



Electric Vehicles: Making Good Business Sense

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Why EV?

- Eaton is a diversified industrial with 100+ years experience. As a Tier I Automotive Supplier and a legacy in Electrical Distribution products, EVSE/ETI is a natural fit.
- Strong year-over-year performance in EVSE/ETI market makes for an attractive organic growth segment.
- Green transportation aligns with our Corporate mantra of Doing

Sustainable?

Whatever the model, we will achieve business sustainability by helping our customers achieve theirs. Eaton chairman, Sandy Cutler, says, "Companies that master sustainability, and leverage it as a competitive advantage, will emerge as the leaders in the coming decade."

Four Plays

- Free Access Charging Solution
- Controlled Access Charging Solution
- Revenue/Fleet Charging Solution (DC)

Free Access

HIGHLIGHTS

- Simple, hands-off approach
- Customer convenience
- L2 Charging from 16A to 30A
- Great employee benefit
- Higher EV range confidence
- Great for a small business that would encourage customers to stay (coffee shops, stores, salons, etc.)
- Great for employers to promote Electric Vehicles to employees

ESTIMATED COSTS

- | | |
|----------------|---------|
| • Hardware | \$2,250 |
| • Installation | \$1,000 |



Controlled Access



HIGHLIGHTS

- Higher degree of control
- Effective charging solution
- L2 Charging from 30A to 70A
- Higher EV range confidence
- Credit Card and Keyfob solutions available, including ChargePoint network solution
- Advertising solutions available
- Scalable architecture (buy the base model today, add features tomorrow)
- Great for a business considering L2

ESTIMATED COSTS

- | | |
|----------------|---------|
| • Hardware | \$3,500 |
| • Installation | \$3,000 |

Revenue/Fleet (DC)

HIGHLIGHTS

- Fast charge time of 30 minutes
- 20kW to 50kW units to maximize existing infrastructure
- CHAdeMO and SAE
- Touch-screen display
- Network-enabled controls, including ChargePoint
- Great for businesses pursuing additional revenue streams, as well as increased customer loyalty
- Great for businesses looking to

ESTIMATED COSTS

- | | |
|----------------|----------|
| • Hardware | \$35,000 |
| • Installation | \$20,000 |



Integrated Solutions

Residential Solar/EV and Canopies



Commercial Solar/EV Canopies



Web-Based Monitoring



Challenges / Opportunities?

- Commodity price increasing disproportionately to oil-based fuel costs
- High cost of battery technology
- Market shifts between PHEV, BEV, and HEV (not a bad thing!)
- Government and Private Sector investment and support
- Significant growth beyond niche-market in 2012

EV Future?

- Exciting new vehicles entering the market - better portfolio offering
- Diminishing price difference between PHEVs and HEVs
- Increased adoption of BEVs by fleets
- Vehicle-to-Home and Vehicle-to-Grid technology
- Solar canopies to offset grid demand by EVs



Powering Business Worldwide