

LOOKING  
BACK TO  
LOOK  
FORWARD...

LONDON 2010  
TO 2020



IF WE ALL  
KNEW THEN...  
WHAT WE ALL  
KNOW NOW!





Roger Atkins  
Electric Vehicles  
**OUTLOOK**

[www.electricvehiclesoutlook.com](http://www.electricvehiclesoutlook.com)



LINKEDIN  
TOP VOICE  
FOR EV  
280,000 +  
FOLLOWERS





CO-FOUNDER  
OF  
2 START-UPS  
JOSH & NAT



IT'S ALL ABOUT  
THE CHALLENGE  
OF MATCHING  
ECO WITH  
ECONOMIC







IT'S **ALWAYS**  
BEEN ABOUT  
A TWIN  
IMPERATIVE...  
CO<sub>2</sub>  
**AND**  
AIR QUALITY



TESLA HAVE  
BEEN THE BEST  
OF EV...

AND THE  
WORST OF EV!



HERE'S WHY!



MODEC'S  
MANTRA...  
URBAN  
OPERATING  
DEFINED  
MILEAGE  
BACK TO BASE





CAREFULLY  
QUALIFY THE  
COMMERCIAL  
PROPOSITION



**LESSONS LEARNED**

ENGAGE  
EARLY WITH  
DRIVERS &  
OPERATORS



**LESSONS LEARNED**

IDENTIFY  
POTENTIAL  
STRATEGIC  
PARTNERS



**LESSONS LEARNED**

SHELL AND BP  
NOW HAVE  
MAJORITY  
CONTROL OF  
PUBLIC EV  
CHARGING  
IN THE EU





A MIX OF  
CHARGING  
OPTIONS  
AHEAD  
PERHAPS?  
CABLE  
WIRELESS  
SWAP



**Momentum**<sup>®</sup>  
Wireless Power

BATTERY SWAP  
IS ALIVE AND  
KICKING!  
WITH  
CHINESE  
OEM  
NIO

**NIO**Power  
加电比加油更方便



“Wireless charging has the potential to deliver lower cost electric vehicle fleets, safer unobtrusive infrastructure and provides an important solution where constraints on physical space mean wired charging is not practical”

**UK Power Networks - 2019**



**LESSONS LEARNED**







Roger Atkins

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