



ZERO EMISSION MOBILITY

THE MYTHBUSTERS EDITION

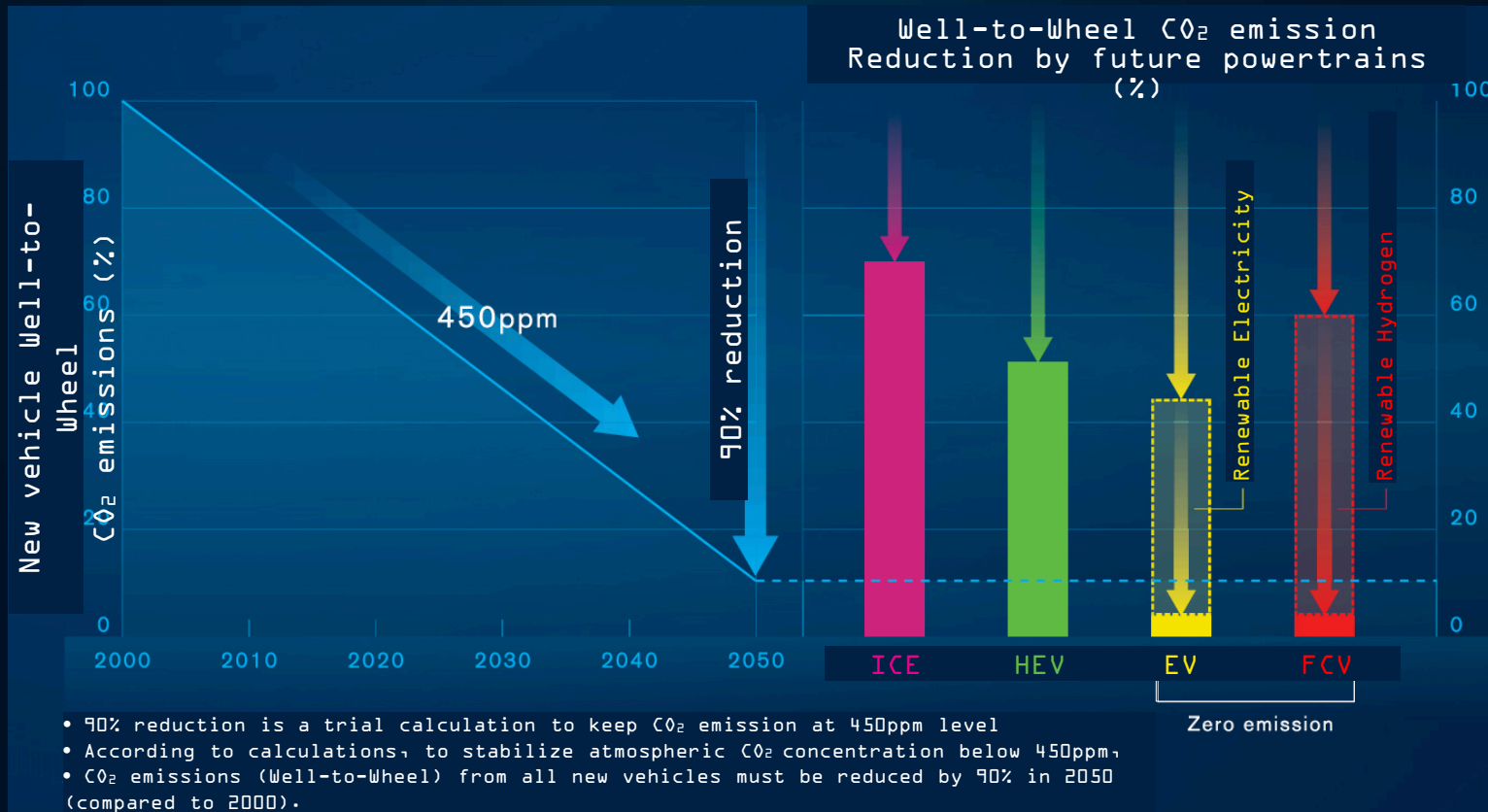
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MYTH: THERE'S A SILVER BULLET



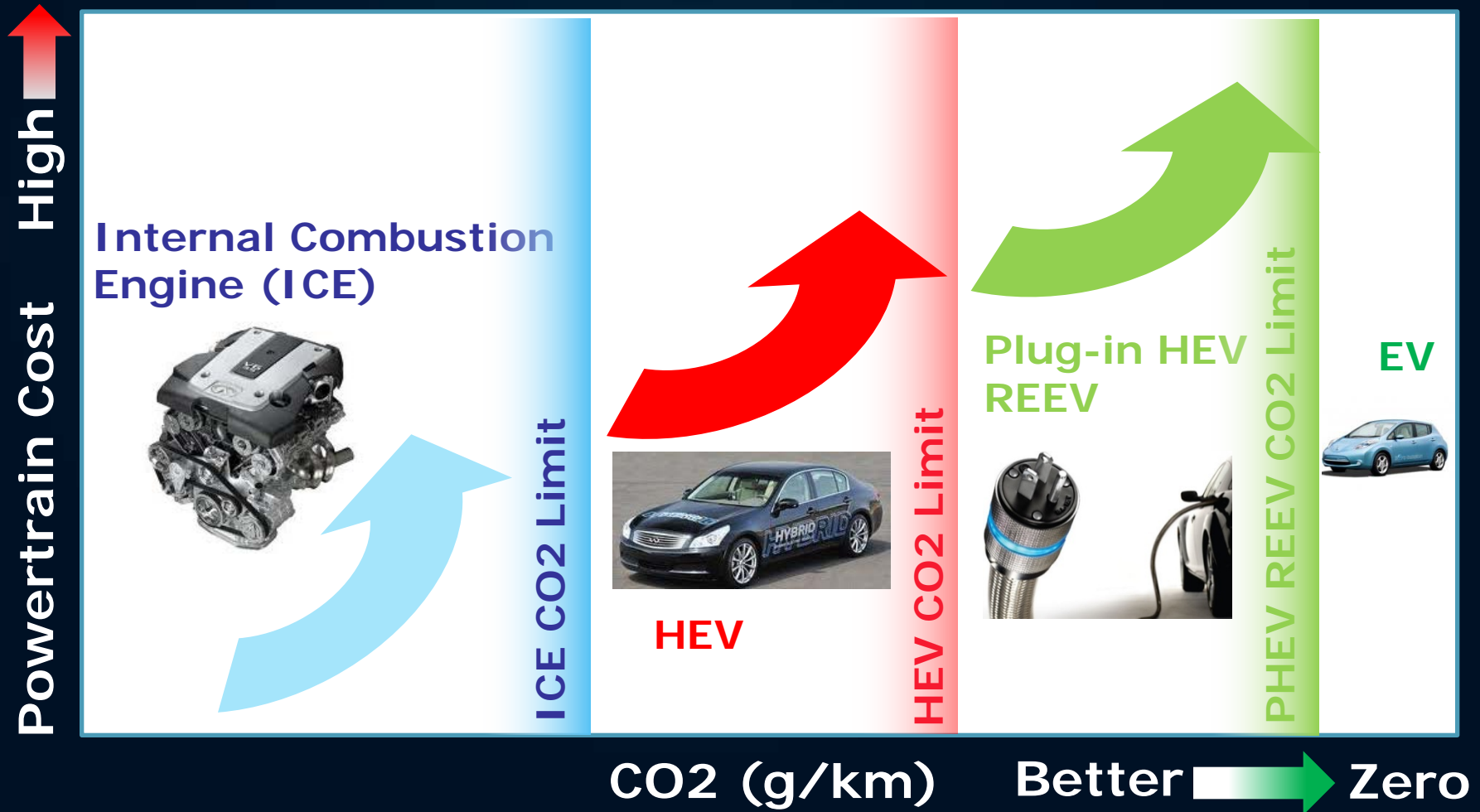
ALL TECHNOLOGIES PLAY ROLES ELECTRIFICATION/ZERO EMISSION A MUST





POWERTRAIN EVOLUTION

- Each PT has CO2 limit and associated costs



MYTH: NOT FOR MASS MARKET





MYTH: EV's TOO EXPENSIVE



2012 Nissan LEAF – \$27,700 after \$7,500 Federal Tax Credit

- Additional incentive examples:
 - California: clean vehicle rebate of up to \$2,500
 - Colorado: tax credit up to \$6,000
 - Georgia: tax credit up to \$5,000
 - Hawaii: rebate up to \$4,500
 - Tennessee: rebate of \$2,500



MASS MARKET PRICING IN PLACE

- True zero-emission vehicle
- Lower Total Cost of Ownership
- Lower maintenance costs

Cost/Mile Comparison (15k miles)

- Car = \$0.12 per mile / \$1,800
- EV = \$0.026 per mile / \$396
- Advantage exists even if gasoline drops below \$1.10/gal





MYTH: CHARGING IS HARD

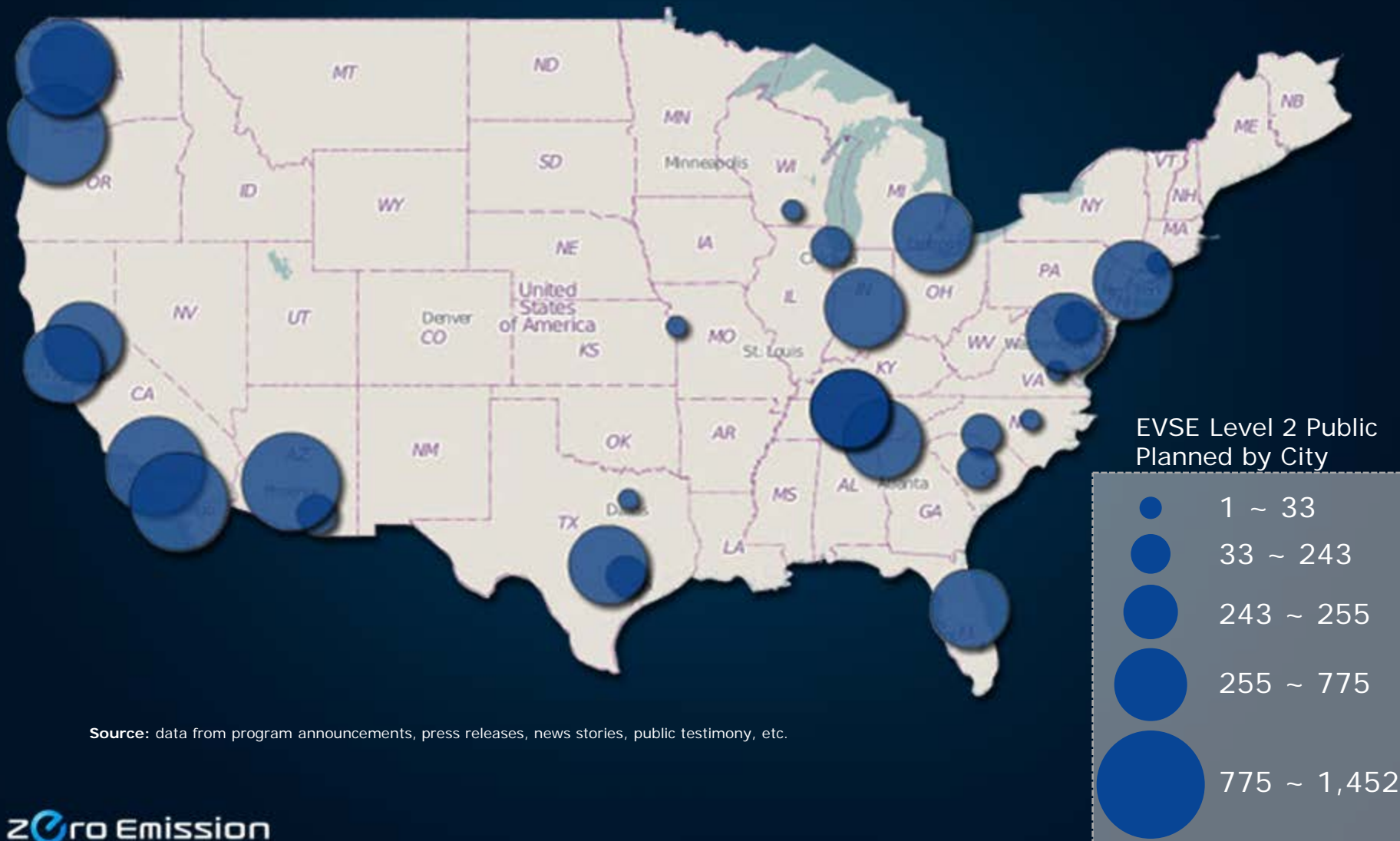
- Most charging happens at home
- Most charging happens overnight
- Average charging time is under 3 hours
- Average time "plugged in" far exceeds active charging time
- Drivers average about 3 trips between charging





Planned Public Chargers By 2012

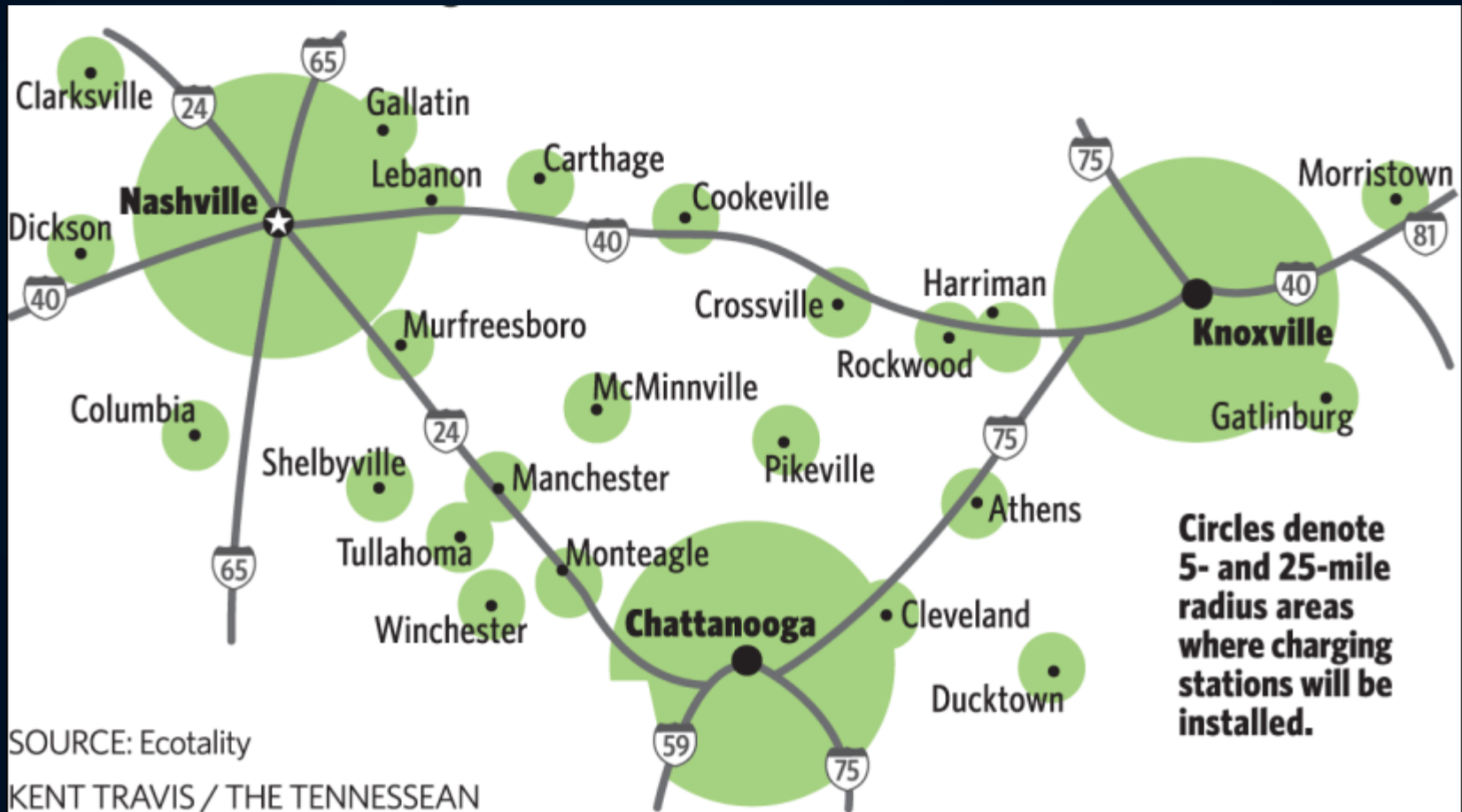
13,000 Public Charging Stations



Source: data from program announcements, press releases, news stories, public testimony, etc.

Public Charging Station Visibility

EV Project - Tennessee



MYTH: FAST CHARGING WON'T CATCH ON





MYTH: LEAF CAN'T BE PRIMARY CAR

- **Consumers surprised how much they drive their Nissan LEAF.**
- **Meeting daily driving needs without breaking a sweat.**



MYTH: RANGE ANXIETY IS CURED BY GAS



No LEAF?
No hug!



MYTH: LEAF IS A ONE-OFF

