



# Office for Low Emission Vehicles

## Overall policy perspective, + the fleet context

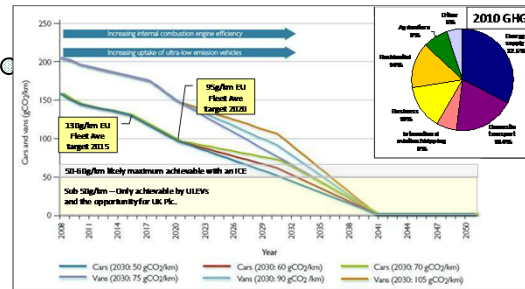


LowCVP  
Excel London  
10 May 2012

Richard Bruce  
Head of OLEV

# Outline

Why?



How?

What?

When?

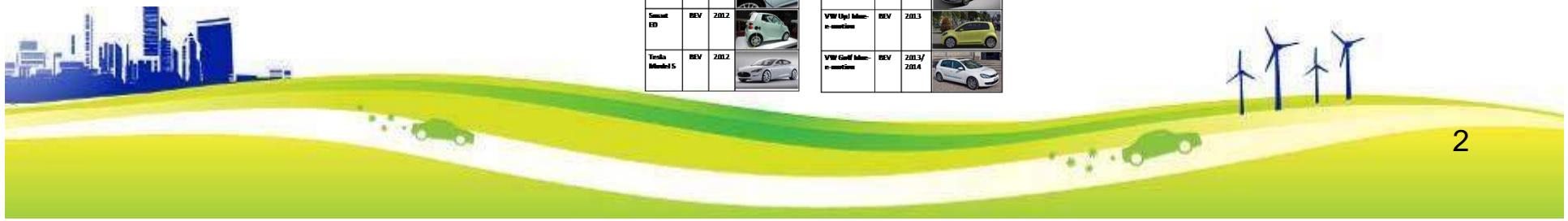
**Plug-In Car Grant (PICG) - up to £5,000 (25%)**

- Live since 1 Jan 2011
- Spending Review confirmed Government support for PICG for the life of this Parliament
- 1,276 cars ordered (to end Mar 12) – 1,412 cars eligible
- PICG reviewed early 2012

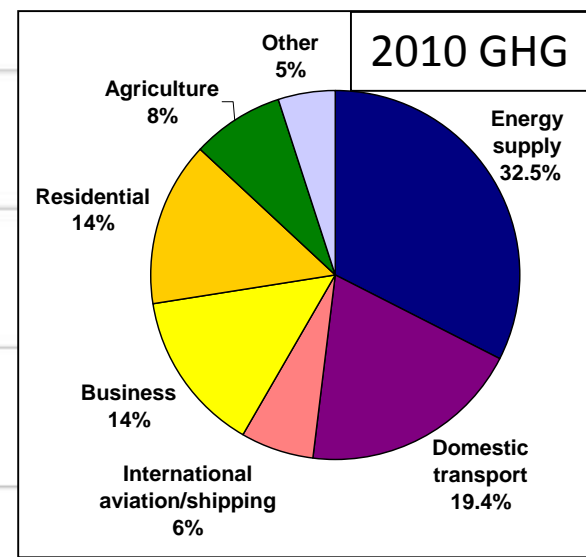
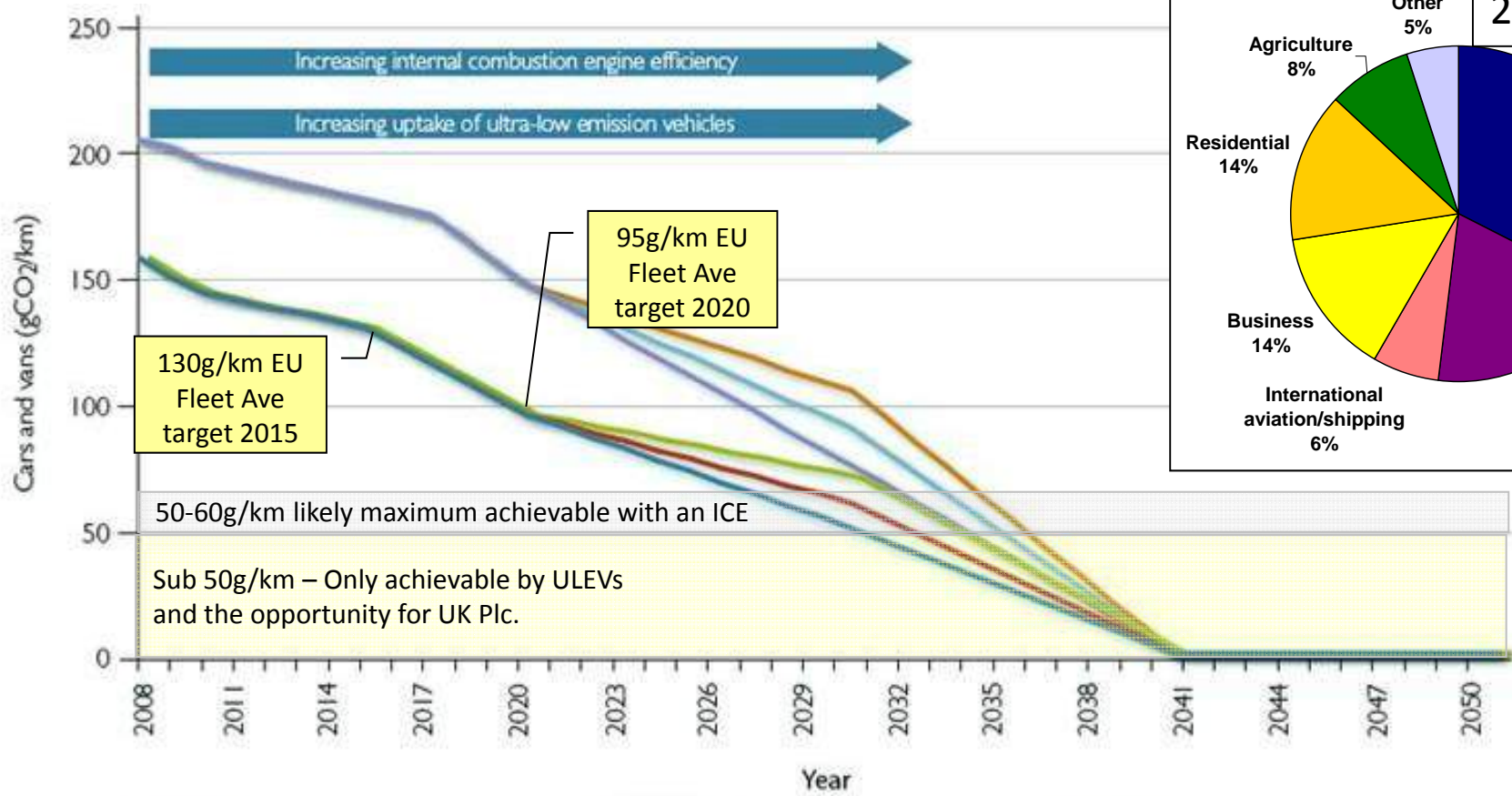
- CO<sub>2</sub> regulations
- R&D (£82m)
- Incentives: Plug-In Car and Van Grants (£300m)
- Infrastructure: Plugged-In Places (£30m)
- Fiscal levers
- Other regulations – Congestion Charge, LEZs.

Manufacturer	REV	2012	Image
Renault ZOE	REV	2012	
Targeta Plug-in Prius	PIREV	2012	
Ford Focus	REV	2012	
Suzuki ED	REV	2012	
Tesla Model S	REV	2012	

Manufacturer	REV	2013	Image
BMW i5	REV	2013	
BMW i6	PIREV	2013	
Ford C-MAX	PIREV	2013	
VW Up! Intermotion	REV	2013	
VW Golf Intermotion	REV	2013/2014	



# Why - Context

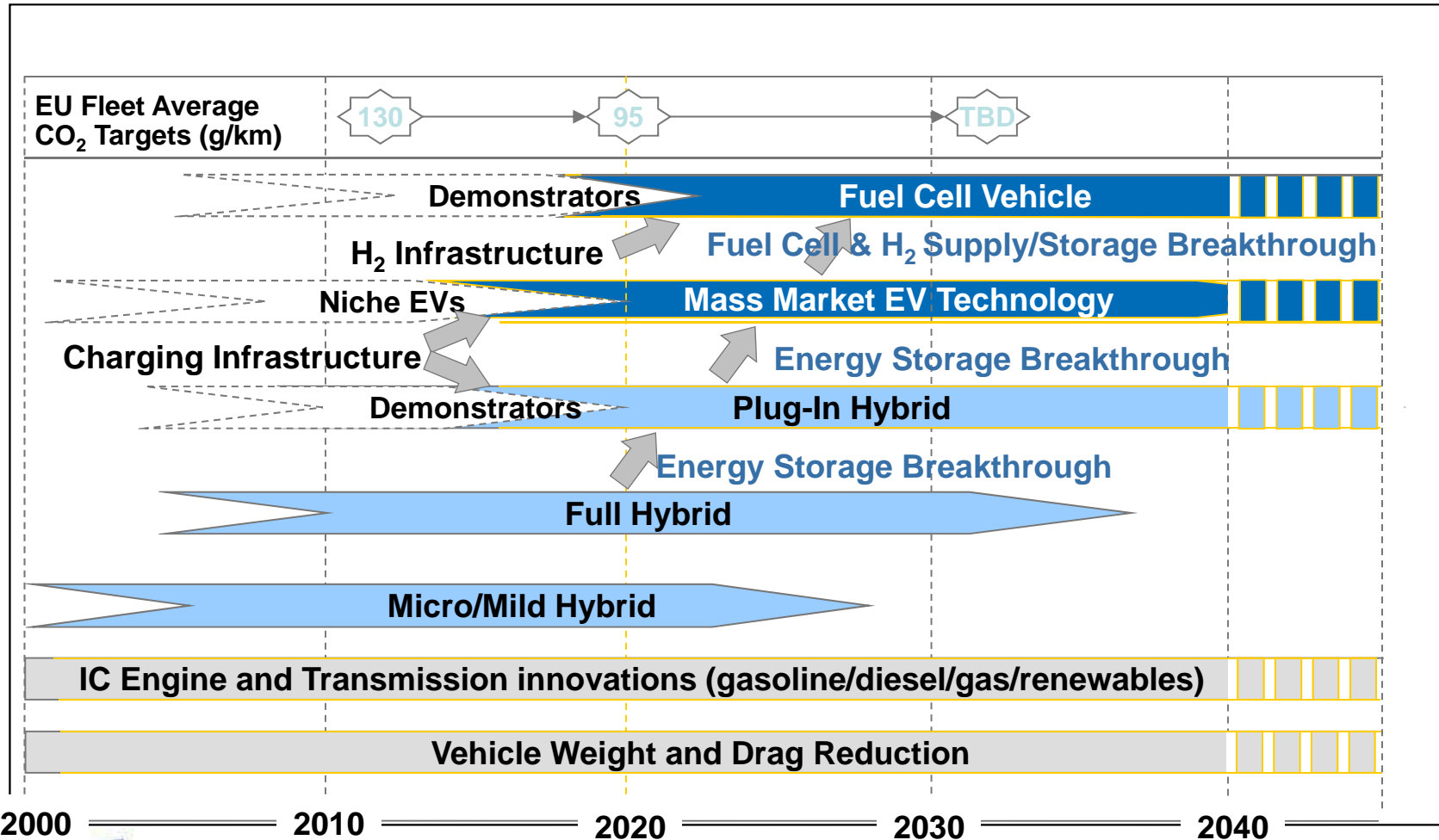


- Cars (2030: 50 gCO<sub>2</sub>/km)
- Cars (2030: 60 gCO<sub>2</sub>/km)
- Cars (2030: 70 gCO<sub>2</sub>/km)
- Vans (2030: 75 gCO<sub>2</sub>/km)
- Vans (2030: 90 gCO<sub>2</sub>/km)
- Vans (2030: 105 gCO<sub>2</sub>/km)





# Why - Industry consensus?



Source: New Automotive Innovation and Growth Team 2009

# How? Current policy levers

- CO<sub>2</sub> regulations
- R&D (£82m)
- Incentives: Plug-In Car and Van Grants (£300m)
- Infrastructure: Plugged-In Places (£30m)
- Fiscal levers
- Other regulations – Congestion Charge, LEZs.



# What? Plug-In Car Grant (PICG) - up to £5,000 (25%)

- Live since 1 Jan 2011
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# What? Plug-In Van Grant (PIVG) - up to £8,000 (20%)



**Mercedes-Benz E-Vito**



**Mia Electric N1**



**Ford Transit Electric**



**FAAM Ecomile**

**Renault Kangoo**

**FAAM Jolly2000**



Kangoo Van Z.E. prototype  
©2010 Renault. Tous droits réservés. Renault est une marque commerciale de Renault Group. Renault est une marque commerciale de Renault Group.



**Smith Edison  
Panel Van**





# What? - Other financial benefits

The following incentives are available to all EV purchasers:

- **Vehicle Excise Duty (VED)** exemption (£130 saving against Band F)
- **Lower fuel tax and costs:** EV price per mile 2-3p, conventional car 13p

In addition, the following incentives are also available to fleet purchasers:

- **Enhanced Capital Allowance:** write-down 100% of EV value in 1st year to set against tax (even if the grant has been used)
- **National Insurance Contribution (NIC)** exemption on providing company car and on providing fuel benefit (where fuel is provided by employer)
- **NIC and Income Tax exemption for employees** receiving company and also on receipt of car fuel benefit.
- **Van benefit charge (VBC)** – when employers provide employees with a van for private (as well as business) use, a £3000 Van Benefit Charge is payable. Since April 2010, zero-carbon vans are exempt for five years.

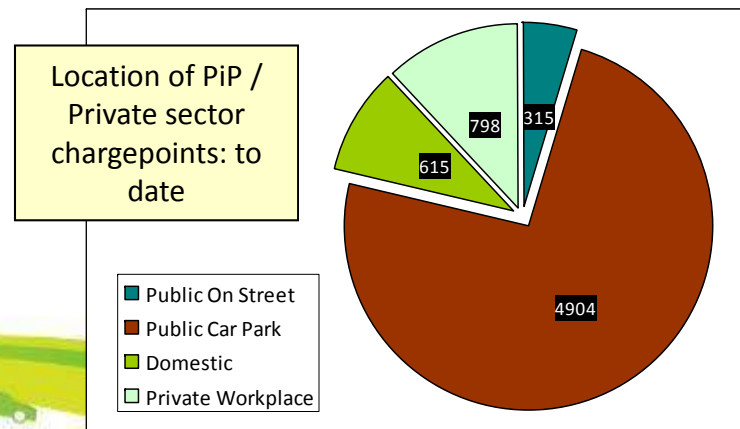
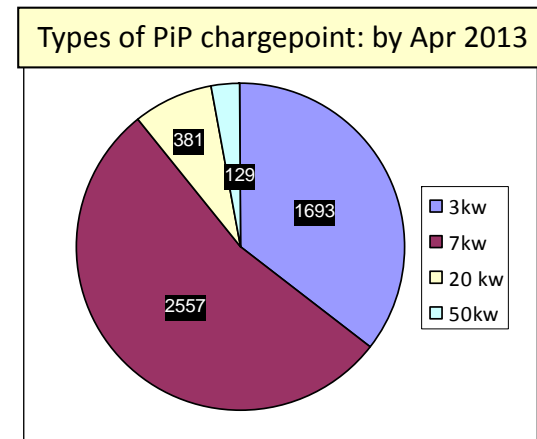
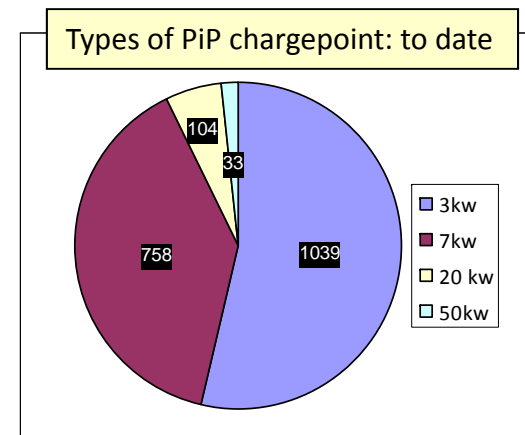
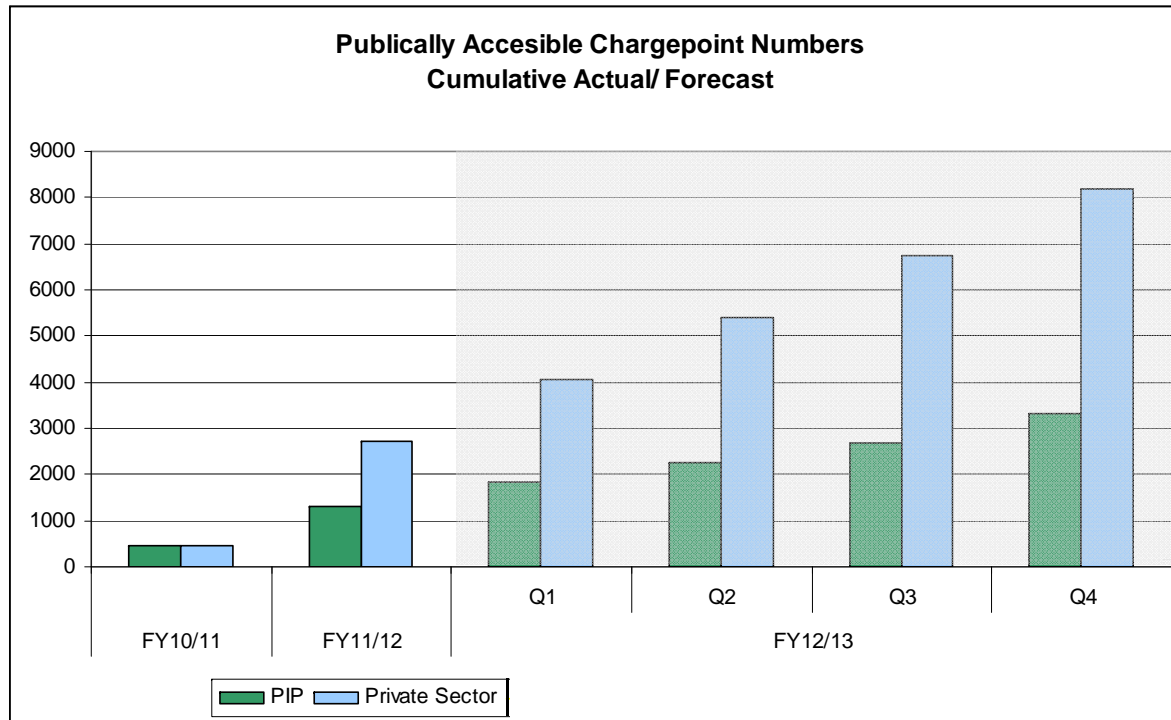
At the local level, other incentives include:

- **Congestion charge** exemption: £9-10 per day – £2000 per year (200 days)
- **Free residential parking**





# What? Infrastructure



# What? National Chargepoint Registry

The screenshot shows the Plugsurfing website interface. At the top, the browser address bar displays 'plugsurfing.co.uk'. Below the browser, there are several tabs and a search bar. The main content area features a map of the United Kingdom with a pop-up window for a specific charging point. The pop-up window contains the following information:






- Shared by: National Charge Point Registry
- available
- Motorline
- Rated (0)
- Unit 9, Dowding Way, Tunbridge Wells, Kent, TN2 3UY, United Kingdom
- Longitude: 0.284541
- Latitude: 51.155167
- Description: Unit 9 Dowding Way Tunbridge Wells Kent

At the bottom of the map, there are search filters and a search button. The filters include:

- Set your location:
- Search by provider: National Charge P
- Search
- View:  Nearest  Charging point (Public)  Plug Surfer (Private)
- + Add New Charging Point



# When? Not if.

<b>Renault ZOE</b>	BEV	2012	
<b>Toyota Plug-in Prius</b>	PHEV	2012	
<b>Ford Focus</b>	BEV	2012	
<b>Smart ED</b>	BEV	2012	
<b>Tesla Model S</b>	BEV	2012	

<b>BMW i3</b>	BEV	2013	
<b>BMW i8</b>	PHEV	2013	
<b>Ford C-MAX</b>	PHEV	2013	
<b>VW Up! blue-e-motion</b>	BEV	2013	
<b>VW Golf blue-e-motion</b>	BEV	2013/ 2014	





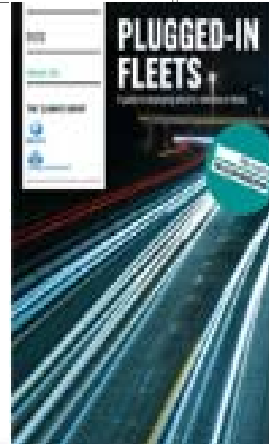
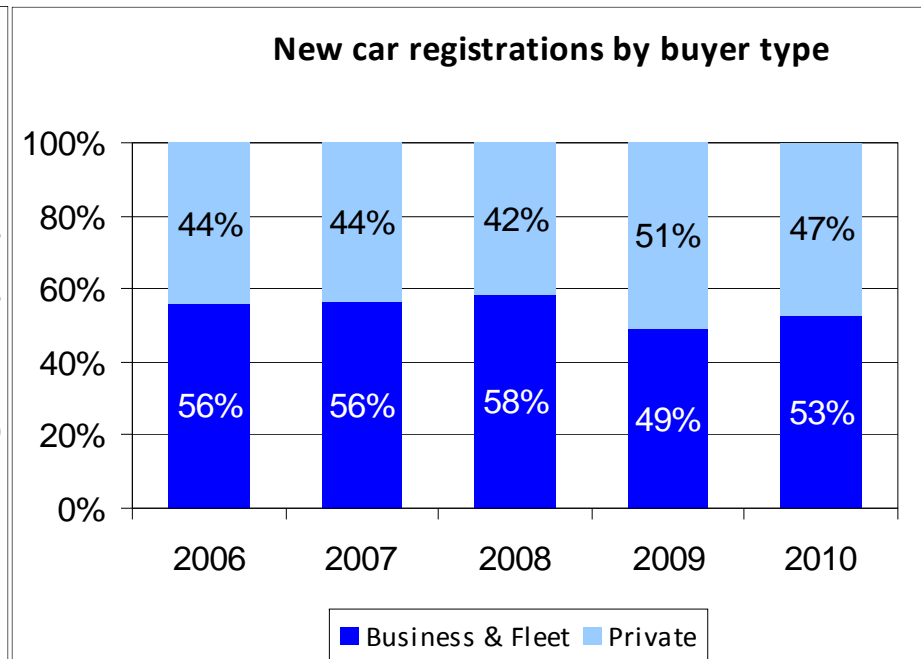
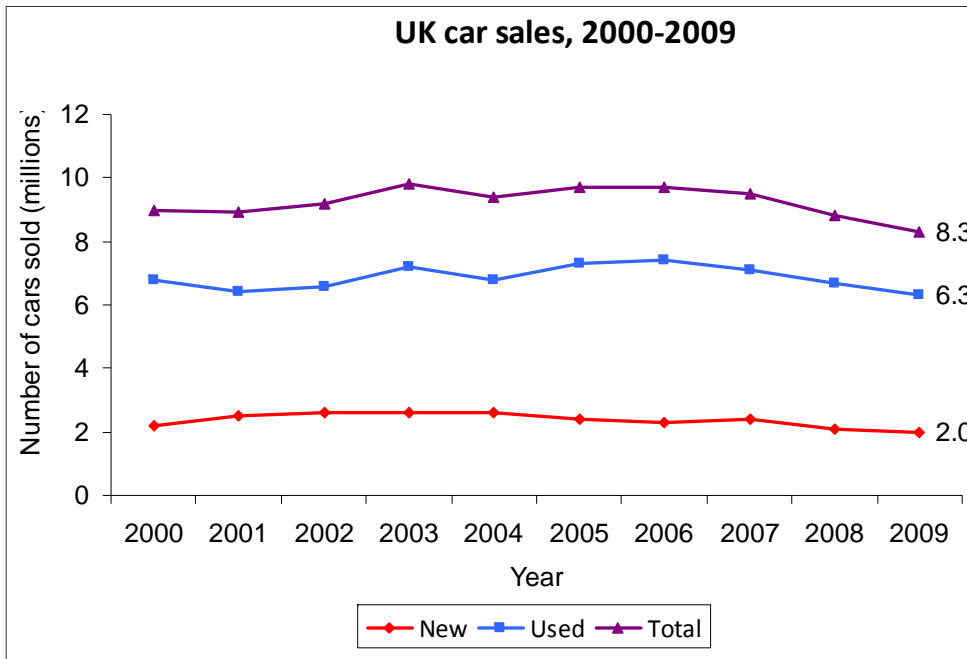
# Current barriers

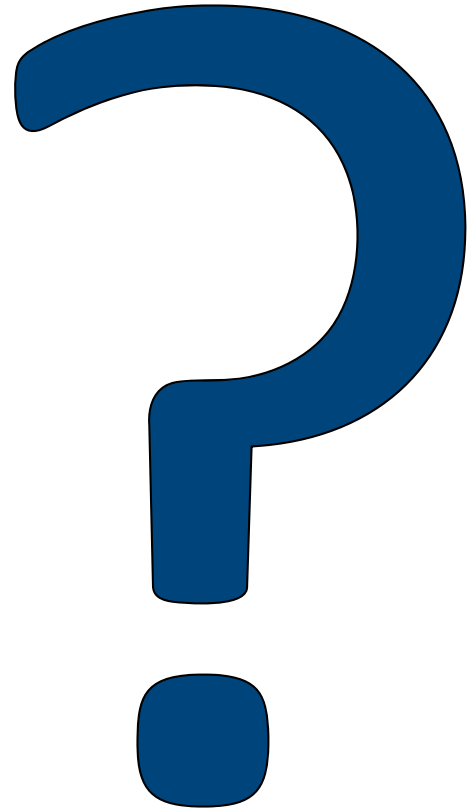


- Price
- Range (anxiety)
- Product range
- Perception
- Rarity / novelty
- Infrastructure
- Residuals
- Betamax



# Fleets = Very important









# Office for Low Emission Vehicles

**THANK YOU**

