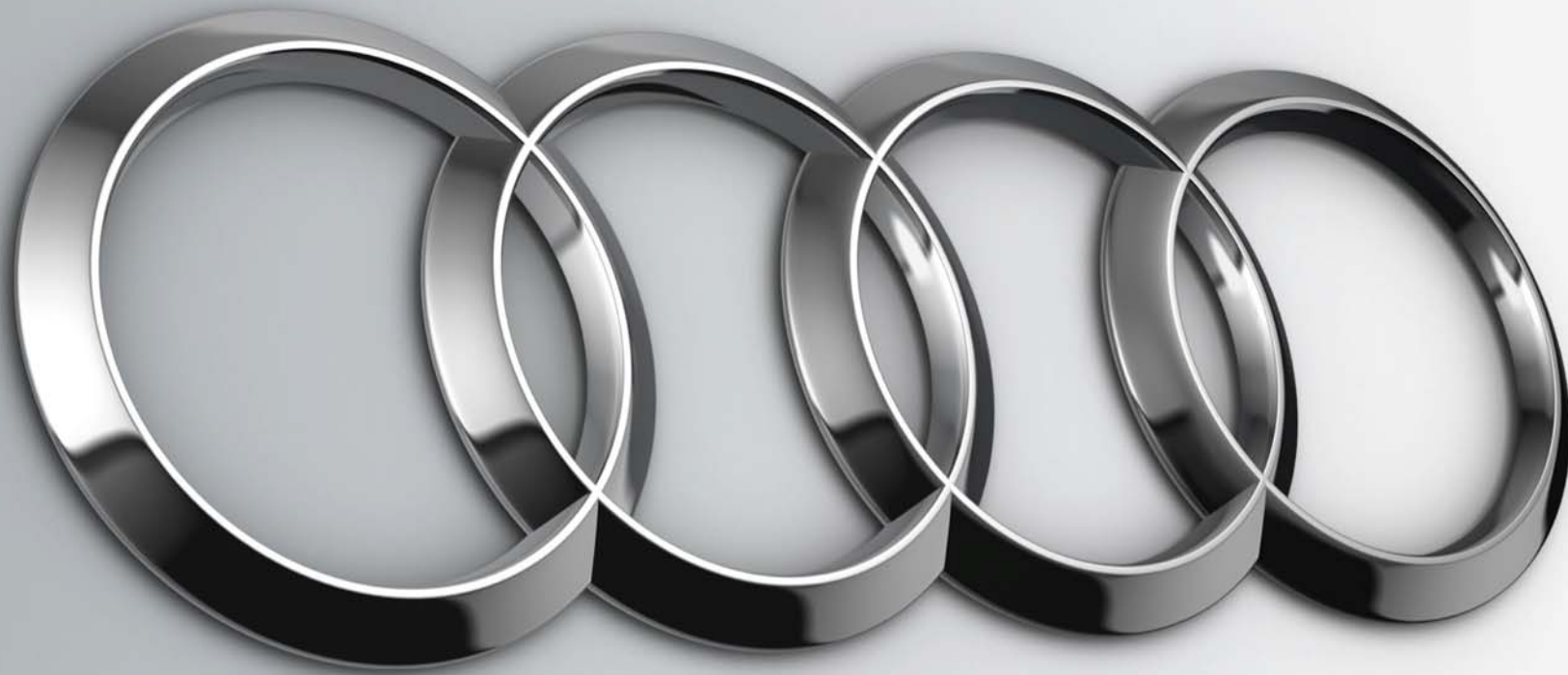


Audi
Vorsprung durch Technik



Next steps in seeding electromobility success

**Marcel Åslund, The Trans-Atlantic Business Council (TABC) /
AUDI AG**

BEV & electromobility success factors

Change in technology & change towards a service offering !



» **Plus short charging time & customer friendly charging infrastructure**

Charging-Use Cases: Availability true fast charging infrastructure is a decision factor in BEV purchase!

Typical usage*/ Focus

Charging at home

6-8 h

Classical wallbox/ Wireless Charging

Must have

**BEV / PHEV
90%**

Schnellladen für Langstreckenfahrt

≤ 0,5 h ≈ 450 km

e.g.: Tesla Supercharger 120 kW

Must have

BEV < 5%
PHEV irrelevant

Decision factor BEV

- » Long-range and first car capable BEV**
- » Large volume risk without existing infrastructure

Issue today

Public charging e.g. in the city

e.g.: AC charging station around 22 kW

Nice to have

BEV << 5%
PHEV nur in Ausnahmen

*TR Studie, ethnographische Interviews im Rahmen des Kundentags Audi BEV 2014, Tesla Insights
Quelle: ** Voraussetzung: gut ausgebautes Supercharger-Ladenetz

Customer expectations:

- ▶ The consumer expects to charge the battery electric vehicle within 15 minutes (that equals about the time it takes today to fuel and pay)
- ▶ A 30 minute wait is somewhat tolerable, but less charging time will be a USP now and a requirement tomorrow
- ▶ Charging time is simple math; Imagine you owned a BEV :

Would you wait 2h at a rest stop to fully charge your long range BEV @ 50kW charging capacity?



In order to protect infrastructure investment, scale it right from the start!



With battery capacity increasing, too little charging capacity won't cut it!

True fast charging development by market mechanisms versus minimum requirements of our customers

This will happen, if we wait for market mechanisms to react:

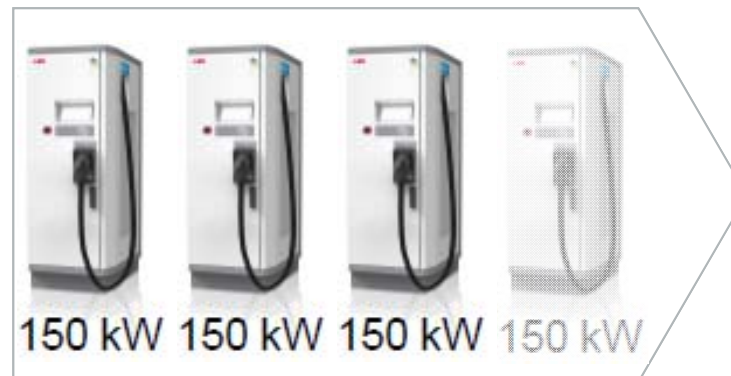


**minimum requirement 2018:
150+ kW charging**



This build up is too late!

50 kW does not meet customer expectations



Infrastructure will need support from all sides in order to enable electro mobility

