



**REGIONAL STRATEGY
FOR THE
ELECTRIC VEHICLE**



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GLOBAL ENVIRONMENT

The evolution of the global economy and the social economic pressures are forcing transport industries worldwide to actively adapt their traditional models to a more sustainable mobility, an electric mobility.

International environment: Excessive dependence on the transport sector and on traditional energetic sources.

Europe: To boost the development of new technologies that will bring about a reduction of pollutant emissions.

Spain: The need to open new channels of technological and industrial diversification, as a key sector in its industry.



2 REGIONAL ENVIRONMENT

Castilla y León will be the first Spanish Region to mass produce an electric vehicle.

Castilla y León draws up a STRATEGY PLAN FOR THE CREATION OF THE ELECTRIC VEHICLE IN CASTILLA AND LEÓN 2011-2015, before the challenge that assuming the appearance of the electric vehicle during the year 2011.

Our strategy has been designed in parallel and COHERENT scheme to the INTEGRAL STRATEGY FOR THE PRODUCTION OF THE electric CAR IN SPAIN.



3 OBJECTIVES

Leadership of Castilla y León in the sector.

Electric vehicle Park of 15,000 units in the year 2015.

Regional network development of the infrastructure of recharging stations:

- 300 Recharging points in the public thoroughfare
- 600 Recharging points in car parking areas for public use
- 3,000 Recharging points (infrastructure linked) to home residence

20 Town councils of the community are involved.

To coordinate the legislative adaptation to the urban environment to assure correct implementation of the infrastructure for this purpose.

Stimulating strategical and economical measures centred around the car.

Improvement of the environment and diversification of energetic sources.



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MEASURES

The regional strategy is both parallel and complementary to the Integral Strategy for the introduction of the Electric Vehicle in Spain.

Proceeding measures:

A. Industrialisation and Technological Development

- Creation of a managerial centre.
- Help given to managerial projects: a. Innovation b. investment.
- Implication of regional solutions TICs in electric mobility.
- Adaptation to the capacities of Human resources.

B. Infrastructures

- Introduction of recharging points in town councils
- Deployment of electric facilities to support the infrastructure links.
- Regional guide for urban adaptation to the recharge infrastructure.
- Regional Municipal Network assigned to strategy.

C. Market

- Promote demand for the purchase of electric vehicles.
- Projects of shared mobility (car-sharing).
- Alternative vehicle and fuels Trade Show.
- Widespread coverage program on electric vehicles.

D. Cluster development of electric mobility.



5 INVESTMENT

The induced investment of the Strategy is estimated in 82 million euros, with a contribution by the Regional Government of 18 million euros in the period 2011 to 2015. The final budget will depend on the budgetary contributions made by the Central Government.

The Strategy is completed by a series of agreements at various levels between the different representatives who form part of the same plan.



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CONCLUSIONS

Historical opportunity for Castilla y León to take part from the beginning in a new development both in technological and industrial way.

Positioning of Castilla y León as a national and international example in the field of automation, considered key in industrial politics.

Development of a strategy of integral character that begins from the preliminary tasks of innovation up to the final phase of introducing the electric vehicle into the market place.

Loyal and complementary work to the Impetus Strategy for the electric vehicle of the Central Government.

Combined involvement at different administrative levels in Castilla y León (Regional, Provincial and local), companies, educational centres, and technological entities.

The Strategy will benefit the community to stimulate an emergent sector, to develop a new product, and to make a new concept real: the electric mobility, the sustainable mobility.

