



Parking Management Inc.

PMI's Electric Vehicle Infrastructure

February 1, 2013

Business Models, Marketing Goals,
Financing, Environmental Leadership



Company Overview

- Locally owned and operated
- 500 employees, 100 + locations
- Urban Parking: DC and Baltimore

Why Do We Invest in EVs?

- Social & Environmental Goals
- Thought Leadership
- Emerging urban driver
- Tax incentives and rebates
- Zeitgeist – *Spirit of the Time*



Data Analytics
Design Build
Customer Service



www.pmi-parking.com

Business Model & Financial Strategy

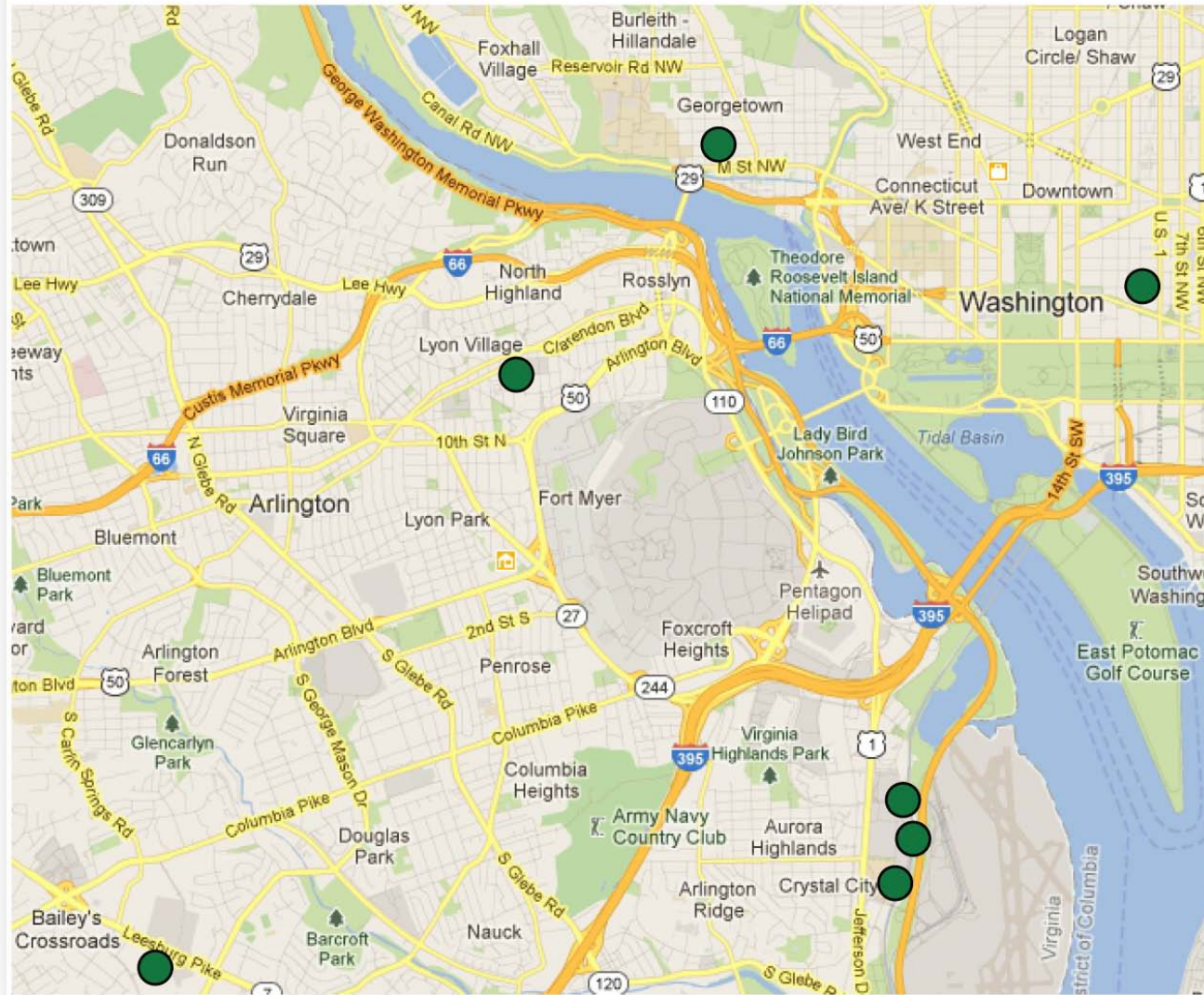


- Design-Build-Manage
- Marketing & P.R.
- Tenant Amenity
- LEED certification- up to 3 points for commercial and multi-family.
- Tax Rebates: 30% tax rebate, plus tax credits.

EV Charging Station, The Concord, Crystal City



EV Charging Station Locations- DC/Virginia

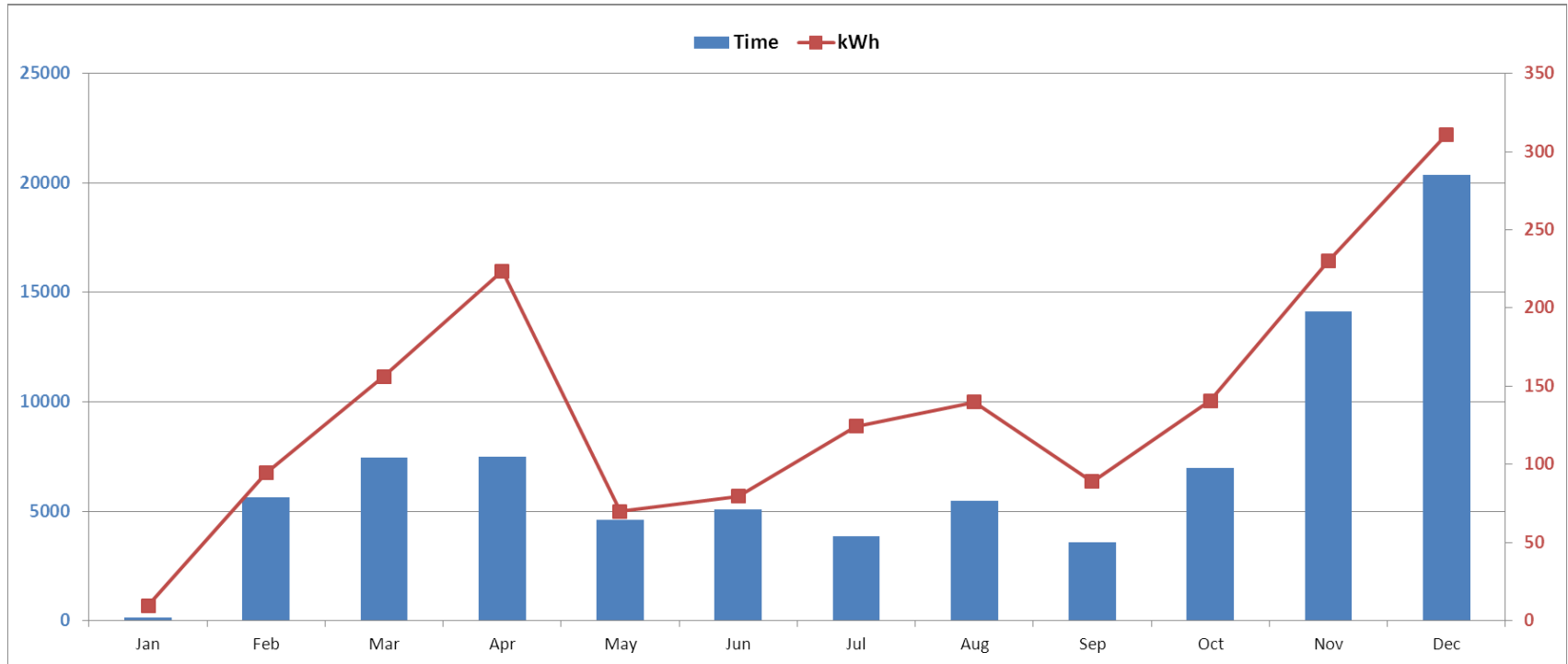




Success & Results

Time (Min)

Power (kWh)




- Study Period: Feb 2012- December 2012
- Increase in Time Usage: 468 hrs- 1,698 hrs (263% increase)
- Increase in Power Usage: 94 kWh – 310 kWh (230% increase)



Challenges & Opportunities

- Map Standardization, Fees, Signage, etc.
- Biz Partner Selection
- SemmaConnect
- Advanced Technology
- Local Business.



Electric Vehicle Charging

Instructions:

- 1 Plug connector into charge port of electric vehicle.
- 2 Wave SemaCharge card in front of station.
- 3 The light will change from blue to green.
- 4 When finished charging, unplug connector from vehicle.
- 5 Return connector to station. Light will return to blue.
- 6 When fully charged, please move vehicle to another space in the garage. Happy driving!

Do you have questions or need assistance?

Technical Problems:
SemaConnect 1-800-663-5633

Garage Customer Service:
PMI 202-785-9191

Location:
#20013 Market Square North

To sign up for an account visit www.SemaCharge.com or download the SemaConnect app on your smartphone.



The Future of EVs & Charging

- Electric Vehicles company cars; Rachel and Justin Bieber prefer the Fisker Karma.
- Battery exchanges
- Alternative production of electricity; solar, hydro, wind, biofuel, etc.
- Electric and hybrid car-sharing

