Contents

Part I  Industry Perspectives

EV Business Models in a Wider Context: Balancing Change and Continuity in the Automotive Industry. .......................... 3
Peter Wells and Paul Nieuwenhuis

Four Business Models for a Fast Commercialization of Plug-in Cars ................................................................. 17
Mats Williander and Camilla Stålstad

Electrification of the Powertrain in Automotive Applications: “Technology Push” or “Market Pull”? ......................... 35
Vincent R.H. Lorentz, Martin M. Wenger, Reiner John and Martin März

Part II  Recharging

Identification of Market Models and Associated Billing Strategies for the Provision of EV Charging Services ............. 55
Annelies Delnooz and Daan Six

Business Case for EV Charging on the Motorway Network in Denmark ................................................................. 67
Victor Hug

Pricing Plug-in Electric Vehicle Recharging in Multi-unit Dwellings: Financial Viability and Fueling Costs ................. 89
Brett Williams and J.R. DeShazo
Solutions and Business Models for Wireless Charging of Electric Vehicles ........................................ 109
Axel Barkow, Gianni Campatelli, Riccardo Barbieri and Stefano Persi

Part III  Energy Systems

Electric Vehicles as Grid Support ................................................ 129
Kristian Handberg and Gill Owen

Energy Efficiency in Electric and Plug-in Hybrid Electric Vehicles and Its Impact on Total Cost of Ownership .............. 147
Matteo Conti, Richard Kotter and Ghanim Putrus

Part IV  Fleets

Evolution of E-Mobility in Carsharing Business Models .............. 169
Susan A. Shaheen and Nelson D. Chan

Personalized Total Cost of Ownership and Range-Capability Assessment as an EV Sales Accelerator ......................... 179
Sunny Trochaniak, Megan Allen, Eric Mallia, Jennifer Bauman and Matthew Stevens

Part V  Case Studies

Business Models for Electric Vehicles: Lessons from the Japanese EV Ecosystem ........................................ 197
Claire Weiller and Andy Neely

Orchestrating Ecosystem Co-opetition: Case Studies on the Business Models of the EV Demonstration Programme in China ......................................................... 215
Tianjiao Shang, Ying Chen and Yongjiang Shi

EVs to Reduce Dependence on Imported Oil: Challenges and Lessons from Maui ........................................... 229
Anne Ku

Charging up Chile: Enabling Shared, Electric Mobility in an Emerging Market ........................................ 249
Praveen Subramani
Electric Vehicle Business Models
Global Perspectives
Beeton, D.; Meyer, G. (Eds.)
2015, VIII, 271 p. 64 illus., 52 illus. in color., Hardcover
ISBN: 978-3-319-12243-4