



Cost advantages	Environmental advantages	Energy policy advantages
<ul style="list-style-type: none"> <li>&gt; Electricity considerably less costly than petrol per incremental km</li> <li>&gt; Battery costs falling</li> <li>&gt; Less exposure to rising carbon and oil prices</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Reduces NOx and SOx</li> <li>&gt; Reduces CO2 emissions</li> <li>&gt; Longer lasting vehicles</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Energy security</li> <li>&gt; Better electricity demand management</li> <li>&gt; Energy source independence</li> </ul>

The Better Place solution will work for the whole Australian fleet because our “smart charging” network management software actively manages energy demand from vehicles connected to our system. We can minimise the requirements for generation, transmission and distribution capacity that would otherwise result as more and more people plug in their electric cars.

Our solution is also based on international standards currently being developed within the ISO and IEC. This will allow drivers of both plug-in hybrid EVs and pure EVs to recharge their batteries on our system and ensure an open, competitive market for EV services.

**This is a unique opportunity for the Australian car industry**

Australia is the third country in the world in which Better Place is rolling out, and the first with a domestic car industry. It’s also the first right hand drive market. This presents the Australian car industry with an opportunity to build vibrant local and export businesses in this critical new era for the industry.

**For more information on Better Place or how you, your company, your community or your organisation can get involved, please visit [www.betterplace.com/australia](http://www.betterplace.com/australia)**



Better Place Australia is part of a global company dedicated to zero emissions driving. We will enable the transition to electric vehicles (EVs) in Australia by providing the infrastructure and services that make it easy, affordable and attractive for motorists to adopt and drive electric vehicles.

We are working with car and battery manufacturers to ensure a complete, efficient and compelling solution built around desirable EVs equipped with a new generation of safe, recyclable and reliable lithium-ion batteries. Our electric charging system, infrastructure and services will effectively replace those currently provided by the \$20B retail petroleum industry to support the petrol engine cars of the last century.

The switch to EVs will allow drivers to experience both the convenience of starting each day with a “full tank” and the exhilaration of smooth, quiet, and continuous acceleration. Drivers will no longer have to worry about fluctuating petrol prices, or be concerned that they are adversely affecting the air their family breathes or climate of the planet. They can also enjoy the economic benefits of lower maintenance and longer life cycles of simpler and more reliable motors.

#### The EV promise for drivers

- > Feel good about driving without emissions
- > Freedom from petrol price fluctuations
- > Start each day with a “full tank”
- > Instant torque and smooth acceleration
- > A quiet driving environment
- > Longer lasting, more reliable vehicles

#### The EV promise for Australia

- > Cleaner air in our cities
- > Reduced greenhouse gas emissions
- > A viable renewable energy sector
- > A sustainable future for the car industry
- > Domestic jobs in infrastructure and energy
- > Improved trade balance

The benefits of this transition for Australia will be dramatic: from cleaner air and lower emissions, to a stronger economy with more jobs and a healthier future for the car manufacturing and renewable energy sectors.

#### The future is electric

Personal transport in Australia will switch to electricity due to its superior economic, environmental and energy security outcomes. Given the two to three times greater efficiency of electric motors over petrol engines for powering a vehicle, and the lower cost of renewable based electricity than petrol as a source of power, there are huge economic benefits to be realised from investing in the infrastructure and batteries required to make the switch. Moreover, the cost of renewable energy and batteries will continue to fall while oil and other fossil fuels become more expensive.

EVs are also aligned with long-term trends in environmental and energy policy. EVs using renewable energy have no tail pipe emissions and no CO2 emissions. The shift to electric powered vehicles also significantly improves energy security and can benefit load management across the grid. Over the long term EVs also allow changes to the energy source without further changes to the fleet or infrastructure as new energy technologies – such as solar and geothermal – become more viable.

Unlike other alternative fuels, such as hydrogen and biofuels, EVs utilise an already existing energy distribution infrastructure – the electricity grid. This means the conversion to electricity can happen faster and for more vehicles.



#### Better Place is building a scalable solution

To fully enable the desired transition to renewable energy powered electric vehicles, Better Place will:

- > Install international standard charge spots in home garages, in car parks in offices, retail and commercial areas, and in local streets so that drivers can always stay fully charged
- > Develop and provide in-car information services which make energy management automatic and easy for drivers
- > Build range extending battery switch stations so that drivers can switch batteries during longer journeys in less than the time it takes to fill a petrol tank
- > Provide and maintain the lithium ion batteries for EVs, reducing the up-front cost of an EV purchase for the car buyer
- > Work with developers and suppliers of renewable energy to ensure we deliver zero emissions driving to our customers
- > Implement our vehicle and network management software to make sure the system is simple and cost effective for drivers and minimises impact on the electricity grid