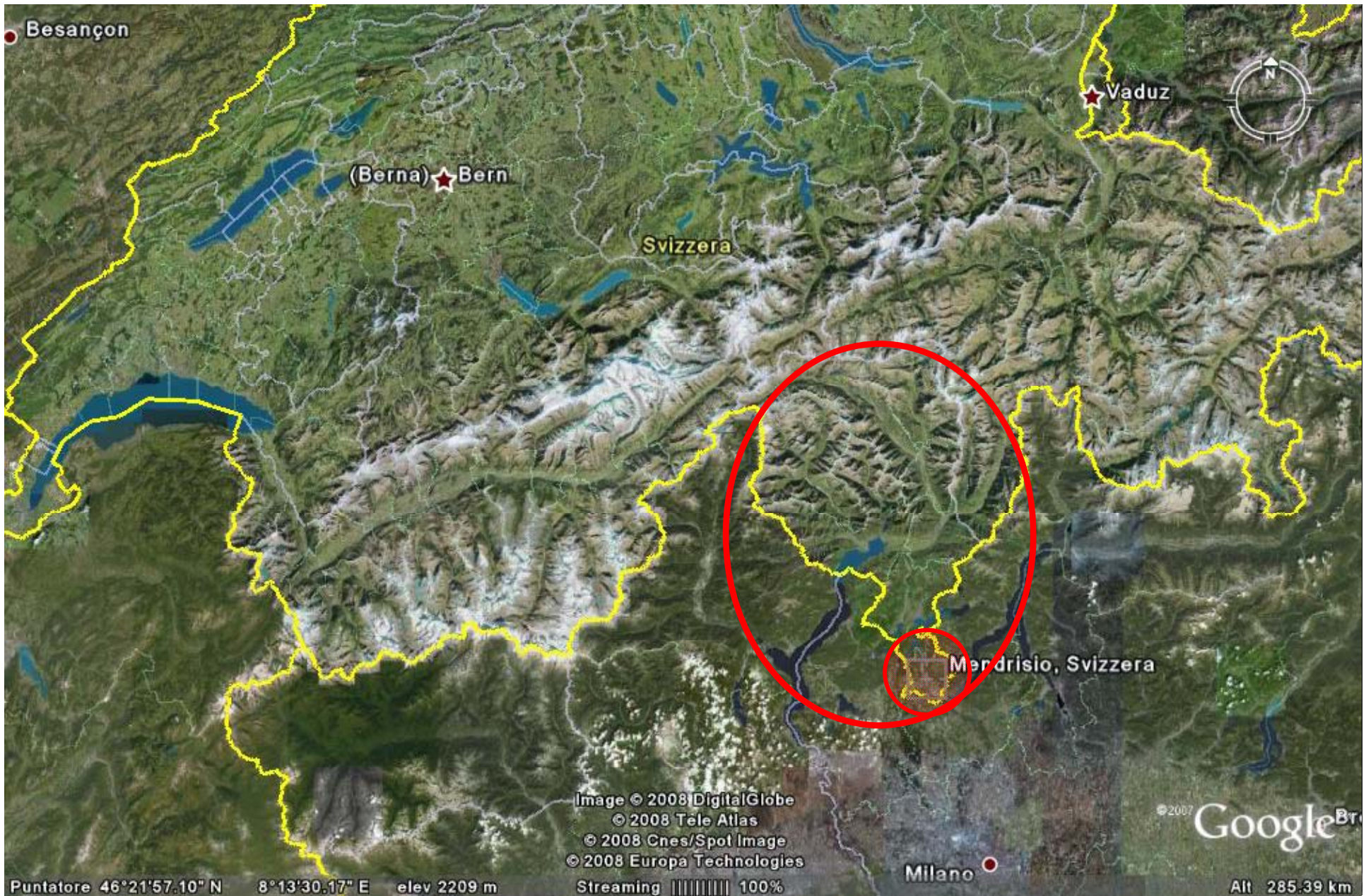


Creating Consumer Demand For Electric An Plug In Hybrid Vehicles Through Implementing Incentives At The Local Municipality Level

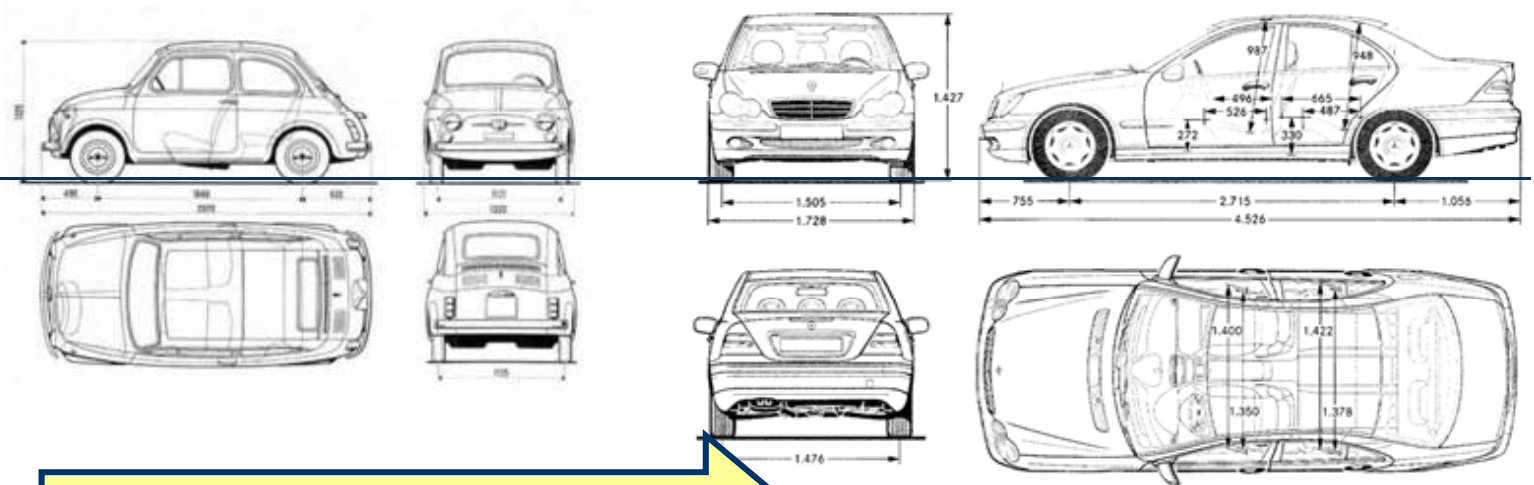
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Raffaele Domeniconi
Director, infovel





individual mobility vs. rationality



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70 Kg

0.25 m²

0.3 l/100km

x 30!!

2'300 Kg

7.8 m²

12 l/100km



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Individual vs. Collective Mobility



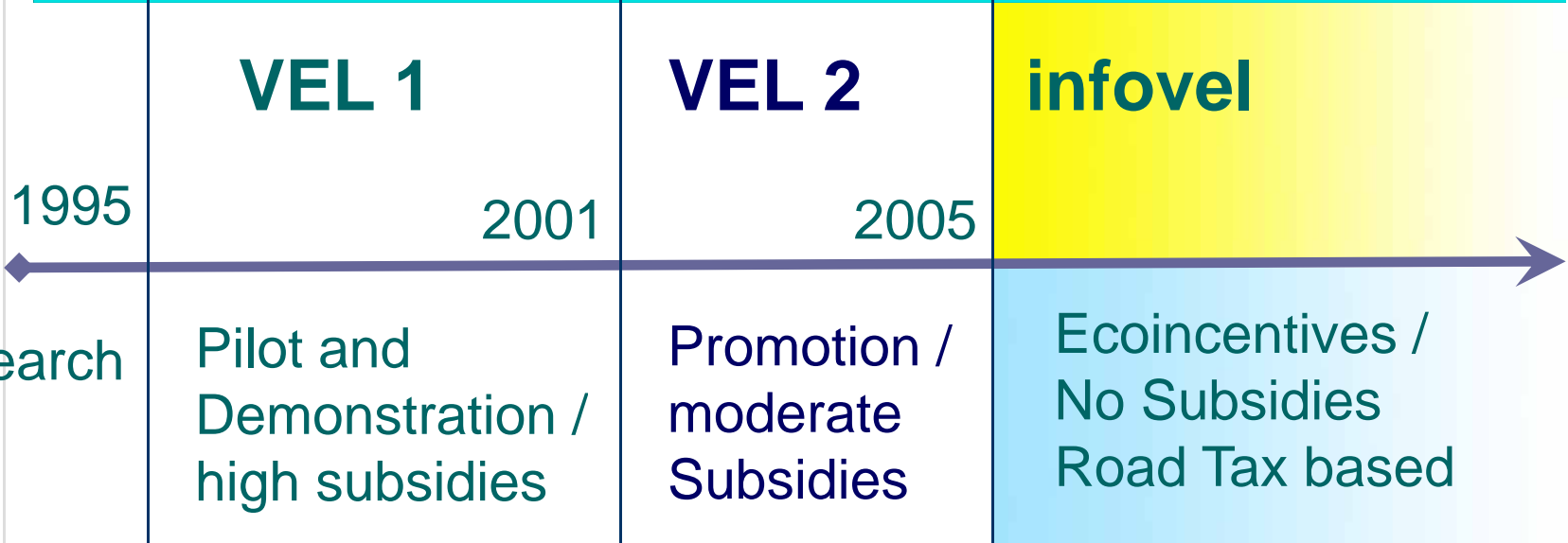
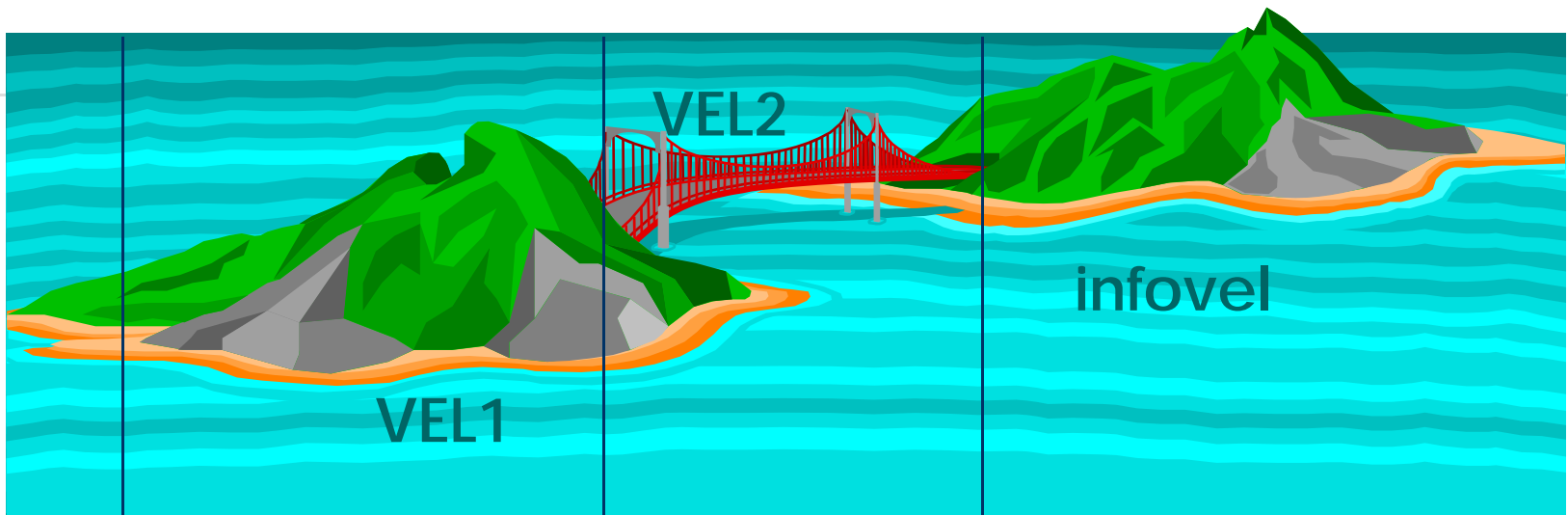
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Phase 1: The VEL Project of Mendrisio

- Need:
 - Large scale fleet test with electric vehicles
- Measures:
 - High subsidies
 - Recharging facilities
 - test drives
 - battery rental

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Promotion through High Subsidies

The vehicles promoted



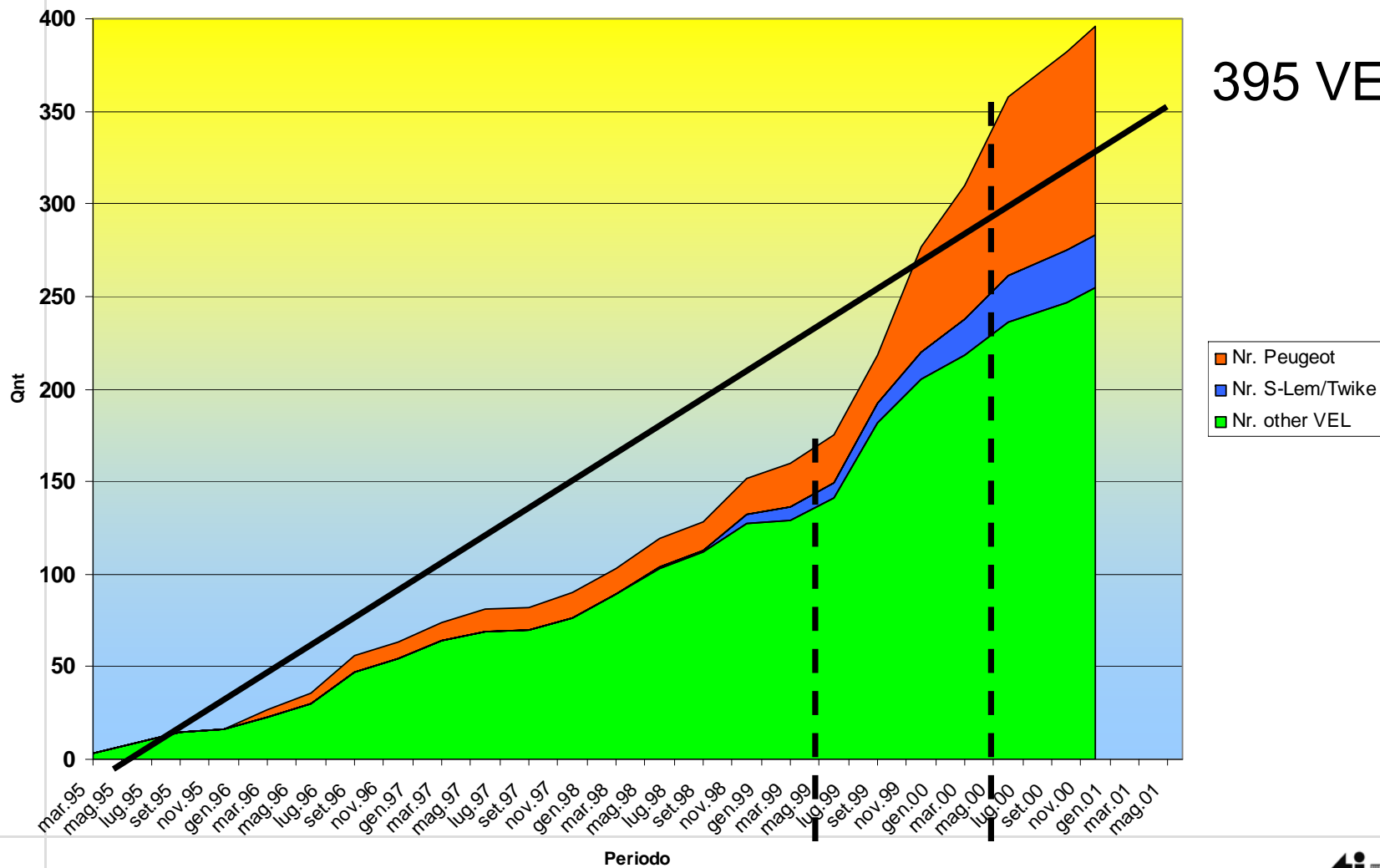
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- Electric vehicles
- E-bikes
- E-scooters
- Electric 3-wheelers
- Lightweight electric 4-wheelers
- Electric cars



VEL1: a Success!

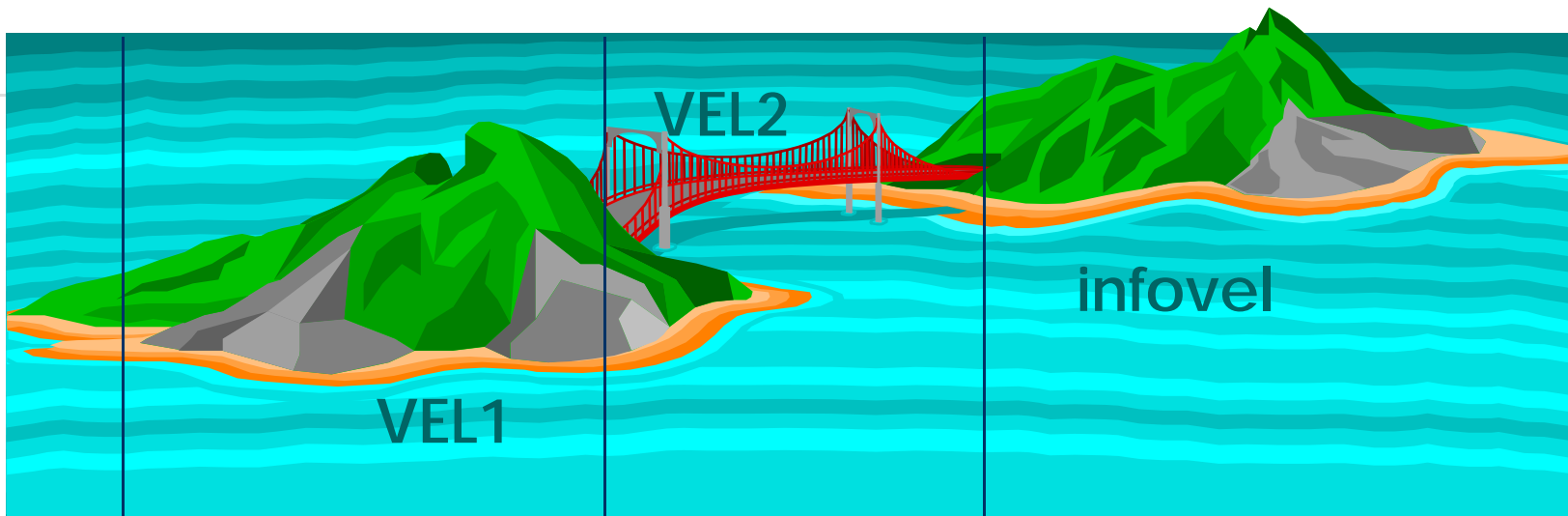
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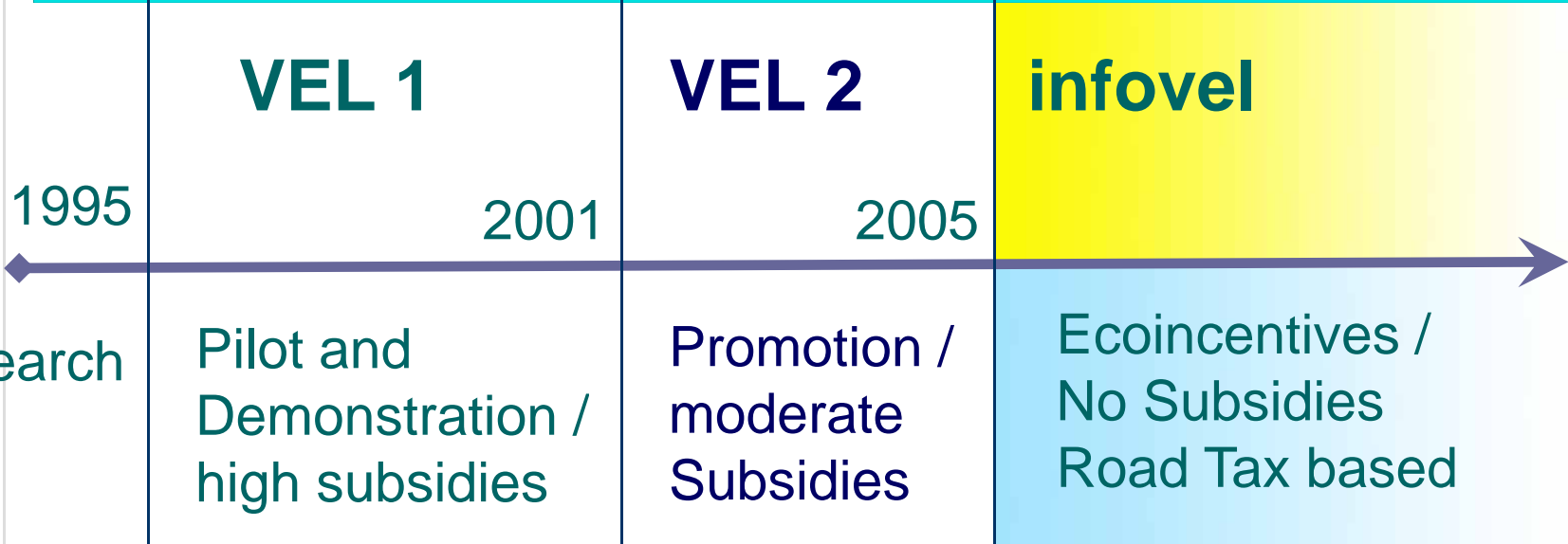
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Phase 2: The VEL2 Project of Canton Ticino

- Need:
 - Help market introduction of efficient vehicles
- Measures:
 - Moderate subsidies
 - Not only electric vehicles
 - Parking advantages

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Promotion through Moderate Subsidies

The vehicles promoted



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< 120 g/km
CO2 and EURO4

Electric vehicles

E-bikes, E-scooters

Electric 3-wheelers

Electric cars

Hybrid cars

**Low emission
gasoline/diesel
cars**



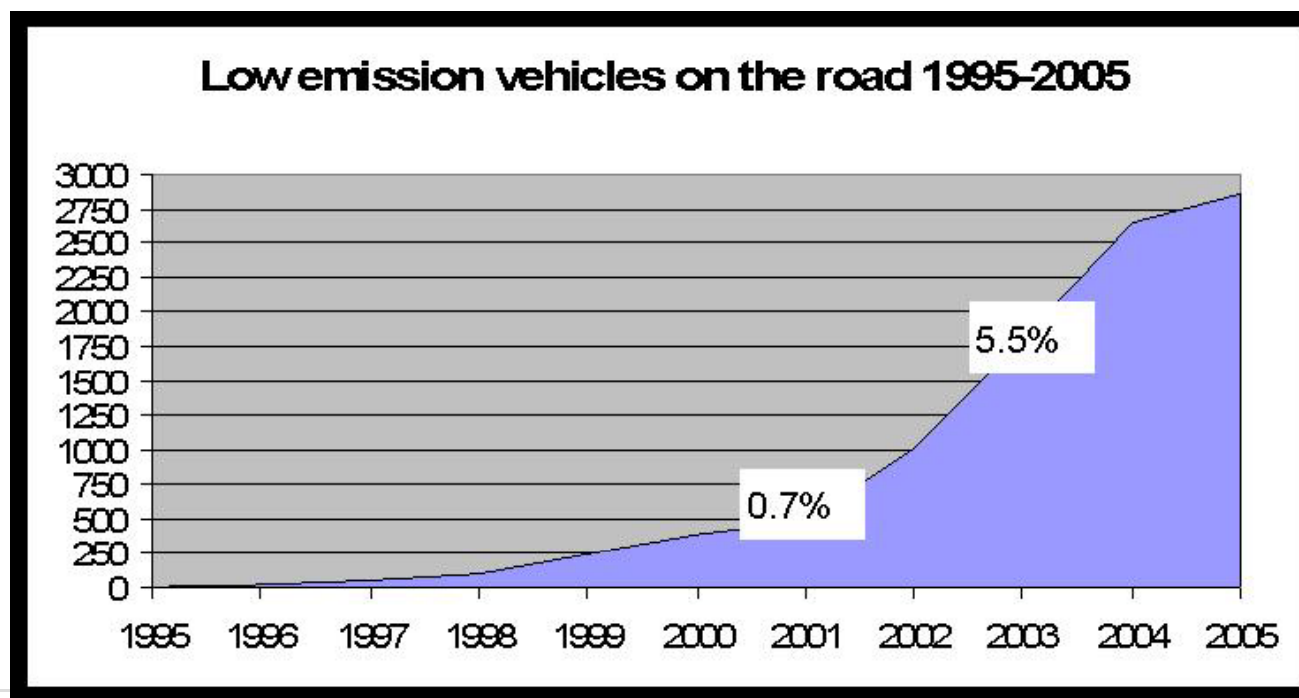
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From Units to Thousands

- Up to 5.5% of market share for low emission vehicles



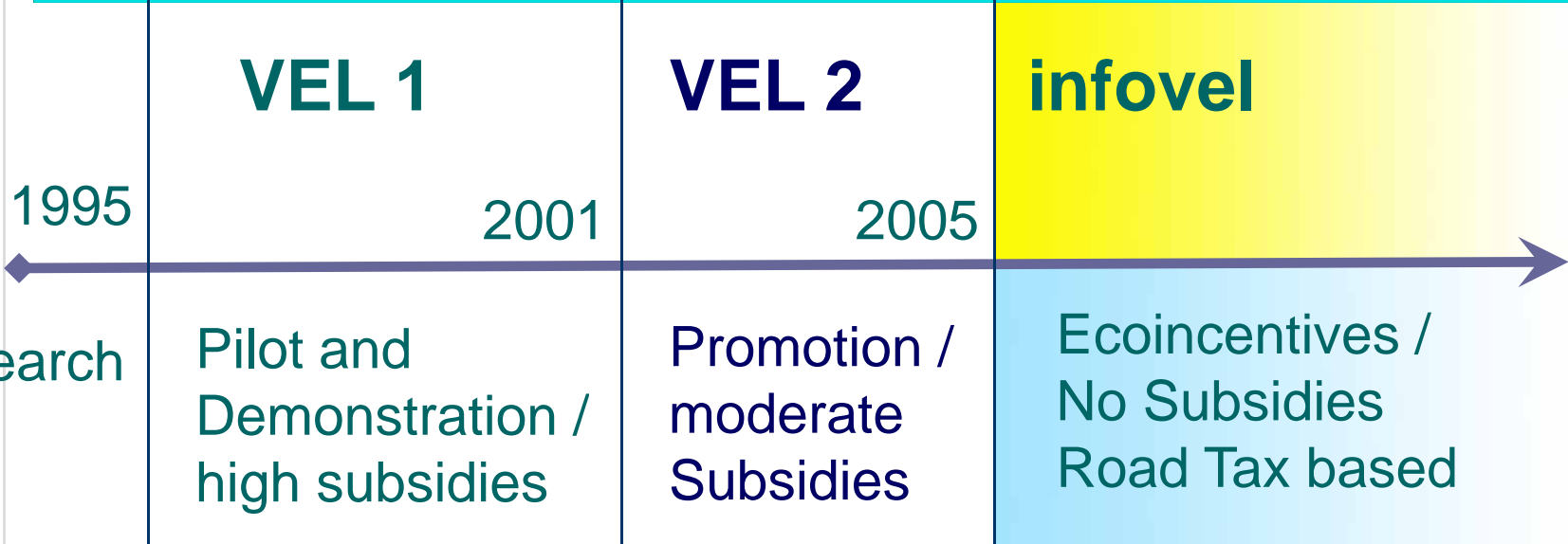
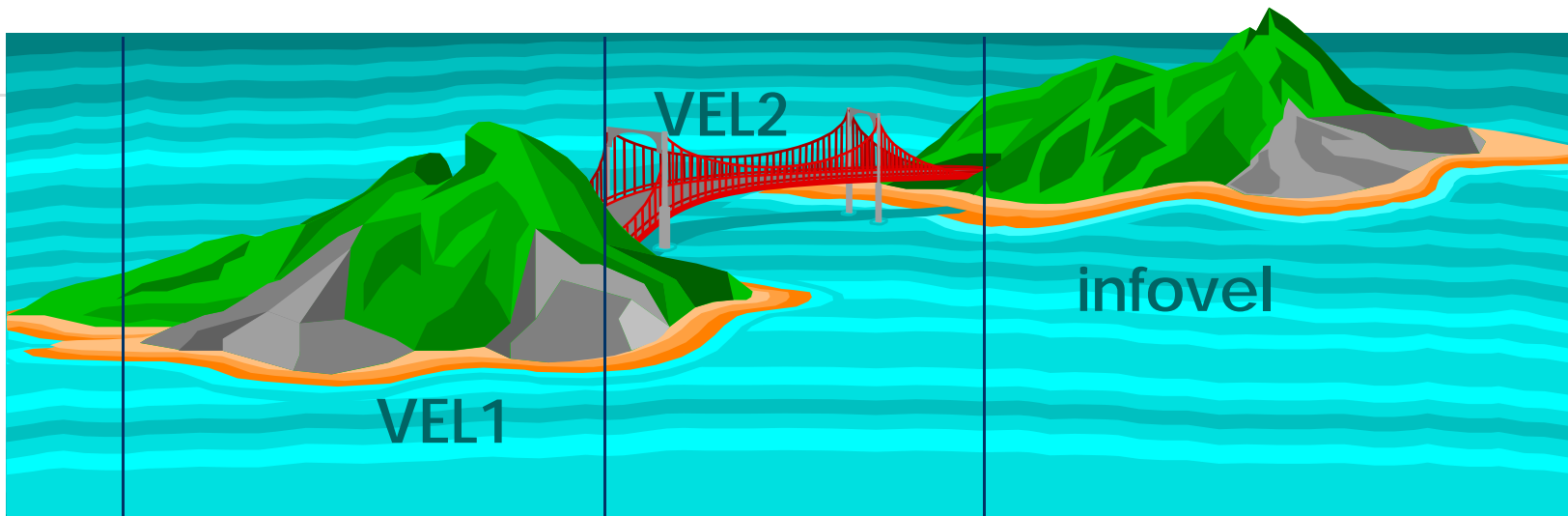
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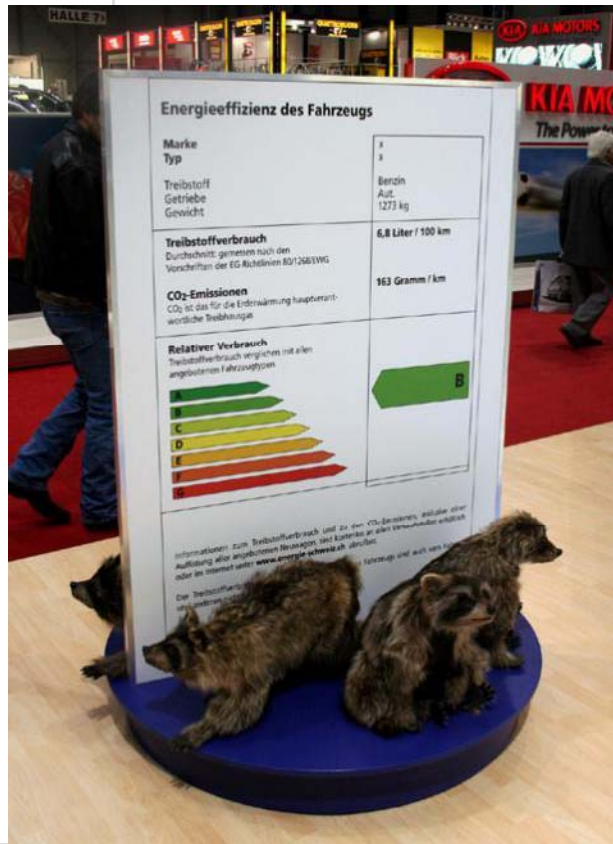
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Promotion without direct Subsidies

- Ecoincentives:
 - Based on road tax
 - Canton level
 - Status: start 1.1.2009
- Bonus-Malus:
 - Based on import tax
 - National Level
 - Status: parlement commission agreement



Promotion through Eco-incentives



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Energy label A
< 140 g/km
CO₂, FAP

+ special
incentives for

Electric vehicles

Hybrid cars

Natural gas
cars

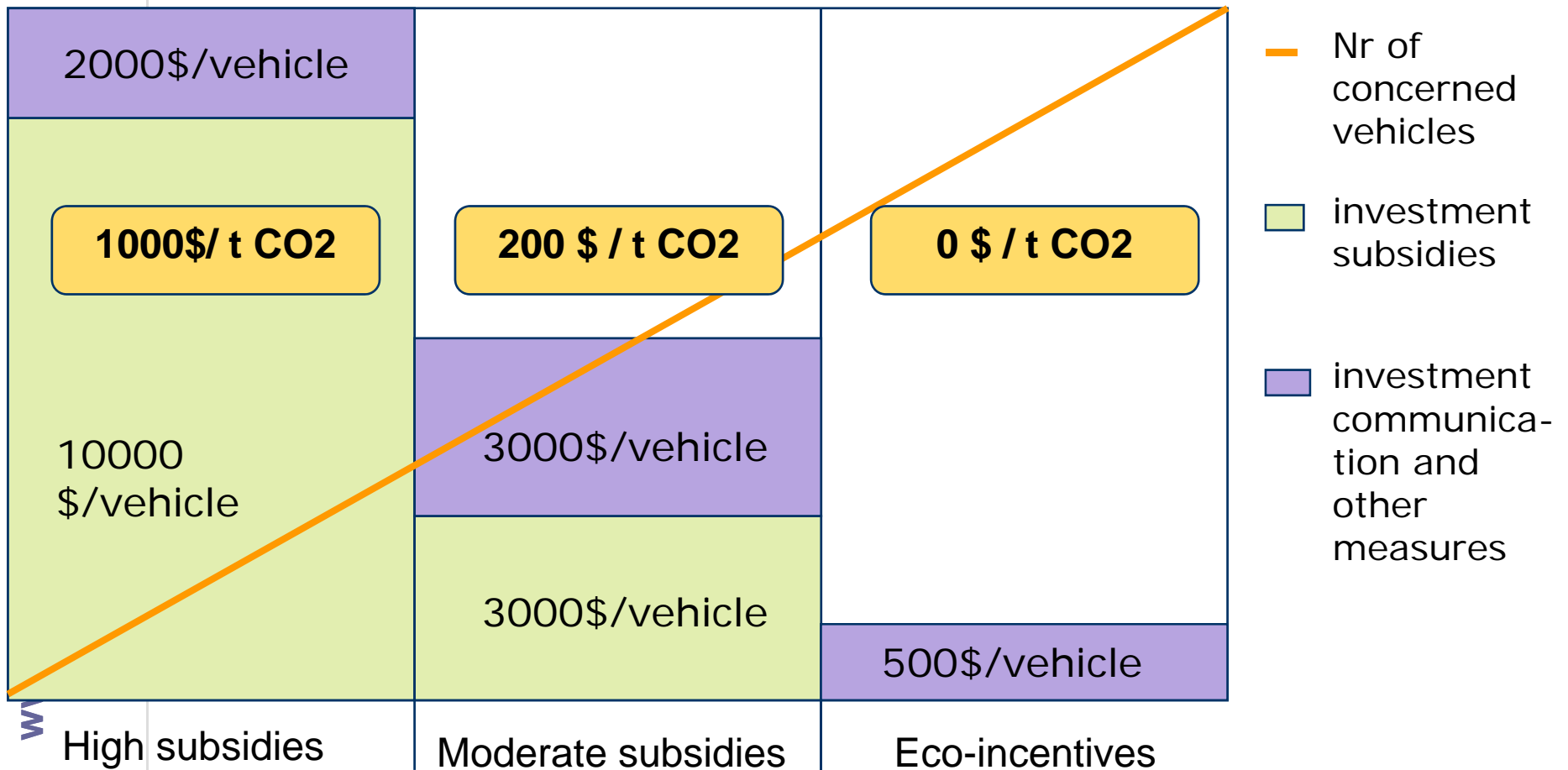


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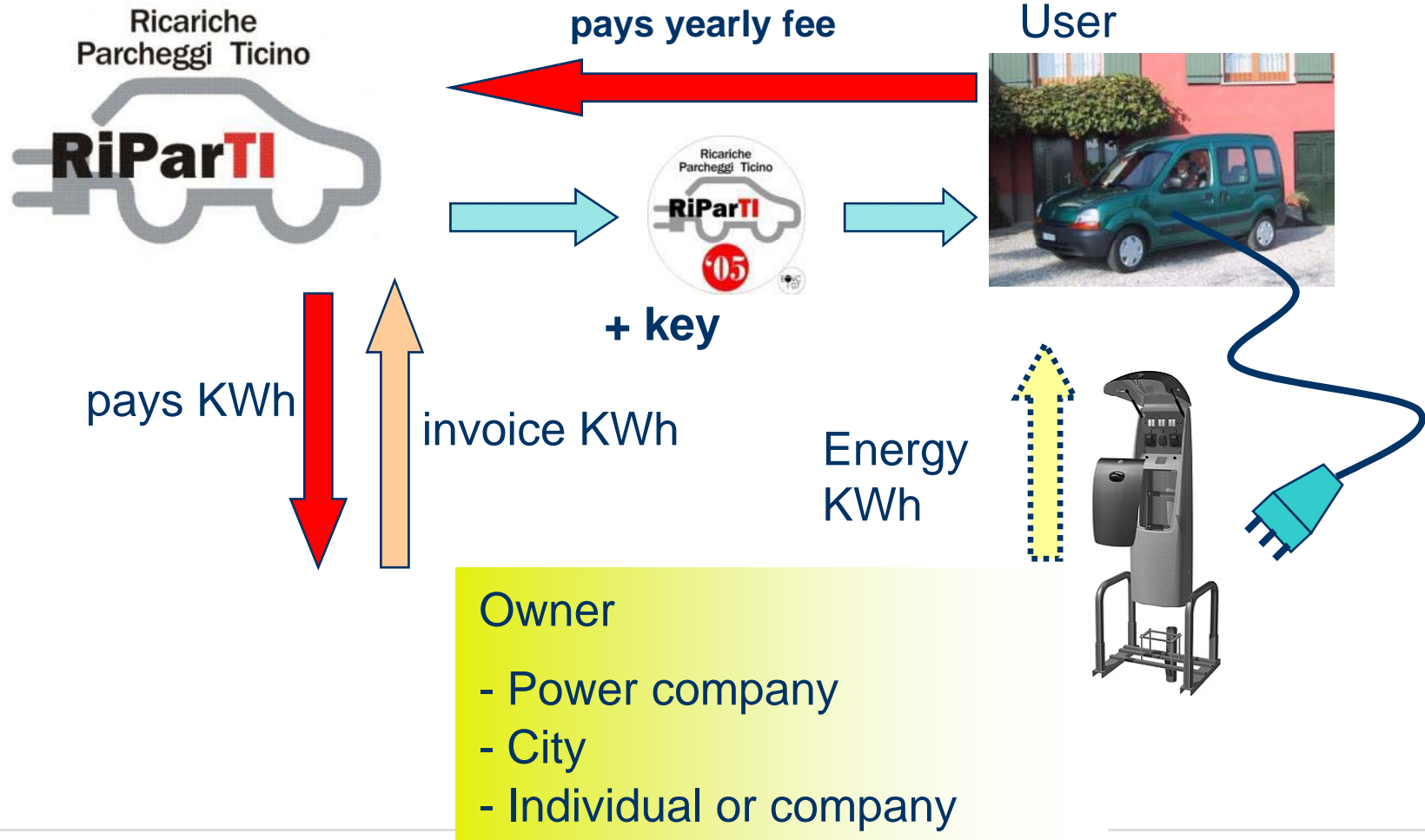
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A Comparison



Recharging Infrastructure Organisation

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17 BSI

Parking benefits

- 50% discount on parking lots down town
- 50% discount on long term parking
- Pilot project going on
- No priority parking yet



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Conclusions

- Plan promotion in the long term
- Modulate incentives from high to zero
- Integrate manufacturers into planning
- Build recharging facilities early
- Consider marketing and communication from the beginning
- On a CO2 point of view, it is more interesting to promote low emission vehicles
- Additional benefits as parking benefits are not key but appreciated





**Thanks for your
attention!**

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