



**ELMO**

# Electromobility program

**KredEx**

» [elmo.ee](http://elmo.ee)

**KREDEx**

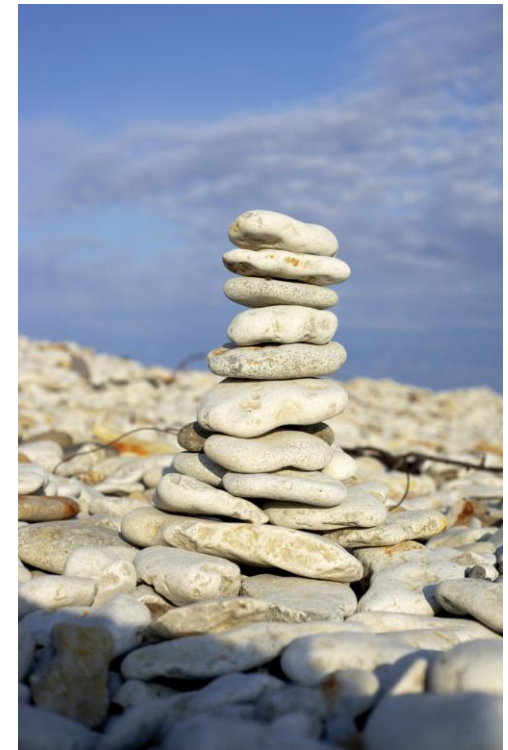


# KredEx is a self-sustainable state owned financial institution

\* Under the jurisdiction of the Ministry of Economic Affairs and Communications

Founded in 2001

- **Guarantees, loans, grants**
- **State guarantee for:**
  - Housing loan guarantees
  - Business loan guarantees
  - Export guarantees



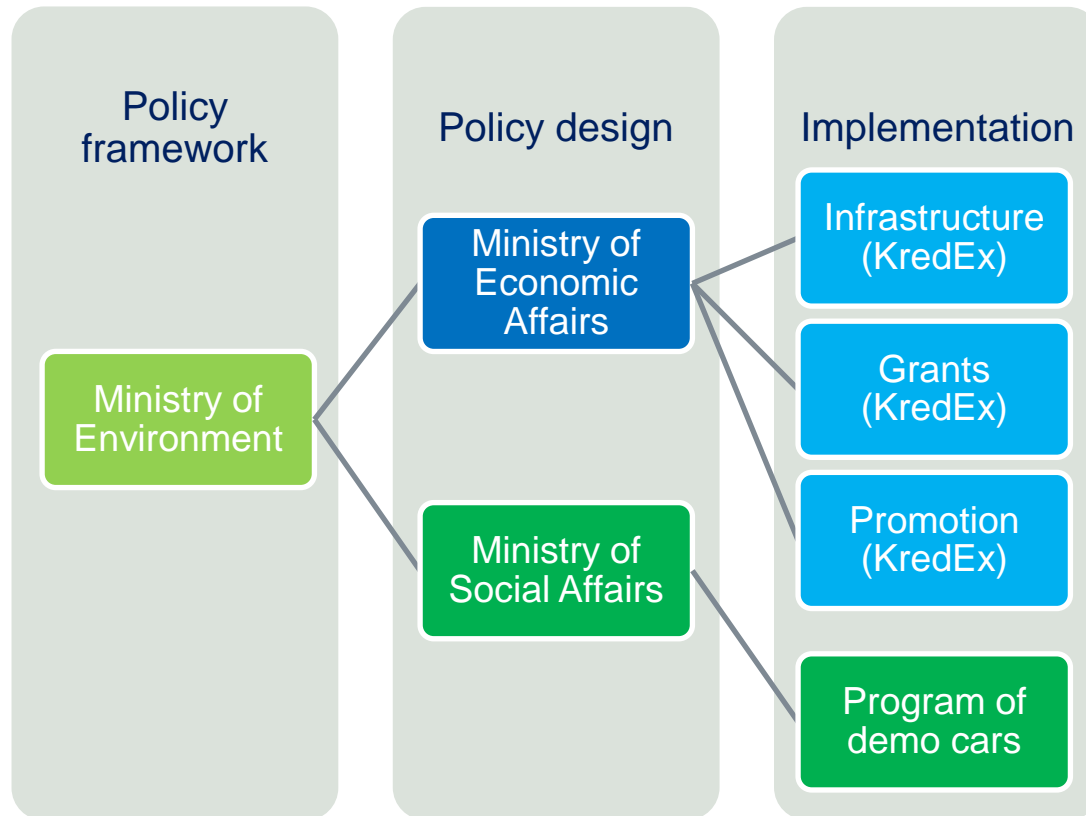
# Partner in EV program: Mitsubishi Corporation

Global emission trade  
to support the eco-  
innovation

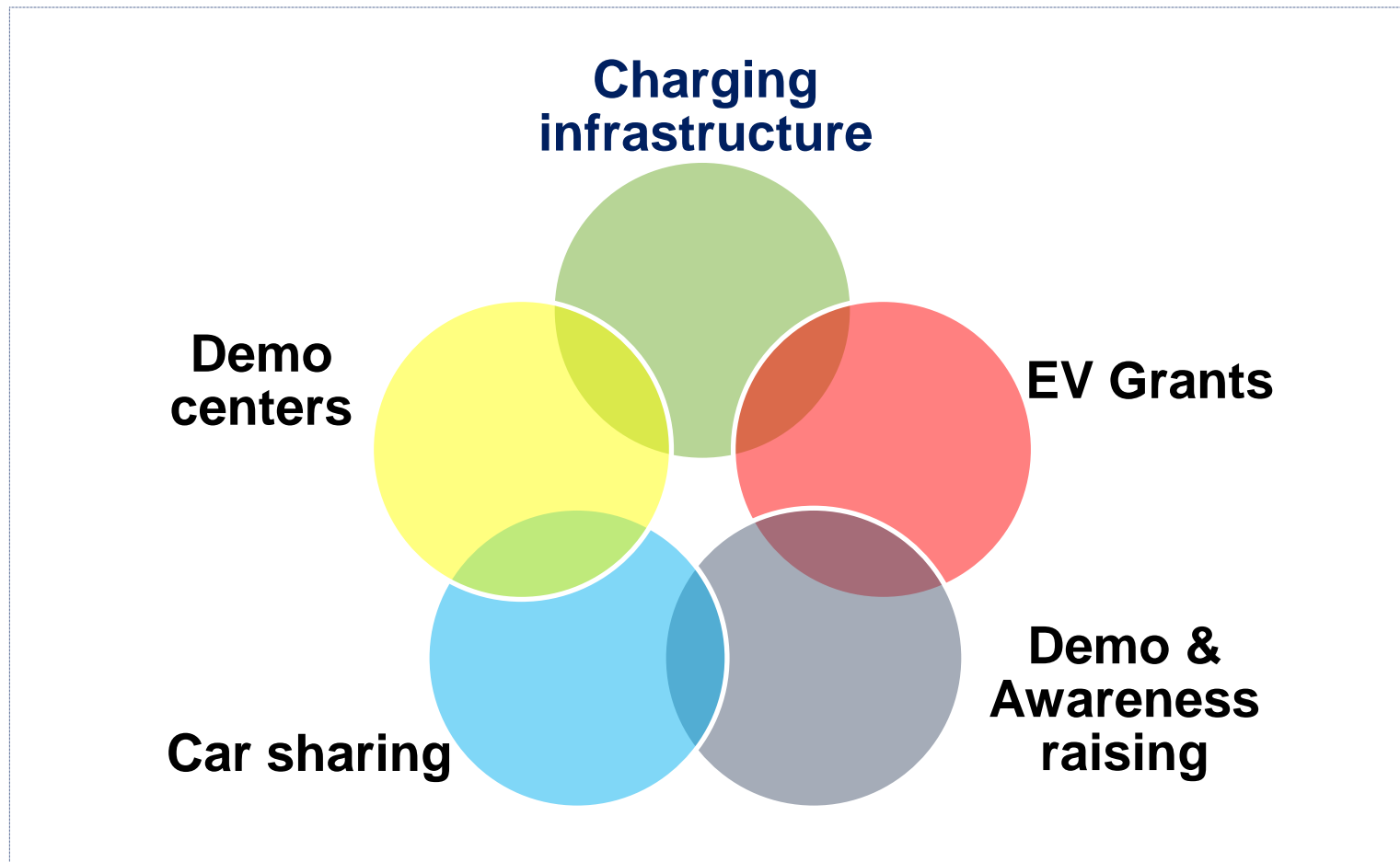
Estonia sells  
10m AAUs of CO2  
emission quota to  
Mitsubishi Corp to  
finance electromobility  
program



# Policy implementation process



# Fitting the pieces together





# EV GRANTS



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# Purchase grants

- Goal: to speed up the demand for EVs
- Bring down the upfront cost of EV's
- Grant period: 2011-2014 (December)
- Budget: more than 9 MEUR →
  - 500-600EVs
  - Average grant 16 500 EUR



# Supported EV

- the maximum speed exceeds 60 km/h;
- the electric car is purchased from a country belonging to the European economic area or Switzerland;
- the buyer of the electric car is its first owner or the period of the first registration does not exceed 6 months (demo cars);
- car warranty at least 2 years, the battery warranty at least 5 years;
- the electric car has an EU type certificate



# Electric vehicle grants

**Up to 50%**

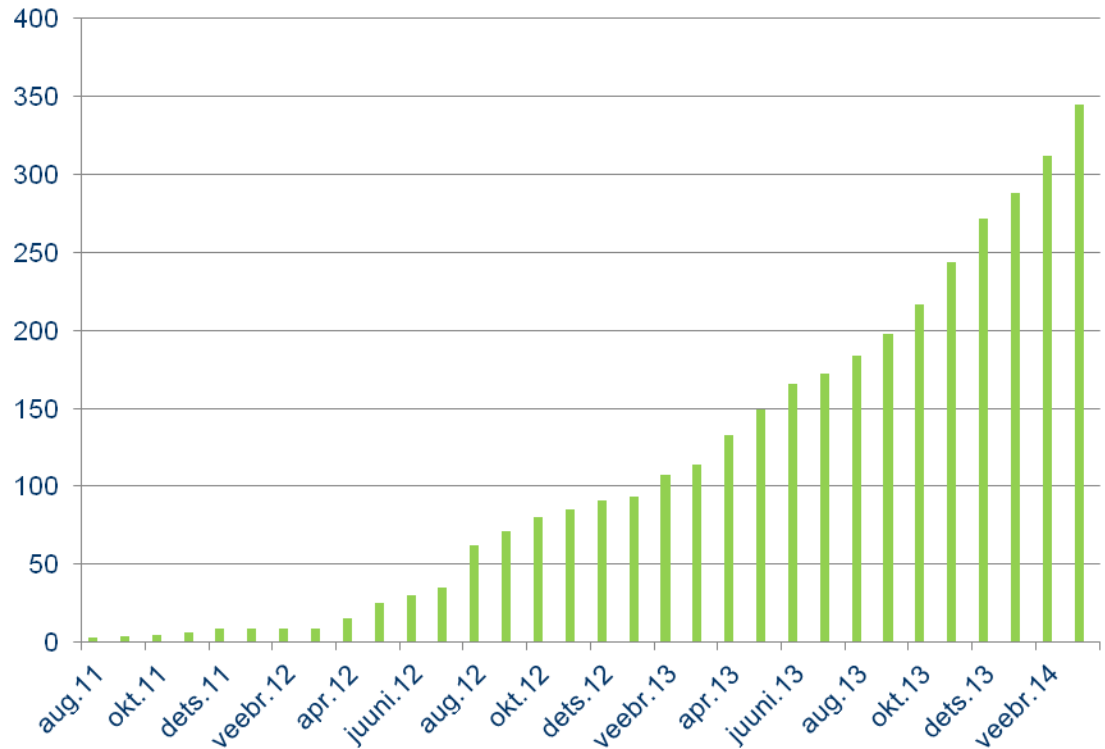
from the price for full-EV

Max 18 000 EUR

per car,

+ 1000 EUR

for home charger



# Plugin-hybrid grants

- Since November 2012
- From 7%-30% grant from upfront price
- Depends on battery capacity





# Summary (March 2014)

- Total number of applications 351 (accepted)
- Car brands 14
  - 192 Nissan Leaf
  - 25 Mitsubishi iMiEV, Mia Electrics
  - 12 Tesla Model S
- 55% company applications
- 77% applicants from Harju county (incl Tallinn)



The unique large scale EV infrastructure project in Europe

# CHARGING INFRASTRUCTURE



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# Quick charging network

## Quick facts

Project start: June 2011

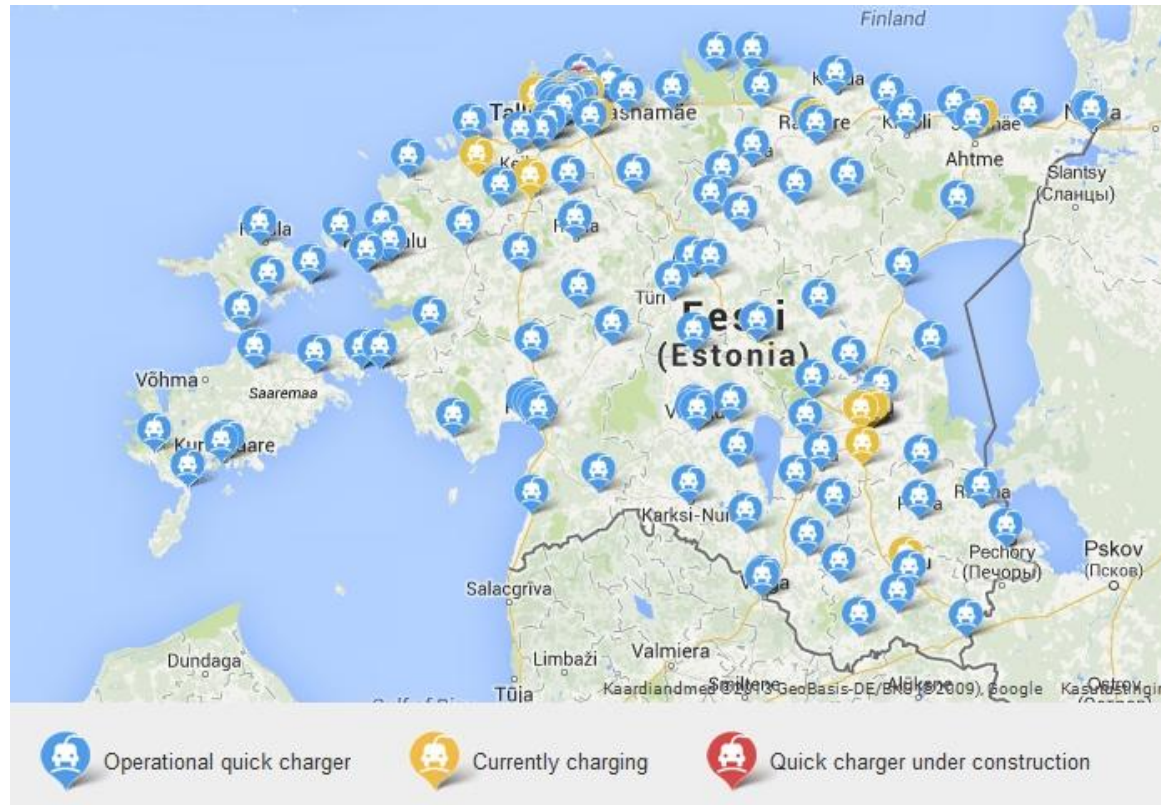
Installation start: June 2012

Quick chargers working: 163

Total number: 165-168

The distance between quick charging points is 40-60 km

Locations: parking areas, petrol stations, cafes, shops, etc.



# DC+AC fast charger

- DC: CHAdeMO
- AC: 22kW Type2
- ABB
- Authentication:
  - RFID
  - Mobile



# Operating model

## Services

Private operator, selected by **KredEx** for 5 years

Charger  
control and  
maintenance

Business  
services

Customer  
support

Security  
services

Asset  
management

KredEx selected private operator to run the charging network for 5 years.

Operator will receive a service fee for the operation. No profit from energy sales during initial 5 years.

## Assets

Owned by **KredEx**

Quick  
chargers

Network  
management  
system

Locations  
for  
chargers

High power  
grid  
connections

Intellectual  
property



# Statistics

- More than 43 000 charging sessions served
- More than 390 MWh of energy delivered to EVs
- More than 700 customer accounts / many with multiple RFID-cards (active users 300-400)
- Average session:
  - Duration: 28 minutes
  - Amount of energy charged: 8,8 kWh





# DEMONSTRATION AND AWARENESS RAISING



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# Demonstration fleet

507 x

FOR SOCIAL WORKERS  
AROUND ESTONIA



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KREDEx



# Promotion of EV's

- Create awareness
  - ELMO brand and visual identity
  - Public relations management
- Campaigns
  - Outdoor
  - TV commercials
  - Online advertising
- Engage the enthusiasts
  - social media
  - EV tours

# Outdoor advertising

Elektriauto. Nutikas valik.

Ostutoetus  
**18 000 €**

 ELMO

elmo.ee

Tuudab KREDEx

This advertisement features a white Nissan Leaf electric car on a dark blue background with a pattern of light blue snowflakes. A large light blue circle on the right contains the text 'Ostutoetus 18 000 €'. The ELMO logo and website 'elmo.ee' are at the bottom. Logos for 'Tuudab KREDEx' and 'ARMAS TANEESTI MAAD' are in the top right corner.

Puhas sõidurõõnu.

Mugav!

 ELMO  
RENT

elmo.ee

Tuudab KREDEx

This advertisement features the same white Nissan Leaf electric car on a light grey background with a pattern of light blue snowflakes. A large light blue circle on the right contains a white smiley face and the text 'Mugav!'. The ELMO RENT logo and website 'elmo.ee' are at the bottom. Logos for 'Tuudab KREDEx' and 'ARMAS TANEESTI MAAD' are in the top right corner.



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Drive the EV without owning one

# CAR SHARING



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# Cars

A5



16 Nissan Leaf

B5



8 Mitsubishi iMiEV



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# Car sharing in Tallinn and Tartu



- Self-service short term rent over the mobile phone
- Pick-up & Drop-off in hotspots
- Rental sessions added to your monthly bill
- Charging is free
- 6 EUR first hour, next hour 3€, max 30€ per day



**ELMO RENT** Home Usage Prices Rentalspots Cars Terms

## Pure driving pleasure

Find the nearest car Available Cars Return point

### Register

It is easy and quick to become a user: fill in some fields, pick a user package, sign by ID-card and you can start driving!

**START**

### Login

Your ID code

Your password

**KAART** **ENTER**

[Forgot your password?](#)

### Freedom to travel all over Estonia

Now you can use 16 Nissan Leaf and 8 Mitsubishi iMiev electric rental cars in Tallinn and Tartu.  
[Read more about ELMO Rent](#)

### Packets

Right now you can use the service with a single pricing package. Later we will add more, taking into consideration that people use a rental car for different purpose and therefore need different pricing.  
[Read more about pricing](#)

### How does it work?

ELMO Rent is easy. Register as a user, sign by ID-card and you can start driving right now.  
[Read more about using service](#)

<https://rent.elmo.ee/>



[»elmo.ee](https://elmo.ee)





# Statistics (July 2013/March 2014)

- More than 2 100 registered clients
- 4 000 rental sessions (49 000 h)
- Average:
  - rental session 13 h,
  - milage112 km

# Demo center in Tartu





# THANK YOU!

More information:  
[www.elmo.ee/eng](http://www.elmo.ee/eng)



» [elmo.ee](http://elmo.ee)

KREDEX

