

**eMAP –
electromobility – scenario based Market potential,
Assessment and Policy options**

Electromobility +

**Launching Seminar, 13-14th September 2012, Paris
Ministère de l'Enseignement supérieur et de la
recherche (MESR)**

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Objectives of eMAP

To identify the main characteristics of drivers and impediments of electromobility on the side of the customers of electromobility and the suppliers of electromobility

To quantify the demand for electric vehicles given different scenarios

To quantify supply of electric vehicles in different market segments

To make an forecast of development paths of electromobility based on scenarios

To make a thorough socio-economic evaluation of the deployment path of electric vehicles given the different scenario outcomes

To determine and evaluate measures and strategies to increase speed of the adaption of electric vehicles

To provide policy options and recommendations for optimized deployment programs.

Assessment objects – Electric Vehicles



Combustion
vehicle (CV)



Hybrid
vehicle (HV)



Plug-in-Hybrid
vehicle (PHEV)



Range
extended
electric
vehicle
(REEV)

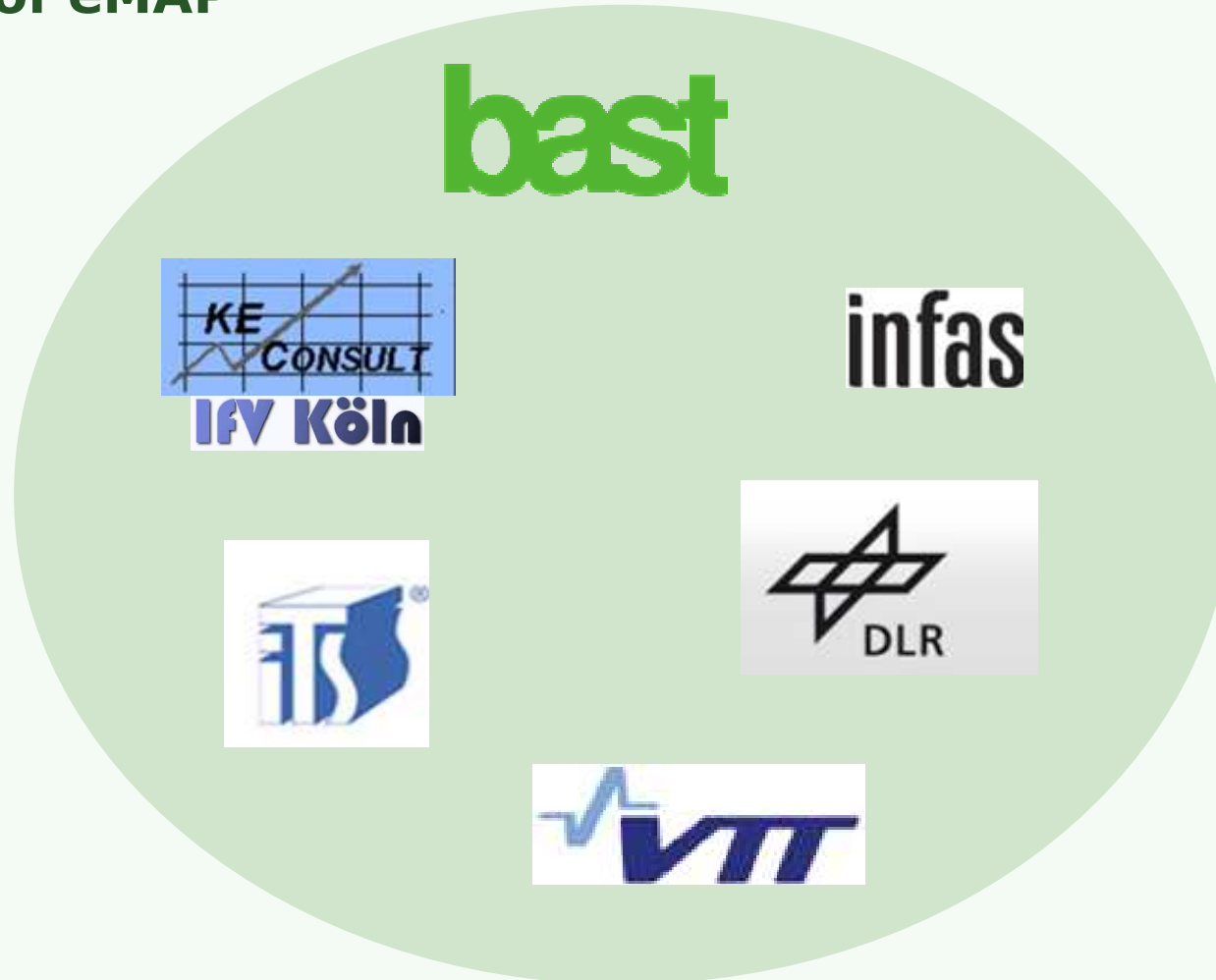


Battery
electric
vehicle
(BEV)



Fuel Cell
Hydrogen
vehicle
(FCHV)

Partners of eMAP



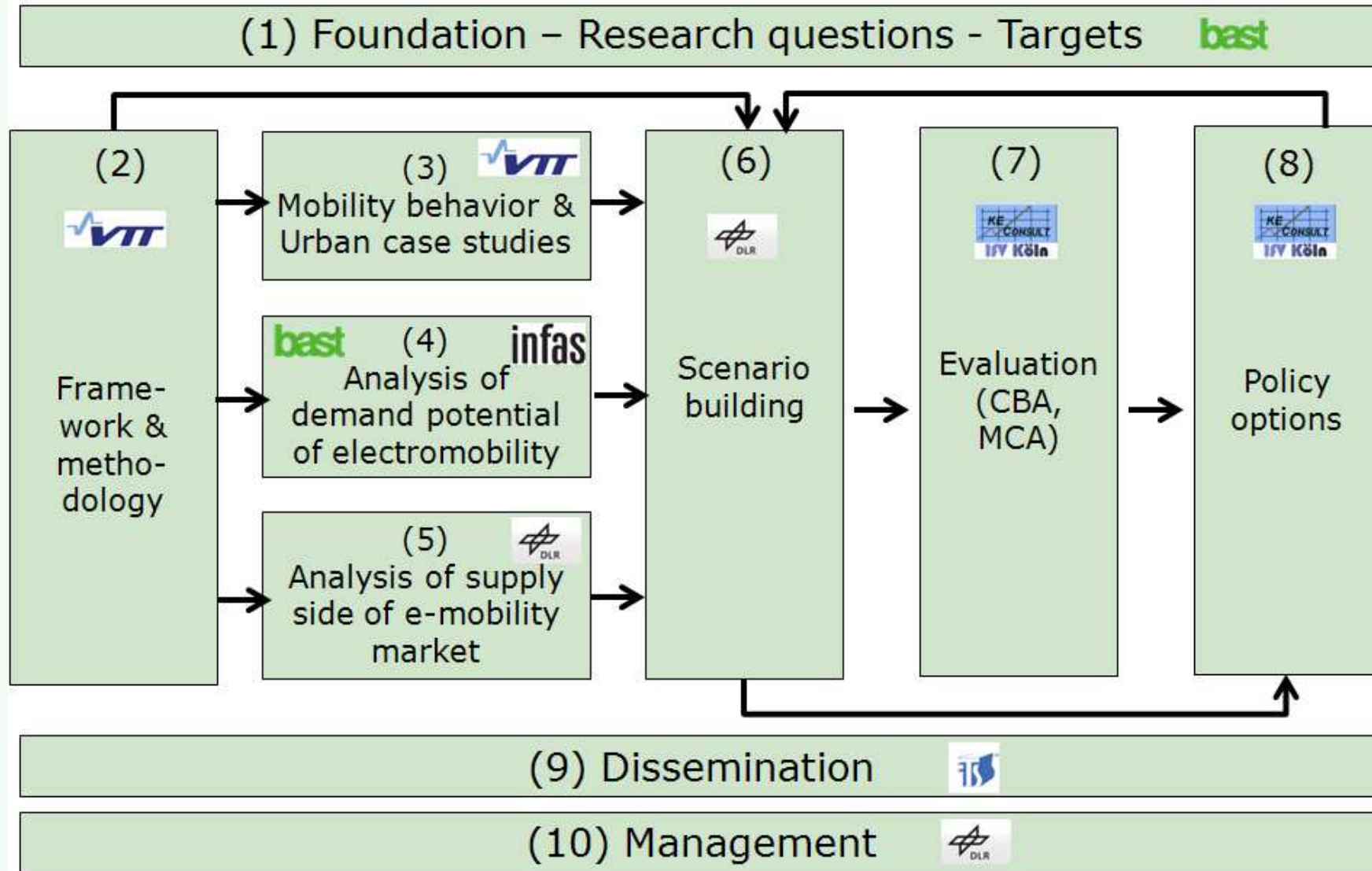
eMAP – Some Facts I

- Follow-up activity based on the methodology developed by DLR (Vector21) and UOC
→ Enhancement of the assessment scope (regional, time etc.)
- Geographical scope: EU-27, detailed analysis for Finland, Poland and Germany
- Assessment type:
Surveys/Expert estimation → Scenario modelling → socio-economic impact assessment → policy options evaluation

eMAP – Some Facts II

- Time horizon: Detailed analysis for 2025-2030
- Total budget: appr. 1.24 m Euro
- Total project effort: 82 PM w/o subc. (111,5 PM overall)
- Start: 07/2012 → End 03/2015;
Duration: 33 M
- No. of Deliverables: 18

Overview of WPs / PERT chart



Thank you for your attention!!!

Questions?

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