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**Zero Emission**

# The Case for Public Charging



**TRUE:** If home charging is available, most charging takes place at home



# The Case for Public Charging



**TRUE:** Drivers who charge regularly at home also fast charge whenever possible



- 2/3 of LEAF drivers use public infrastructure, 1/4 at least 1x per week
- Fast Charging always preferred except at the workplace
- Time to charge is #1 consideration
- Cost & Convenience also important

# Level 2 at Work



- 60% of drivers expect to be fully charged
- Only preferred location with dwell time great than 60 minutes



# Fast Charging is Preferred



- Top 5 preferred charging locations:
  1. Shopping malls
  2. Big box retailers
  3. Grocery stores
  4. Public parking lots
  5. Sit down restaurants
- Average charging time at a DCFC is 15-20 minutes
- Drivers want to travel less than 4 miles to access a charger
- Strong 0.75+ correlation between DCFC infrastructure and EV sales
- Infrastructure expansion increases likelihood of purchase/repurchase

# California CHAdeMO DC Fast Charger Growth



**2013**

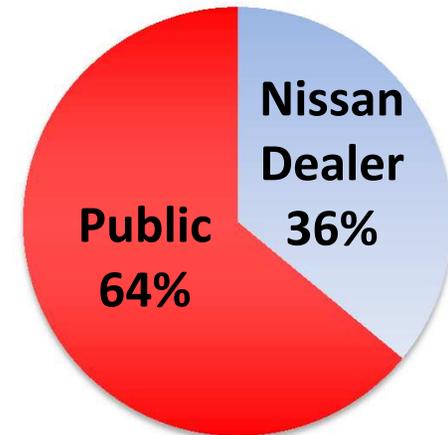


**6 DCFC**

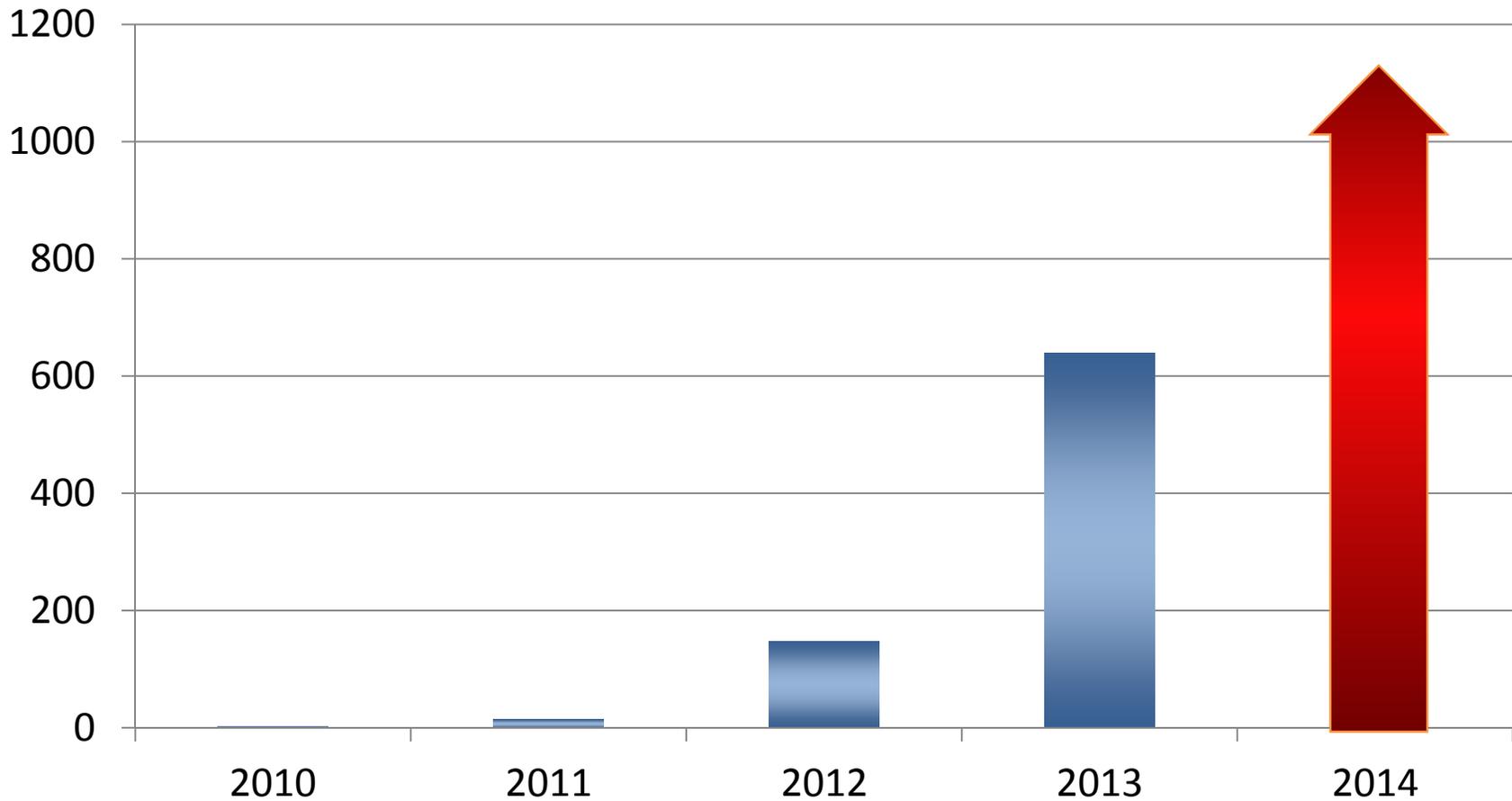
**2014**



**140+ DCFC**



# U.S. CHAdeMO DC Fast Charger Growth



# Nissan Fast Charger Approach



## Building Range Confidence

1

### Dealership

- DC Fast Charger Dealer Program
- Creates community anchor for charging infrastructure
- Answers purchase question on “where do I charge my car?”
- Creates sales tool and links community infrastructure



2

### Community

- Deployment via key stakeholder groups
- Builds confidence through community awareness
- Local and State Governments
- Utilities and energy providers
- Site hosts: Retail, commercial, destinations, gas stations etc.
- Research & Environmental Organizations



3

### Workplace

- Supports employer incentives for sustainable mobility
- Supports business fleet needs
- Employee benefit used to attract and retain top talent, increase productivity and workplace harmony
- Promotes energy efficiency and environmental co-benefits





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