



ANSI – ESO Conference
Transatlantic Standardization
Partnerships on E-Mobility/Electric
Vehicles, Energy, and Security

October 12, 2011



ELECTRIC MOBILITY – A TRANSATLANTIC BUSINESS OPPORTUNITY

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ANSI – ESO Conference: Transatlantic Standardization Partnerships
on E-Mobility/Electric Vehicles, Energy, and Security

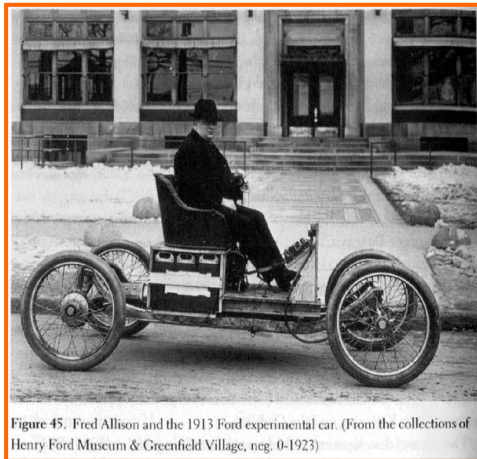
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Overview

□ Agenda:

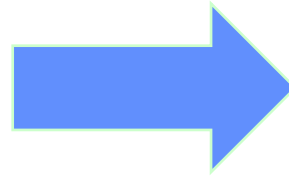
- Background on Electric Mobility
- The Transatlantic Economic Council (TEC) Electric Mobility Initiative
- Why business needs Transatlantic Co-operation

Background on Electric Mobility



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- ❑ We have been working on electric vehicles for some time, but now industry needs to accelerate viability
- ❑ We need a **clear political roadmap**, which addresses the technological, cost, energy and market acceptance challenges that remain
- ❑ We also need **joint standards development**, because unique, market-specific solutions cause unnecessary cost and complexity for the auto industry

The TEC Electric Mobility Initiative



- ❑ The TEC is the key mechanism for closer economic cooperation between the US and Europe
- ❑ TEC Electric Mobility initiative **deals with “new” standards** instead of attempting to change old standards, which has proven to be a very time consuming and, ultimately, frustrating process
- ❑ **Ford and Audi have agreed to drive this initiative**, on a purely pre-competitive basis, with buy-in from the TABD and our respective associations, from both sides of the Atlantic

Why business needs Transatlantic Co-operation



- ❑ Future employment in sectors like automotive will depend on successfully transitioning our economies to technologies of the future
- ❑ Today, one-in-ten, or **13 million, jobs in the US is auto-related** and in the **EU the figure is approximately 12 million jobs**, or 35% of all EU manufacturing-sector employment
- ❑ If we don't set our own standards in areas like Electric Mobility, and create joint scale, then others who have larger markets, will beat us to it. **We want to be leaders, not followers.**