



# **PHEV Market Introduction Study Workshop**

Blue Team

Breakout Session Report

December 2, 2008



# Major Findings

- Must conceptualize the inter-linkages between all stakeholders
- Should be a national policy issue, not just market driven
  - “Like the Highways Program”
- Need a gas tax for transformation investment



# Top Priority “Pinch Points”

- Battery Issues
  - Production Capacity
  - Reliability and Warranty
- Consumer Acceptance / Education
- Codes and Standards
- Charging Stations/Locations
  - Home Charging
  - Standardized Charging Stations
- Low Gasoline Prices
- (Fleet turnover, missed yesterday)



# Top Priority Policies, Incentives and Regulations

- Energy Policy Driven Effort
  - Determine electrification role
- Efficiency Incentives (for OEMs, suppliers, utilities, and customers)
- Federal Gasoline/Petroleum Tax and Rebate/Feebate Program



# Messages for DOE/ORNL

- Look at these issues from a national energy policy perspective, not just a market development perspective.
- Integrated solutions required
  - Economic, social and environmental
- Won't be cheap
- Near, mid and long term strategies that extend across multiple administrations