WESTERN POWER DISTRIBUTION

INNOVATION

# NEXT GENERATION NETWORKS

## Marketing and PR Report
## April 2018
## Electric Nation

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Glossary

| Abbreviation | Term |
|---|---|
| BEIS | Department for Business, Energy & Industrial Strategy |
| DfT | Department for Transport |
| EV | Electric vehicle |
| LCNI | The Low Carbon Networks Innovation Conference |
| LCV | The Low Carbon Vehicle Event |
| Ofgem | Office of Gas and Electricity Markets |
| OLEV | Office for Low Emission Vehicles |
| PR | Public relations |
| SMMT | Society for Motor Manufacturers and Traders |
| WPD | Western Power Distribution |

# 1 Introduction

This report provides a comprehensive overview of all marketing and public relations (PR) activity that has taken place for the Electric Nation project (the Project) from February to April 2018. EA Technology manages all aspects of marketing and PR for the Project on behalf of Western Power Distribution (WPD) and its project partners and suppliers. Automotive Comms delivers strategic direction and all associated marketing and PR services for the Electric Nation project.

## 1.1 Electric Nation

Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.

Electric Nation, the world's largest domestic electric vehicle (EV) trial, is revolutionising domestic plug-in vehicle charging. By engaging 500-700 plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention.

The project is developing and delivering a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.

The development of the project deliverables is being informed by a large-scale trial involving plug-in vehicle drivers that will:

- Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.
- Build a better understanding of how vehicle usage affects charging behaviour.
- Evaluate the reliability and acceptability to EV owners of smart charging systems and the influence these have on charging behaviour. This will help to answer such questions as:
    - Would charging restrictions be acceptable to customers?
    - Can customer preference be incorporated into the system?
    - Is some form of incentive required?
    - Is such a system 'fair'?
    - Can such a system work?

The results of this project will be of interest and will be communicated to the GB energy/utility community, UK government, the automotive and plug-in vehicle infrastructure industry and the general public.

# 2 Marketing and PR Aims and Objectives

## 2.1 To support recruitment - overview

A key aim of marketing and PR under the Electric Nation project is to demonstrably support DriveElectric's customer recruitment goals to achieve 500-700 WPD customers recruited into the project trials by April 2018. To this end, weekly project management telephone calls organised and facilitated by EA Technology between itself, Automotive Comms and DriveElectric have ensured that the marketing activity has provided the recruitment campaign with the tools that it needs in order to boost and maintain customer engagement in the project. These calls now take place every other week, due to the fact that the recruitment stage of the project is complete. WPD is invited onto these calls on an ad hoc basis to keep the WPD team informed, engaged and updated as required.

## 2.2 To support dissemination - overview

Formal reporting and dissemination of information and results, being technical where appropriate, is required to relevant government-related organisations such as Ofgem, OLEV, BEIS and DfT, as well as the utilities (including all GB distribution network operators, energy suppliers and generators), energy industry and consultants. The primary message to these stakeholders is focused on progress and results of the trial, and technical measures that can be adopted around electric vehicle demand management, and potentially vehicle to grid technologies.

More general and less technical cross-sector and customer dissemination of information and results will be directed to Government, public sector, academic and professional bodies and institutions, and to the general public to an extent.

# 3 Marketing and PR Strategy

The marketing and PR strategy underpins all communications and dissemination activity for Electric Nation. It establishes a uniform approach to describing the project, its funding mechanism and key collaboration partners, together with both a long and short summary for the project (Appendix 1), as well as the key communication messages for use by all project partners and suppliers.

## 3.1 Key recommendations

The strategy identified the need to intercept buyers of plug-in vehicles before orders for vehicles and charge points are placed. These customers must live in WPD's area of the South West, South Wales, and Midlands; a map and postcode checker have been developed and used in the maximum amount of communication and housed on the Project's website. The strategy also identified the following:

- DriveElectric to encourage people taking out new plug-in leases to take part
- Need to encourage manufacturers, and critically their dealers, to promote the project
- Wider marketing, communication and PR, ultimately targeting all people who may be considering buying a plug-in vehicle in the near future

Managing expectations is critical to Electric Nation; there may be people who are keen to take part but who may not be able to do so due to a number of reasons, such as:

- They are outside of the initial areas
- Their property may not be suitable to have a charging point installed
- They may have to wait too long to acquire a vehicle
- All places for their vehicle technology may be already filled

Therefore, the Project is careful to manage expectations in all its communication; all communications material stress phrases such as "subject to eligibility and availability".

Trial participants and conduits to engagement / recruitment are:

- Potential trial participants, i.e. primarily prospective plug-in vehicle buyers
- DriveElectric customers
- Plug-in vehicle manufacturers and their dealers
- The Go Ultra Low Cities of Milton Keynes, Bristol and Nottingham / Derby through the relevant delivery organisations and Councils
- Low carbon/low emission automotive organisations (e.g. LowCVP)
- EV charge point/equipment suppliers and installers, particularly those companies contracted by DriveElectric to install the smart chargers under the Project
- Other automotive industry organisations (e.g. SMMT)

In this period, trial recruitment has continued apace exceptionally well. Integrated partnership working between EA Technology and DriveElectric has achieved great results with 700 trial participants now recruited into the project. The number of smart charger installs is expected to be slightly less than the 700 due to delays in vehicle delivery to customers. DriveElectric forecasts that the full complement of smart chargers (676 – 680) will be installed by May 2018. The project website is under revision to remove the invitation to apply and related application forms etc.

EA Technology continues to develop a positive and ongoing relationship with the Office for Low Emission Vehicles, which is supportive of Electric Nation, with smart charging being on the UK Government policy's agenda under the new Automated and Electric Vehicle Bill[1]. EA Technology met with the Head of Energy for OLEV on 4 January 2018 to provide an in-depth update on Electric Nation. As a result of this engagement, the project has been offered OLEV's Electric Vehicle Home Charge Scheme charging data; the MOU in relation to this data was signed in this reporting period. This data, depending on content and quality, may be enhance project/trial analysis and, in particular, the development of the Network Assessment Tool.

As the project moves further into the demand management phase with its customers, management of trial participants' expectations continues to be critical. EA Technology is supporting DriveElectric's engagement with trial participants through provision of timely and appropriate letters and email communications, as well as information on 'closed' web pages on the project website, offering information on the Greenflux app. Information on the CrowdCharge app will be available to trial participants in the next reporting period.

[1] The Automated and Electric Vehicle Bill is currently going through Parliamentary process this year, as a successor to the Vehicle Technology and Aviation Bill.

# 4 Activity in this Reporting Period

During this period, activity has been geared towards:

- Supporting trial recruitment: maintaining and increasing momentum in both registrations of interest ('leads') and securing commitment to taking part in the trial, evidenced through numbers of smart charger installations completed
- Planning for managing customer expectations as the trial recruitment phase comes to a close
- Dissemination of early learning: of charging and plug-in times, at events such as Ecobuild and Utility Week Live

## 4.1 PR and event presence to support dissemination - activity

EA Technology has attended a number of relevant industry events to raise the profile of the Electric Nation project and to share early learning arising from the 'funnel diagram' showing spare capacity for managed charging.

Mark Dale from WPD presented at Ecobuild that took place 6-8 March, which was reported here:
http://www.electricnation.org.uk/2018/02/07/electric-nation-at-ecobuild-2018/

Gill Nowell from EA Technology highlighted the Electric Nation project as part of a presentation she delivered at the North Wales and Mersey Dee Energy Summit on 12 April.

Mark Dale from WPD presented the project at the Utility Week Future Networks Conference on 18 April 2018, to share the latest on domestic smart charging and the trial to industry and interested stakeholders:
https://twitter.com/electricnation_/status/986210522239553536

There has been one main news item in this reporting period, to disseminate early learning from the Electric Nation customer surveys (see Appendix 2):
http://www.electricnation.org.uk/2018/04/17/what-has-been-learnt-so-far-from-electric-nation-surveys/

## 4.2 Smart Charging Explainer Video

A highlight of this reporting period has been the edit and launch of the WPD produced video, featuring Mark Dale, to explain smart charging through the medium of the Electric Nation model.

This video has been featured in a news item:
http://www.electricnation.org.uk/2018/03/01/new-video-explains-how-the-electric-nation-smart-charging-system-works/

The news item has been circulated on social media (Twitter and LinkedIn). The video will be used by the project and its partners at forthcoming shows such as LCV and LCNI.

## 4.3 Social media

Social media is recognised as a key tool to support both trial participant recruitment activity and dissemination in the Electric Nation project. All project-related social media activity is supported by a WPD approved Social Media Policy, which has been circulated to all project partners and suppliers.

### 4.3.1 Twitter

Responsibility for managing the Twitter account is split between EA Technology and DriveElectric. This approach maintains the delineation between DriveElectric and its customer interface role, and EA Technology, which must have no direct communication with customers, as per the project's Customer Engagement Plan.

EA Technology is responsible for:

- Maintaining a pipeline of relevant EV-industry related news tweets (and retweets)
- Tweeting news directly linked to the Electric Nation Twitter account
- Tweeting Electric Nation project updates to support learning dissemination activities on behalf of the project and its partners / suppliers

DriveElectric is responsible for:

- All customer interaction and communications through the Electric Nation Twitter account. This includes responding to all queries, complaints and comments in general in a timely manner
- Monitoring the Electric Nation Twitter account on a daily basis to enable timely responses, and to manage unwanted contacts
- Scheduling daily / bi-daily tweets to support recruitment activities
- Tweeting about Electric Nation EV test drive events and related recruitment activities

The Electric Nation Twitter account (@ElectricNation_) was launched at LCV 2016 to align with the official launch of the project and its recruitment activity. To date, the Electric Nation Twitter account has 1,588 followers, an increase of 36% since the last reporting period. The account has delivered 820 tweets, a 20% increase since last reporting period and achieves a good level of retweet activity, including regular retweets by WPD, the Office for Low Emission Vehicles, and project partners and suppliers.

Table 4.1: Twitter activity increase from last reporting period

| Item | Last reporting period | Current reporting period | % increase |
|---|---|---|---|
| Twitter Followers | 1,165 | 1,588 | 36% |
| Tweets | 686 | 820 | 20% |

### 4.3.2 Facebook

Electric Nation has a Facebook page that is customer-facing and is therefore managed by DriveElectric, albeit its set up was supported by Automotive Comms to ensure branding and message were in line with strategy. Progress on this front is reported under separate cover by DriveElectric.

## 4.4 PR report

In this reporting period there have been ten items of project news produced on the project news section of the website, and disseminated via Twitter.

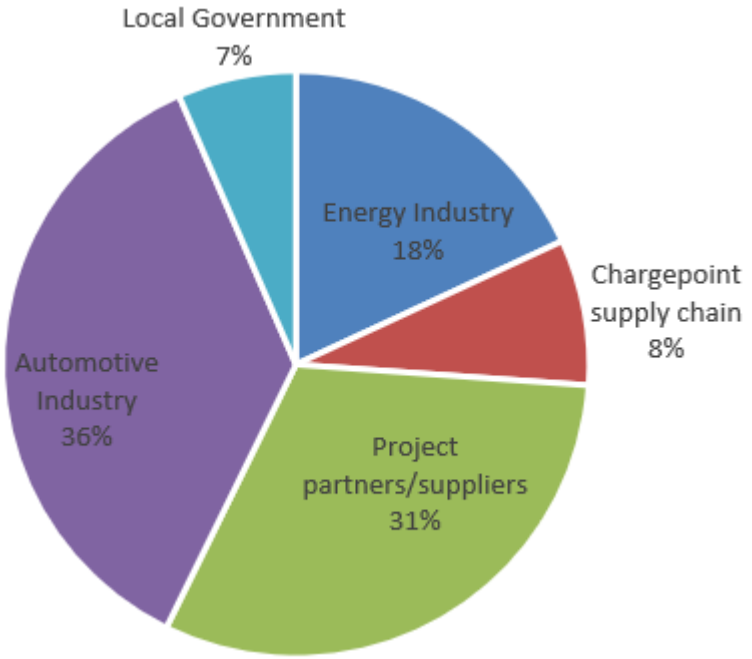



Figure 4.1: Press release coverage by sector

The breakdown of coverage by sector in Figure 4.1 shows that 36% is by automotive publications, a decrease of 1% from the last reporting period, with 31% by project partners and suppliers, which is a 1% decrease on the last reporting period. Energy sector coverage has increased by 1% to 18%.

It has been an aim of the marketing and PR strategy from the outset to encourage uptake and dissemination of press releases by the collaboration partners and suppliers, and to engage effectively with the automotive sector to raise awareness of the challenge of EVs connecting to local electricity distribution networks, and the demand management solutions being trialled through Electric Nation. The press release coverage breakdown indicates that the project is effectively reaching out to these stakeholders, albeit coverage overall has been quieter than in previous reporting periods due to the natural lull in activity as the recruitment phase ends.

The charging point supply chain contribution remains steady at 8%. Coverage from local government has increased slightly from 6% to 7%.

The total number of PR items captured is 199 over the project lifetime to date.

# 5 Next steps

The Project team at EA Technology will continue to work alongside project partners to ensure that all marketing and PR activity supports partners to achieve their deliverables. Trial recruitment has come to a close, so that communication and marketing activity will now focus on dissemination of learning and managing any issues that may arise with trial participants in PR terms.

It is anticipated that the full complement of smart chargers will have been installed with trial participants in May 2018. The project will release this news to mainstream media and maximise on the PR opportunity to raise awareness of the project and the work that Western Power Distribution is doing to facilitate a smooth transition to EVs on their networks.

Planning has commenced for Electric Nation's presence at Cenex LCV 2018, 12-13 September at Millbrook Proving Ground. Electric Nation will have space on WPD's stand at the event. EA Technology will submit an expression of interest to secure a speaking slot, to deliver learning on early demand management results and customer acceptance.

# 6 Appendix 1 – Project description and summaries from Marketing and PR Strategy

Uniform project description – to be included in all project communications

*Electric Nation is the customer-facing brand of CarConnect, a Western Power Distribution (WPD) and Network Innovation Allowance funded project. WPD's collaboration partners in the project are EA Technology, DriveElectric, Lucy Electric GridKey and TRL.*

Long summary

*The Electric Nation project will develop and deliver a number of smart charge solutions to support plug-in vehicle uptake on local electricity networks. A key outcome will be a tool that analyses plug-in vehicle related stress issues on networks and identifies the best economic solution. This 'sliding scale' of interventions will range from doing nothing to smart demand control, from taking energy from vehicles and putting it back into the grid, to traditional reinforcement of the local electricity network where there is no viable smart solution.*

*The development of the project deliverables will be informed by a large-scale trial involving plug-in vehicle drivers that will:*
*1. Expand current understanding of the demand impact of charging at home on electricity distribution networks of a diverse range of plug-in electric vehicles - with charge rates of up to 7kW+, and a range of battery sizes from 20kWh to 80kWh+.*
*2. Build a better understanding of how vehicle usage affects charging behaviour.*
*3. Evaluate the reliability and acceptability to customers of controlling the demand for electricity/taking energy from vehicles and putting it back into the grid.*

*The results of this project will be of interest and will be communicated to the GB energy/utility community, to UK government, to the automotive and plug-in vehicle infrastructure industry and to the general public.*

Short summary

*Electric Nation, the world's largest EV trial, is revolutionising domestic plug-in vehicle charging. By engaging up to 500-700 [2] plug-in vehicle drivers in trials, the project is answering the challenge that when local electricity networks have 40% - 70% of households with electric vehicles, at least 32% of these networks across Britain will require intervention. Electric Nation is pioneering our electric future.*

[2] Updated from '500' in the first strategy draft, June 2016, to '500-700' in a marketing strategy update session, October 2016.

# 7 Appendix 2 – PR to disseminate learning

## What has been learnt so far from Electric Nation surveys?

We wanted to take this opportunity to thank all our recruits for being so engaged with the surveys so far! To date, they have been tasked with completing 2-3 of them, and response rates have been fantastic – we are hoping to see this remain the case for the duration of the project.


For now, you may be wondering who the EV owners are on this Electric Nation journey? Well, we have electric vehicle enthusiasts from a variety of locations. We have participants from Cornwall to the East Midlands, as well as those living in urban, rural and semi-rural settings. There is a wide range in the age of EV owners, with our youngest at 21 and our oldest owner in their 80s. While nine in ten work a typical '9-5', there are some participants working shifts. What is clear, is that electric vehicles have an appeal across location, age and lifestyle. Their input in this research is furthering the understanding of who the EV owners of the future are. For example, did you know that EV users are more likely than the general public to be considering solar panels and other future energy solutions? Five times more likely in fact.

It isn't just who we are speaking to that makes this project unique, it is also what they drive as well. Half of our participants have battery only plug-in vehicles, while half are driving plug-in hybrids. The variety of cars is astounding, with 17 different car makes in this project. The battery sizes of cars are also varied, which means charging needs are not all the same and people don't all charge at the same time.

What they use their EV for also varies, with around three-quarters of them using their cars for business-related purposes (either commuting or on business), while for a quarter of participants their EV is only used in social situations.

Over the next few months, we will be gathering more and more insights. We cannot wait to share the results with you – watch this space!

# 8 Appendix 3 – Website Project News Items

Published since last report

07 FEBRUARY 2018

## ELECTRIC NATION AT ECOBUILD 2018

Electric Nation is due to be presented at Ecobuild 2018, which takes place from 6-8 March at ExCeL, London. Mark Dale, Innovation and Low Carbon Networks Engineer, Western Power Distribution, is delivering a talk during the session entitled 'Integrating electric vehicles into the built environment', from 15.00-16.15 on 7 March in the Energy & HVAC area.

Mark will talk about why home EV smart charging – which allows demand management – is important to protect local electricity networks as the numbers of electric vehicles rise. The talk will be useful for anyone involved in the area of the built environment, including planning. Visit our Resources page to download our Smart Charging Guide Summary.

More information about Ecobuild's 'Integrating electric vehicles into the built environment' seminar

In an attempt to tackle rising fears around poor air quality, the government recently announced a ban on all new petrol and diesel vehicles from 2040. To replace these vehicles, the government is keen to boost the uptake of electric vehicles, and future Government and industry projections estimate 50% of cars sold in the UK will be electric vehicles by 2026. With this in mind, how will the market develop, what will be the role of the built environment, what are the challenges of implementing the infrastructure and charging points, how will the vehicles be charged and powered, and what are the implications, challenges and opportunities for integrating EVs into the built environment at varying scales?

Chair: Matthew Rhodes, Independent Consultant and Chair, Energy Capital

*Understanding the implications for mass EV roll out – the manufacturer's perspective*

Barnaby Powell, Infrastructure Policy Advisor, Office for Low Emission Vehicles

*Case study: 'Electric Nation' trial – working with 700 EV owners to develop smart charging solutions*

Mark Dale, Innovation and Low Carbon Networks Engineer, Western Power

*Integrating EVs into the built environment at scale – what are the opportunities?*

Keith Budden, Head of Business Development, Cenex

*Understanding the opportunities and barriers and the connections to the wider energy system*

Ecobuild 2018 features a comprehensive conference programme and eight unique 'futurebuild districts' that will each explore a different aspect of the built environment including building performance, infrastructure and energy. Each district has an exhibition of the leading suppliers, a seminar theatre and inspiring feature areas.

Find out more at: www.ecobuild.co.uk

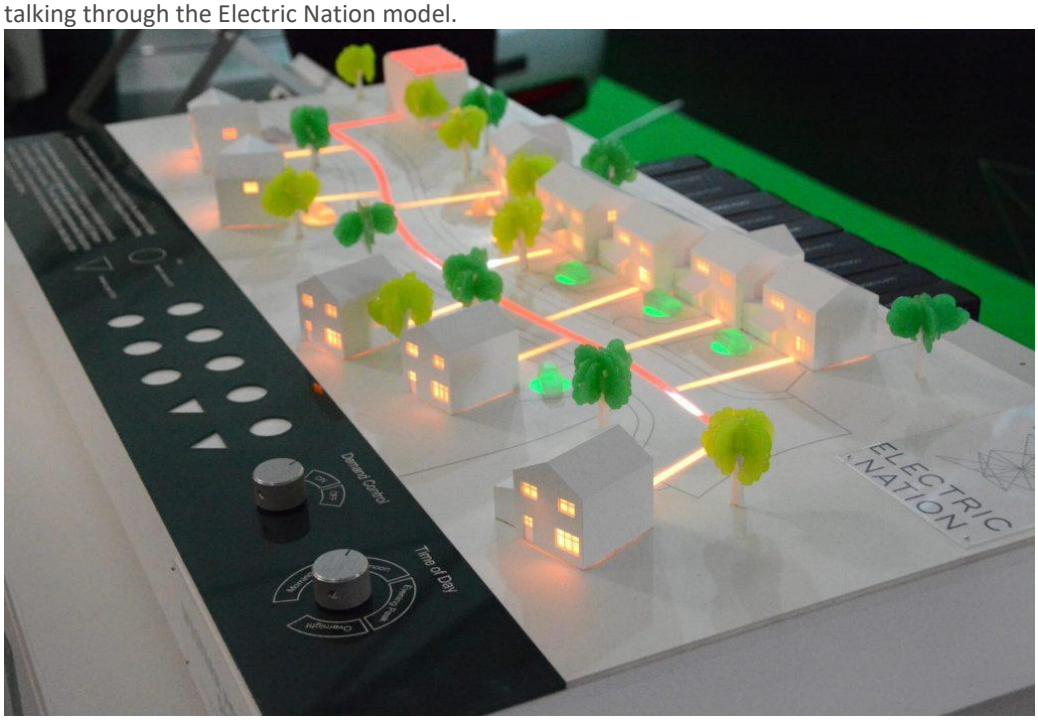
View the conference programme here:

https://www.ecobuild.co.uk/ecobuild-knowledge-programme-2018

01 MARCH 2018

## NEW VIDEO EXPLAINS HOW THE ELECTRIC NATION SMART CHARGING SYSTEM WORKS

If you want to know more detail about how the Electric Nation smart charging system works then you can now watch a video, with Mark Dale, Innovation and Low Carbon Networks Engineer, Western Power Distribution, talking through the Electric Nation model.




The model represents a street with a number of homes. Electric cars are charging at properties during off-peak times. In a scenario where there are greater numbers of electric vehicles, when drivers of more EVs return home from work during the evening peak and plug in to charge, there's more demand on the local electricity network. If a large number of EVs charge at the same time, then there may be occasional instances when a third party needs to manage the demand on the network by pausing the charging of some cars for short periods. The charging would take place in a cycle, with the aim of all cars gaining a similar level of charge over this peak period.

This managed charging would avoid the cost of upgrading the network with new cables and transformers just to cover short periods of high demand.

Mark also discusses vehicle to grid (V2G), due to be trialled as part of Electric Nation, which would allow EVs to put electricity back into the grid at times of peak demand. It's expected that EV owners who put electricity back in to the grid will benefit from a financial incentive to do so.

Watch the video in our Resources section

17 APRIL 2018

## WHAT HAS BEEN LEARNT SO FAR FROM ELECTRIC NATION SURVEYS?

We wanted to take this opportunity to thank all our recruits for being so engaged with the surveys so far! To date, they have been tasked with completing 2-3 of them, and response rates have been fantastic – we are hoping to see this remain the case for the duration of the project.

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Over the next few months, we will be gathering more and more insights. We cannot wait to share the results with you – watch this space!

# 9 Appendix 4 – Industry News

Published since last report

09 JANUARY 2018

## RECORD GROWTH IN UK ELECTRIC VEHICLE SALES IN 2017

Electric and plug-in hybrid vehicle registrations in 2017 increased by more than 27% compared to the previous year.

The total number of plug-in cars on UK roads passed 130,000, and 46,522 ultra low emission vehicles were registered in 2017.

Go Ultra Low expects that electric car registrations could reach 60,000 for the first time in 2018.

The Go Ultra Low numbers show that records tumbled throughout the year with every quarter comfortably out-performing 2016. The second half of 2017 recorded in excess of 24,000 registrations of 100% electric and plug-in hybrid cars – up more than 40% on July-December 2016.

Poppy Welch, Head of Go Ultra Low, said: "2017 was a stellar year for electric vehicle registrations with strong growth of 27%, demonstrating the massive consumer appetite for 100% electric and plug-in hybrid cars.

"There are already more than 130,000 electric vehicles on UK roads, a figure that could pass 190,000 this year as new models come to market and consumers reap the cost saving benefits of electric driving."

Robert Llewellyn, actor, electric car expert and TV presenter, said: "I've been driving electric cars for eight years – they have proved incredibly reliable, cheap to run and easy to use. I'd urge everyone considering a new car to test drive a 100% electric or plug-in hybrid model. In my opinion, put simply, electric cars are the future."

Across the country, several regions stood out with London (9,274) and Eastern England (8,685) registering the most electric vehicles (EVs), a rise of 42% and 21% respectively on 2016. Meanwhile, the South West and Scotland grew the fastest, boosting plug-in uptake by 140% and 70% respectively against the previous year.

The demand for 100% electric cars, such as the UK's best seller – the Nissan LEAF, continued to grow with the sector's registrations increasing by around a third, to top 13,000. Meanwhile, plug-in hybrid cars like the

popular BMW 330e, VW Golf GTE, and Hyundai IONIQ delivered the highest volume of registrations with more than 33,000 arriving on UK roads, an increase of a quarter versus 2016.

Greater choice of models and growing consumer appetite for ultra low emission cars means that 2018 looks set to be another record breaking year. If similar growth continues, 60,000 vehicles could be registered during 2018, taking the total number of plug-in cars on our roads to more than 190,000.

Go Ultra Low is a collaborative campaign and is the first of its kind, bringing together a consortium of vehicle manufacturers, government and the Society of Motor Manufacturers and Traders (SMMT). Visitors to www.GoUltraLow.com can access a specially-developed interactive cost calculator and input their own vehicle type, fuel consumption and mileage data to gain cost saving-figures for owning a 100% electric or plug-in hybrid vehicle.

12 MARCH 2018

# TOP 10 ELECTRIC CARS AT THE 2018 GENEVA MOTOR SHOW

There were a number of electric cars on display at the 2018 Geneva Motor Show that are due to be in production soon. Here's our Top 10 Electric at Geneva this year that may – or may not – be connecting to the local electricity networks here in the UK before long…

## JAGUAR I-PACE

The all-electric Jaguar I-PACE offers a 300-mile range, 400PS and 696Nm of torque delivering 0-60 mph in 4.5 seconds; in other words, sports car performance and all-wheel drive with five-seat SUV practicality. It's available to order now, priced from £63,495. Read more about the Jaguar I-PACE

## HYUNDAI KONA ELECTRIC

The Hyundai Kona Electric – the first fully-electric subcompact SUV on the European market – will have two different powertrain versions, with a range of up to 300 miles. This is likely to be a game changer. Read more about the Hyundai Kona Electric


PORSCHE MISSION E CROSS TURISMO

The Porsche Mission E Cross Turismo is the concept study of an electric Cross Utility Vehicle (CUV), unveiled at the Geneva Motor Show. With all-wheel drive, the car is designed for people with an active, outdoor lifestyle. Read more about the Porsche Mission E Cross Turismo


AUDI E-TRON PROTOTYPE

The Audi e-tron prototype – an all-electric sporty four-wheel drive premium SUV, with space for five people and their luggage, and the brand's first all-electric model – has been unveiled at the Geneva Motor Show. Read more about the Audi e-tron prototype


BENTLEY BENTAYGA HYBRID

The Bentley Bentayga Hybrid features an electric range of over 31 miles and CO2 emissions of 75 g/km – both based on the old NEDC cycle. Read more about the Bentley Bentayga Hybrid

LAGONDA VISION CONCEPT

The Lagonda Vision Concept previews a zero emission luxury vehicle that is planned for production by Aston Martin in 2021. Read more about the Lagonda Vision Concept

POLESTAR 1

The Polestar 1 is a low-volume Electric Performance Hybrid 2+2 GT coupé with 600 hp, 1000 Nm and an electric-only range of 93 miles, the longest of any hybrid car in the world. Read more about the Polestar 1

## NISSAN IMX KURO CONCEPT

The Nissan IMx KURO electric crossover concept vehicle has been unveiled at the Geneva International Motor Show, marking the European debut of the IMx. Read more about the Nissan IMx KURO electric crossover concept vehicle

## MITSUBISHI E-EVOLUTION SUV CONCEPT

The all-electric, high-performance Mitsubishi e-EVOLUTION SUV Concept has enjoyed its European premiere at the 2018 Geneva Motor Show. Read more about the Mitsubishi e-EVOLUTION SUV Concept


## TECHRULES RENRS HYBRID SUPERCAR

The Techrules RenRS hybrid supercar is a single-seat race car with a Turbine-Recharging Electric Vehicle (TREV) system delivering power of 1,287hp, with a range of 725 miles from 80 litres of diesel fuel, acceleration from 0-62 mph in just 3 seconds, and a top speed of 204 mph. Read more about the Techrules RenRS hybrid supercar

29 MARCH 2018

# SSEN SEEKS VIEWS ON MANAGED CHARGING SOLUTIONS TO AID SMOOTH EV TRANSITION

Scottish and Southern Electricity Networks (SSEN) has launched a consultation on Managed Electric Vehicle Charging, seeking views on proposed solutions to help avoid potential overloads on local electricity networks caused by sharp increases in the use of electric vehicles.


The consultation forms part of SSEN's Smart EV project, undertaken alongside technology partners EA Technology and supported by GB distribution network operators. The project, funded by Ofgem's Network Innovation Allowance, set out to review and research charging solutions that will allow the transition to electric vehicles to take place with minimum disruption to customers and avoiding unnecessary network reinforcement.

Local electricity distribution networks are designed around traditional energy use patterns and, as progress accelerates towards the electrification of transport, network operators currently have limited visibility of the scale and 'clustering' of new electric vehicles until they occur.

The primary focus of the consultation is to seek views on an interim solution to address emergency situations, where local networks have faulted, or are likely to fault, based on a rapid increase in demand. The proposed solution involves installing a device at both the local substation and, as an option, in domestic properties to monitor load and temporarily adjust EV charging where required.

The solution is designed to provide a low-cost option to reduce customer disruption before a long-term reinforcement of the network can be made or agreed market solutions are established, such as the creation of specific energy tariffs to drive consumer behaviour at an extremely local level. As part of the consultation, views are also welcomed on a long-term option of using smart meters to adjust charging rates as a means for protecting the electricity networks.

Today's announcement follows two well-attended stakeholder events in Glasgow and London, which featured keynote addresses from Chris Stark, Director of Energy and Climate Change, Scottish Government and Natasha Robinson, Head of the Office for Low Emission Vehicles (OLEV).

Stewart Reid, Head of Innovation and DSO at Scottish and Southern Electricity Networks said: "SSEN fully supports the desire to decarbonise the UK transport fleet and welcomes recent moves by both the UK and Scottish governments to set ambitious targets on the phase out of ICE vehicles.

"While the speed and scale of the transition to electric vehicles is still to become clear, as a network operator, it is our job to ensure this transition is as smooth as it can be, avoiding disruption to customers and any unnecessary increase in costs.

“Through the Smart EV project, SSEN is working ahead of need to develop a cost-effective, readily-deployable solution to address the challenge of clusters of EVs on our local electricity networks, until such time as long-term market solutions are suitably established.  We welcome any views through the consultation process.”

Tim Nicklin, Chair of the Society of Motor Manufacturers and Traders (SMMT)’s EV Technical Working Group added: “SMMT welcomes the Smart EV project and its engaged approach to finding suitable technical solutions. We need to make sure that any solution adopted by industry is future-proof and works with and for the EV driver.”

The consultation closes on Monday 30 April.