Schneider Electric Overview

32 billion $ sales in 2012
37% of sales in new economies
140000+ people in 100+ countries
5% of sales devoted to R&D

Balanced Geographies

North America 24%
North America 24%
North America 24%

Western Europe 34%
Western Europe 34%
Western Europe 34%

Rest of World 18%
Rest of World 18%
Rest of World 18%

Asia Pacific 24%
Asia Pacific 24%
Asia Pacific 24%

Schneider Electric Brands

Listed on the Paris Stock Market – CAC40
EV Growth

**Consumers**
- Support for clean energy
- Better driving experience
- 10:1 Long-term cost advantage

**Auto manufacturers**
- Must average 35 MPG across the fleet by 2020
- Delivering 40+ new EV models in next few years

**Governments**
- Providing purchase incentives
- $2 billion in grants issued
- Energy independence

**Cost Declines**
- Supply chain improvements narrowing the initial cost gap
- Battery cost declining

**Exponential EV Growth**
NAM EV Charging Market Segments

Residential – Indoor “Resi”
Single family homes
- dedicated garage
Retail/e-tail
and Auto OEMs/Dealers lead

Private – Outdoor “Commercial”
Private defined as those not available to the general public where parking is restricted to authorized members or customers.
- Workplace
  - Employee lots
- Private
  - Hotels/Resorts
  - Multi-family apartment and condominium buildings
  - Car sharing services
  - Stadiums, private destination centers

Public – Outdoor “Commercial”
- Retailers (malls, chain stores, restaurants, grocery/drug stores)
- Municipal and office buildings
- Parking garages/ lots
- Curbside (w parking meters)
- Metro “Park and Ride” lots
- Convenience stores
- Destinations/museums
- Car dealerships

Fleets
This segment includes various charging stations for light duty passenger cars, medium duty and heavy duty trucks. Examples include corporate fleets, car rental, municipal, delivery vehicles, taxis, utilities etc.
EVlink Completed projects
19 charging ports

- Partnership with CEC on EV deployment policy
- Encourage the adoption of EVSEs for the constituencies (faculty, employees, students, administration, visitors)

Caesars Entertainment, Reno, Nevada (May 2013)
16 charging ports

- Drive Sustainability goals & image
- Attracting visitors & differentiation
EV infrastructure to support EV fleet

University – Vanderbilt, Kansas Univ, CSUs
15 charging ports

Drive EV adoption among faculty & students

California Energy Commission – American Red Cross (Aug 2013)
4 charging ports

City Car Share - Non-Profit (Sept 2013)
8 charging ports

Viability extension study of sub-urban transportation
Policy considerations
Policy considerations to address for greater EV adoption

1. Specific rates for transportation
2. Exclude EVs from state utility regulation
3. Streamline and standardize local permitting processes and codes
4. Coordinate planning to optimize a statewide/regional charging station network
Thank you

Marvin Green
Manager, EV Software Solutions
Marvin.Green@Schneider-Electric.com

Katie Papadimitriu
Director, State & Local Government Affairs
Katie.Papadimitriu@schneider-electric.com