

October 22, 2015 Draft

Hello,  
I am Steve Kosowski, from **Kia Motors America**.

Kia is pleased to report that Soul EV sales began in October 2014 in California, ahead of our mandated launch, and are OK so far, though we want to sell more. Also, Kia reiterates HATCI's appreciation of California's incentives to help develop the ZEV market.

My message this morning, from an EV marketing point-of-view, is:

➔ **INFRASTRUCTURE, particularly for WORKPLACE CHARGING and DC CHARGING is key to expanding ZEV sales and usage.**

But, first, given our experience with the Soul EV, what also see as key are:

- Building EV awareness, and promoting the EV benefits (such as refuel costs).
- Incentives: \$2,500 CVRP rebate, and the \$7,500 federal tax credit
- HOV lane access
- Numerous, incremental incentives (i.e. LADWP \$750 EV charger rebate)

**A REALLY IMPORTANT ELEMENT, HOWEVER, IS WORKPLACE CHARGING**

As a reference:

- ➔ 45% of Soul EV customers report access to workplace charging!
- ➔ 42% of Soul EV would NOT have bought an EV without access to workplace charging!

**THE POINT: WORKPLACE CHARGING has become a critical element in EV adoption, and supporting and incentivizing the expansion of workplace charging is a sensible way to help expand EV adoption.**

Workplace charging is **VITAL** for several reasons. It is:

- Reliable • Convenient • Safe • Available
- Relatively low cost
- Enables core daily driving for a wide audience of buyers

**DC CHARGING**

Beyond workplace charging, we see a growing need for DC charging centers, not unlike the Tesla Superchargers. Existing DC charging infra installed by companies such as NRG has been very beneficial, without question. But, looking beyond this, we see **an emerging need** to fuel a growing base of EVs and upcoming longer range EVs, and to **rapidly** refuel their ever-larger batteries. And also help extend the operating range of EVs beyond urban/suburban areas.

Arguably, **DC charging centers** – not unlike Tesla SuperChargers – appear a great solution.

- Reliable • Safe • Convenient • Available

**These DC charging centers, and workplace charging, can be key elements that will foster ZEV growth**

**Thanks for the chance to be here this morning**

