



Electrify metropolitan regions

Hannover, December 2019

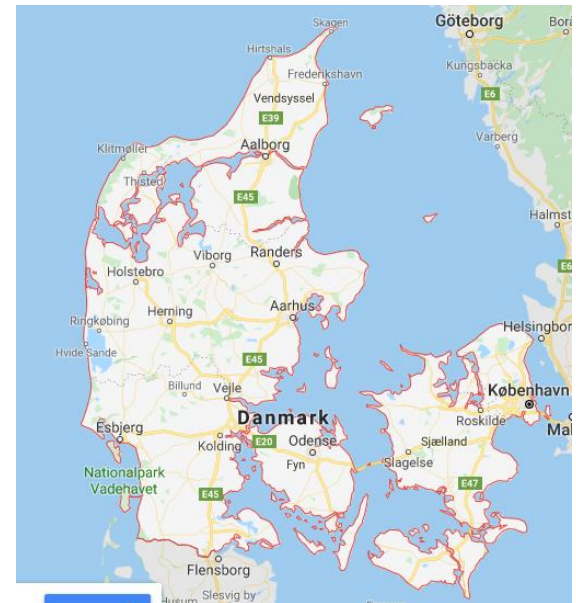
E-mobility in Denmark

Thomas Troels-Smith, Copenhagen Electric



Denmark – The perfect country for E-mobility

- 5,9 mio. people (1.Jan.2019)
- Short distance from North to South (400 km) or East to West (400 km) = 5 hours drive
- Stable political system “climatfriendly”
- Great road infrastructure
- Very flat, no hills or very cold climate
- Very stable energysupply system
- Long term energy politics
- Very high taxation on cars (highest in EU)
- Energy mix is more than 50 % renewable
- No national carproduction
- Big investments in charging infrastructure done by private companies since 2010





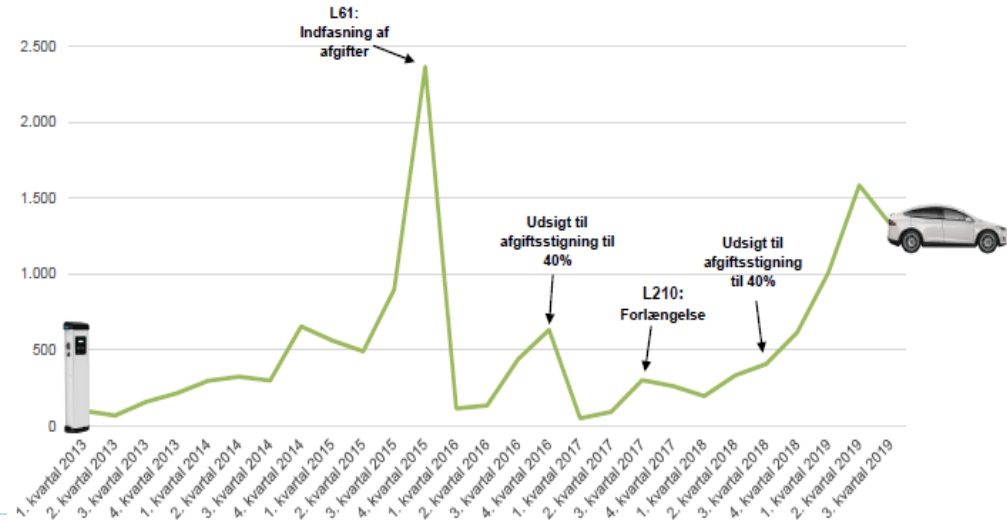
Denmark – The perfect country for E-mobility



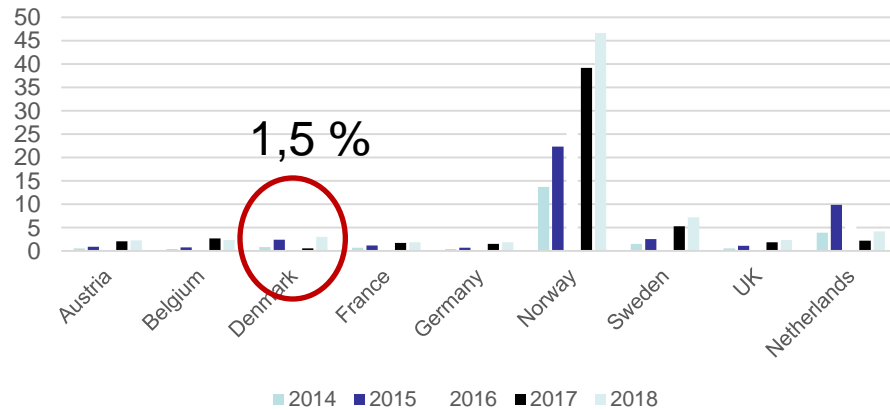


E-vehicles are not selling in Denmark

- Total sales: 15.000 BEV
- + 2500 22 kw , 400 50 kw CS
- Cars are too expensive
- Lack of vehicle options
- Short range/anxiety
- Lots of myths in the market



% BEV + PHEV / Total sales



- Lack of political incentives
- No low hanging fruits
- Lack of knowledge in market
- No long term policies
- TCO not positive



2019 – A gamechanging year in Denmark



New Social democratic Government

- Climate election in Denmark in May
- 500.000 BHEV in 2030



70% reduction on Co2 emmision from 1990

- The first Danish Climate Law agreed
- Money for Infrastructure & Tax incentives

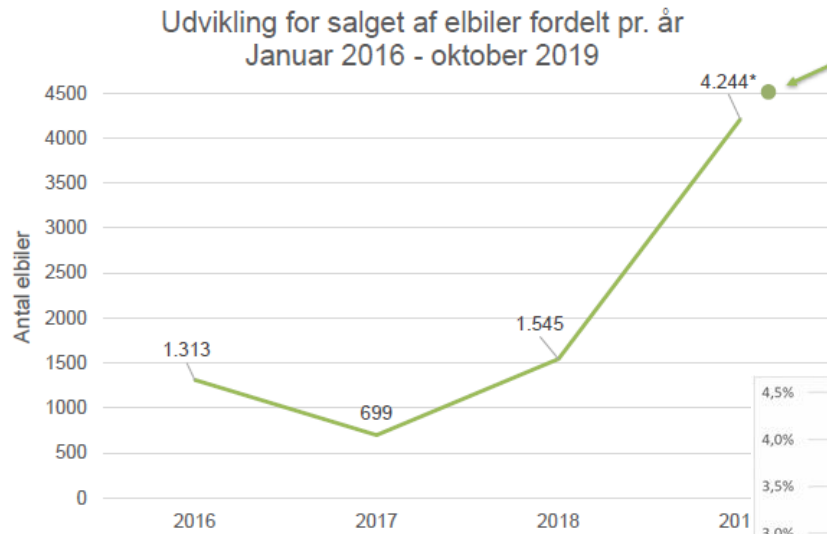


Biggest Danish E-mobility campaign

- The whole business comes together
- Positive vibes towards E-mobility

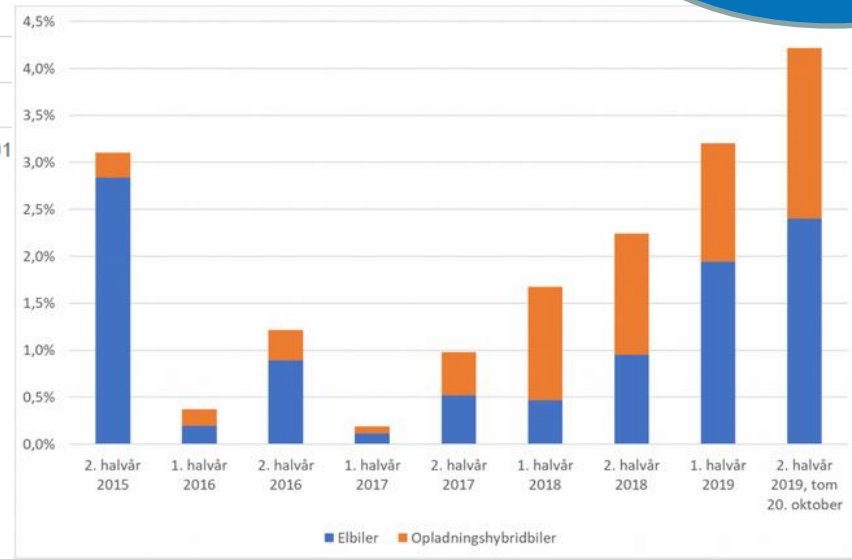


2019 – Record year for Danish E-vehicle sales



4.618 sold in Dec

4,3 % of total new sales



The Danish Campaign teaser movie



Today, we're going to surprise three Danes who are very keen about their diesel cars.





Thank you!



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