WISCONSIN ELECTRIC CAR MARKET UPDATE
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FOUNDED 1991

SUPPORT FOR:
- SOLAR
- WIND
- BIOMASS & BIOGAS
- GEOTHERMAL
- HYDROPOWER
- ELECTRIC VEHICLES
2018 Midrange RWD Tesla Model 3

Price: $39,800
Range: 260 miles
Monthly incremental cost: $75
Driving an Electric Car

What my mom thinks I do
What my friends think I do
What my mechanic thinks of it
What I think I do
What society thinks I do
What I actually do

RANAHAN
AHANAHAN
AHANAHAN

MEMES & FUNNY PICS
FRABZ.COM
WHY DO YOU WANT AN ELECTRIC CAR?

- Low cost
- Low emissions
- Commuter car
- Road trip car
- Rideshare car
- Speed
- Quiet
- Drive on sunshine
AVAILABLE IN WISCONSIN TODAY

- 6 BMWs
- 3 Tesla
- 3 Volvo
- 2 Chevy
- 2 Porsche
- 1 Audi, Chrysler, Ford, Honda, Jaguar, Kia, Mini, Mitsubishi, Nissan, Toyota
FAMILY VEHICLES

Chrysler Pacifica PHEV - $46,490

Kia Niro PHEV - $28,500
LUXURY SUVS

Audi e-tron - $74,800

Tesla Model X - $81,000
NEW PLUG-IN HYBRID SEDAN

Honda Clarity - $36,200

Toyota Prius Prime - $27,600
USED BEV COMMUTER

Fiat 500e ~$12,000

Nissan Leaf ~$15,000
ALL THE ABOVE?

Chevy Volt PHEV - $33,520

Chevy Bolt - $36,620
MORE MODELS ARE COMING SOON

ELECTRIC VEHICLE MARKET OUTLOOK
ALMOST 200 NEW MODELS AVAILABLE SOON!
ELECTRIC PICKUP TRUCKS
BOX TRUCK

[Images of box trucks with different logos and branding]
PRICE PARITY EXPECTED IN 2025

U.S. medium segment vehicle price estimates

Source: Bloomberg New Energy Finance
Note: Estimated pre-tax retail prices
NEW CARS ARE EXPENSIVE

The average new car in the US costs

$36,590
YOUR ELECTRIC CAR IS POWERED BY COAL POWER PLANTS

BUT THAT'S NONE OF MY BUSINESS
NO MATTER WHERE YOU DRIVE
DRIVING ELECTRIC PRODUCES FEWER EMISSIONS

RENEW WISCONSIN
Wind & solar costs have decreased dramatically since 2009

Wind: ▼ 66%

Solar: ▼ 85%
ARE YOU READY TO DRIVE ON SUNSHINE?

Solar power owners are 66% more likely to own an EV
WISCONSIN ELECTRIC VEHICLE POLICY INITIATIVES
$15 Billion Federal Settlement

1. $10 billion for the vehicle owners
2. $2.9 billion for the environmental mitigation trust – State funding
3. $2.8 billion on clean infrastructure – Electrify America
VOLKSWAGEN SETTLEMENT - WISCONSIN

- $67.1M total to Wisconsin
  - Up to 15% can be spent on ZEV Infrastructure
- Round 1: $42M to transit buses and state fleet
VOLKSWAGEN SETTLEMENT - WISCONSIN

Range Anxiety!?!
VOLKSWAGEN SETTLEMENT - WISCONSIN

- Round 2:
  - $15M for Transit buses
  - $10M for EV charging stations
VOLKSWAGEN SETTLEMENT IN OTHER STATES

- MN: Fast charging along highway corridors
- OH: Fast charging to fill gas on major highway corridors
- IN: Fast charging is preferred
- MI: Fast charging in public places

- VA: EVgo building fast charging network
- ME: Fast charging and destination charging
- RI: Fast charging along highway specified corridor
INVESTIGATIVE DOCKET AT WISCONSIN PSC

- Considering present and future policies for EVs
  - Customer expectations
  - Financing
  - Rate design
  - Impacts on electric grid

- 13 public comments
- 30 organization comments
OTHER POLICY TOPICS

- EV Tax
- Direct-to-consumer vehicle sales
- Selling electricity for EV charging by the kWh
- Utility programs
THANK YOU!
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