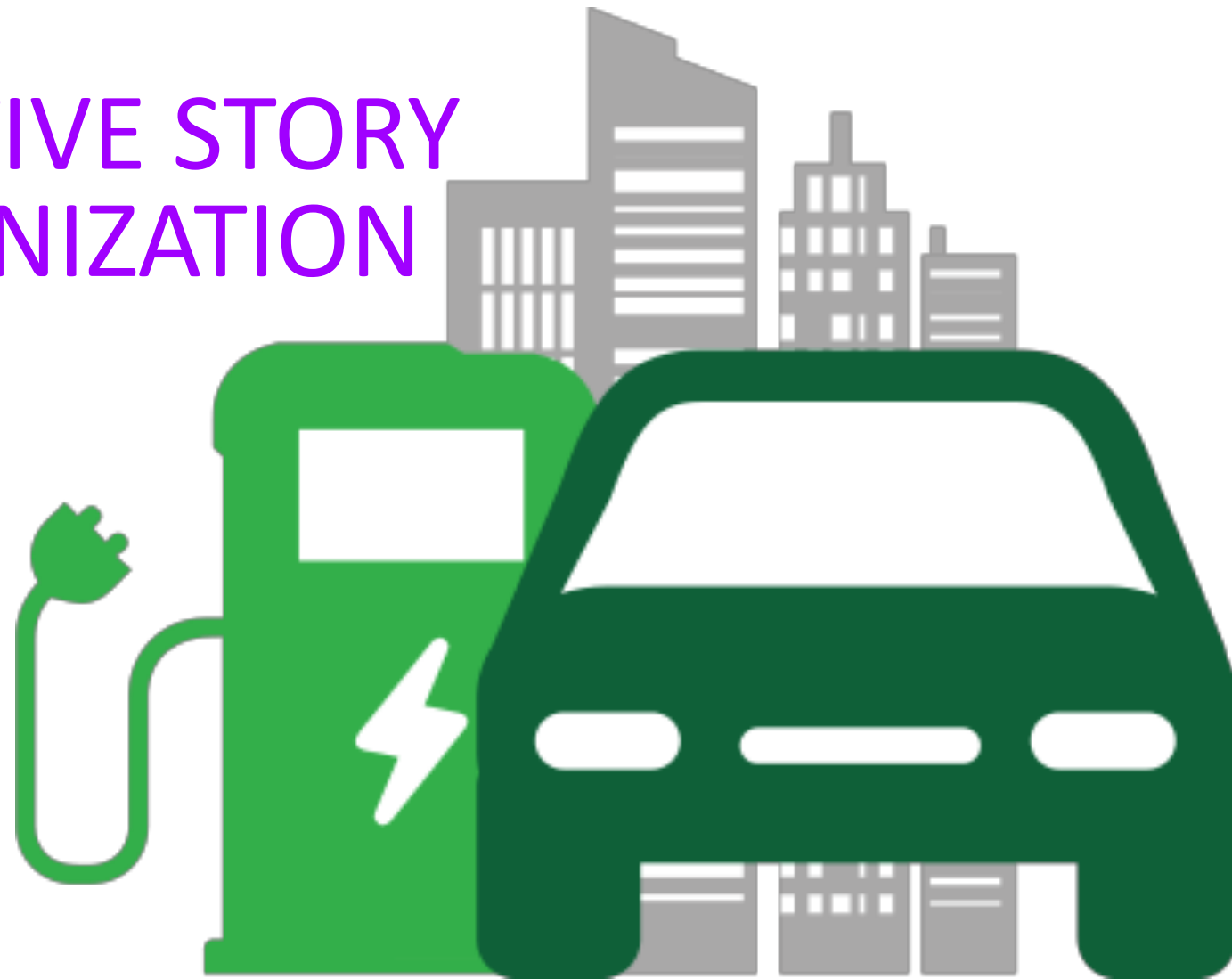


ORANGES & URGENCY

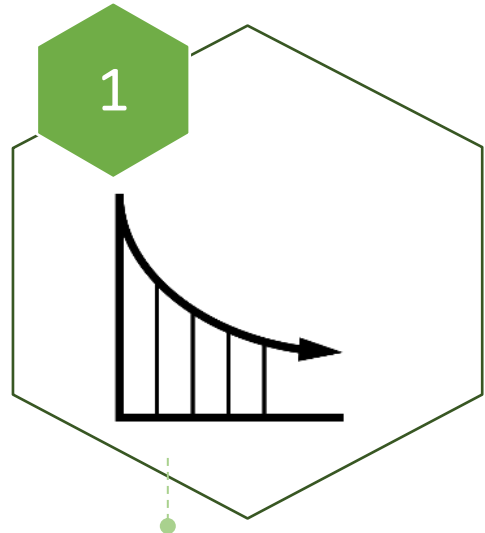


GETTING THE INCENTIVE STORY RIGHT FOR DECARBONIZATION

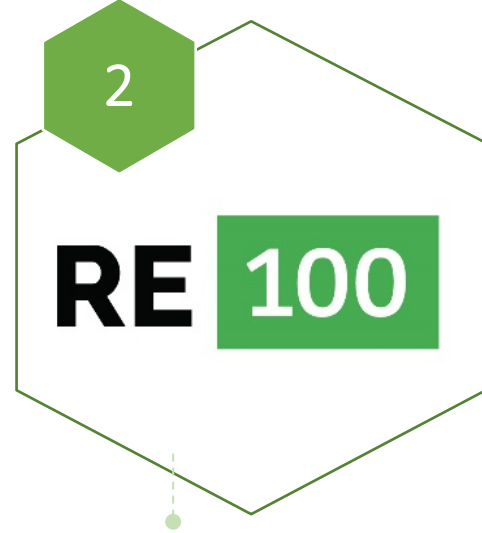
Molly Bauch



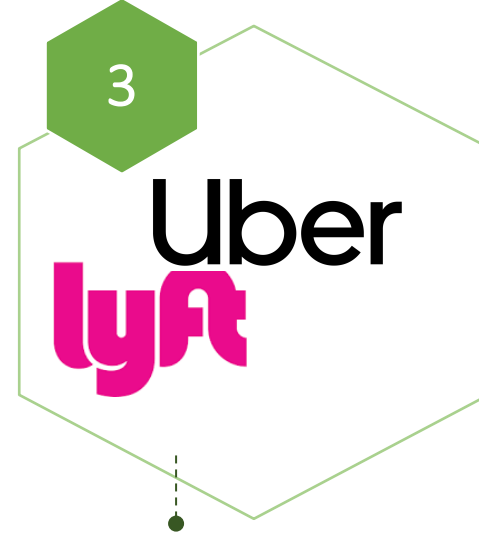
Macro Trends Influencing Transportation



**Declining Tech
Cost Curves**



**Sustainability
Mindset**



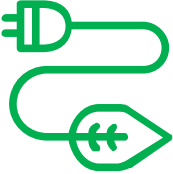
**Mobility as a
Service**



**Asset Management &
Optimization**

BUT ACCELERATING EV adoption requires overcoming three primary challenges

ENVIRONMENTAL



Renewable energy to source

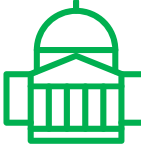


Battery recycling or repurposing

COST PARITY



Price parity



Reliability of government subsidies

USE CASE PARITY



Fast-charging infrastructure

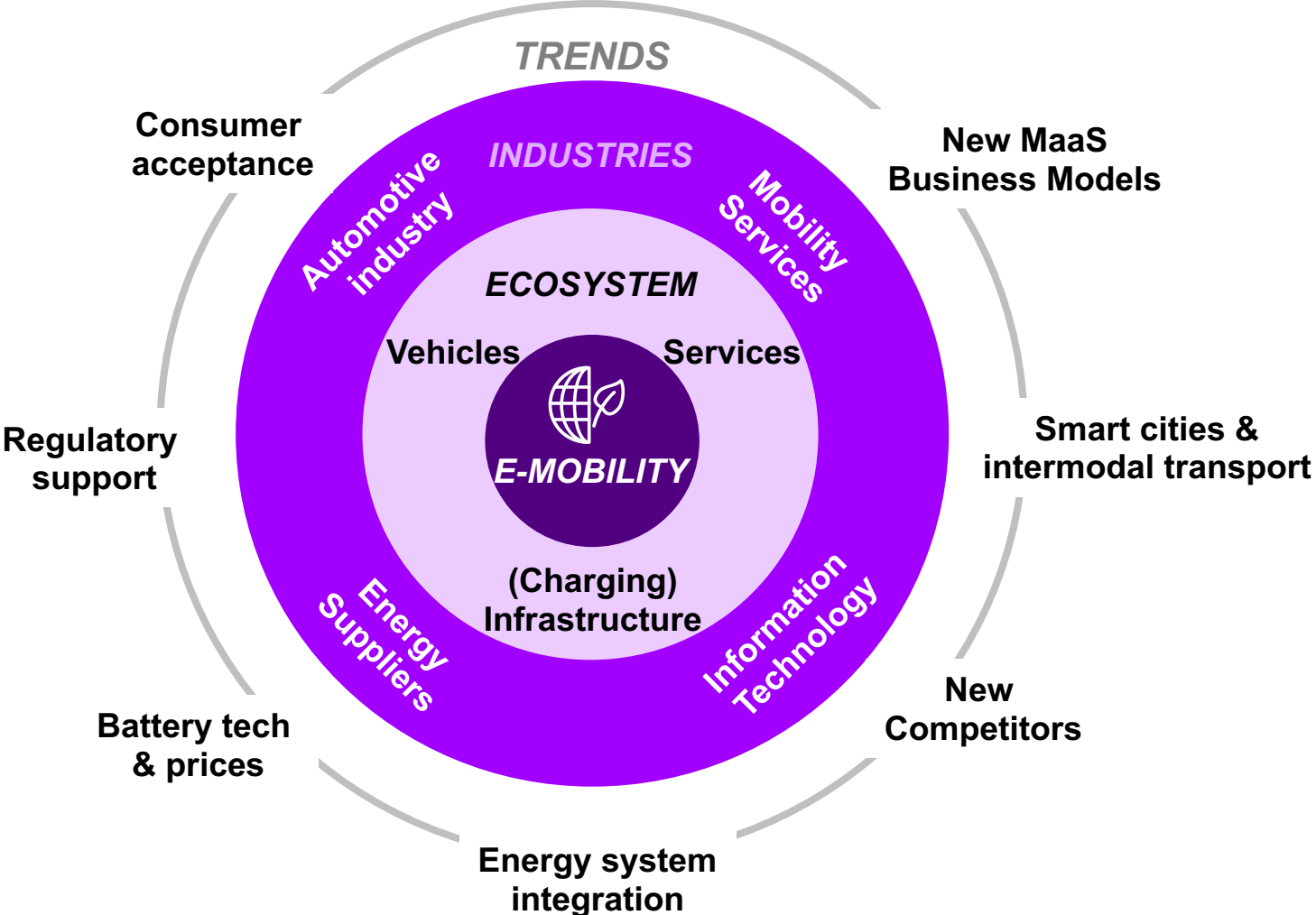


Charging availability across markets

2022

Point of cost parity

Overcoming these challenges requires an ecosystem of partners

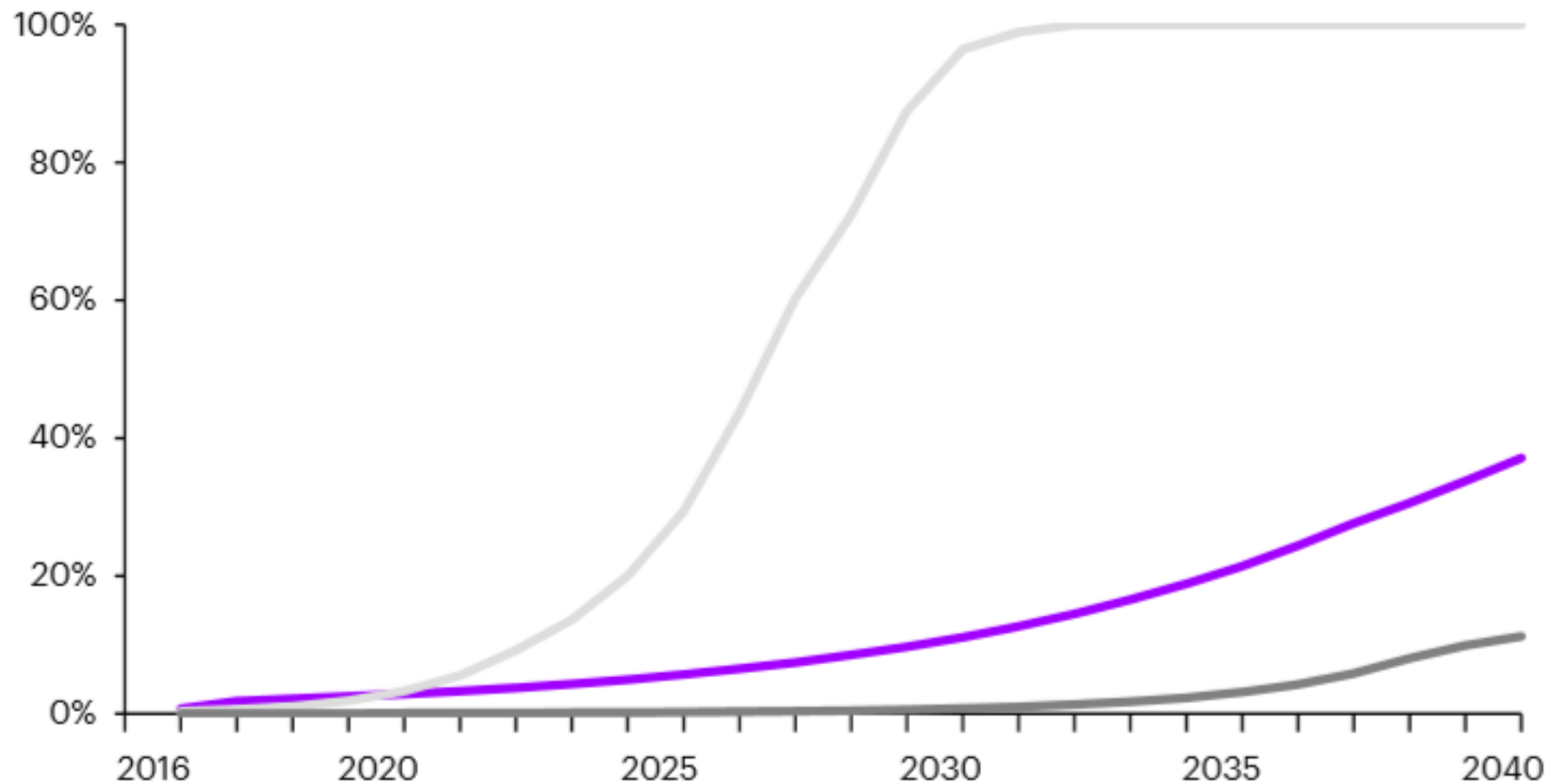


US Forecasted EV Growth

Cars and light duty vehicles

Electric vans and small commercial

Municipal buses





For Mobility &
Transportation to enable a
Carbon Free DC, **we must
first align corporate
incentives to compel
urgency**