# **ElectroMotive** Designs LLC

### Advancing Clean Transportation

Electric and Hybrid Electric Conversion Systems for Trucks and Buses

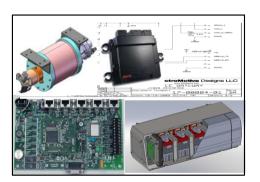


**AERTC 2011** 

### What We Do

# **ElectroMotive** Designs LLC





Engineering and Design Services





Propulsion Systems for Class 3-8 Vehicles

## Electric and Hybrid Vehicle Experience – 17 Years





#### **Light Duty:**

- Passenger
- Utility
- Fuel Cell
- All Electric





#### **Medium Duty (Series Hybrid):**

- Shuttle Buses
- Utility Trucks
- Recycling Collection
- Telecommunications
- Gas Service

#### **Heavy Duty (Parallel Hybrid):**

- Refuse Collection
- Bucket Trucks
- School Bus
- Dump Body





### Hybrid Propulsion Systems

EMD has parallel hybrid conversion kit designs for Class 3 thru 8 trucks, buses and other specialty vehicles













#### GVW range: 10,001-16,000lbs

- pickup trucks
- large SUV's
- beverage & parcel delivery trucks
- shuttle buses
- school buses
- gas/electric utility trucks

#### GVW range: 16,001-26,000lbs

- beverage & parcel delivery truck
- shuttle buses
- gas/electric utility trucks
- school buses
- panel/box trucks

#### GVW range: 26,001-80,000lbs

- refuse collection trucks
- school buses
- transit style buses
- gas/electric utility trucks
- panel/box trucks
- specialty vehicles (airport, military, construction, etc)

#### **Feature**

- Easy to install & service
- Fuel agnostic
- Modular & scalable system
- Plug-in Capable

#### **Benefit**

- Low impact can be installed & serviced by channel partners
- Operates with gasoline, diesel, biofuels, CNG
- Works on most types of vehicle vocations
- Uses low cost grid power to supplement fuel

## Medium and Heavy Duty Market – U.S.

- № Number of US Trucks and Buses over 100M¹
- Miles Traveled over 1B<sup>1</sup>
- Large commercial fleets
  - Up to 50% operating costs go towards paying for fuel<sup>2</sup>
- Transportation consumes most of the oil we import4
- Military
  - Uses 175% more, per soldier than 40 years ago<sup>3</sup>
- Class 3-8 Hybrids Thousands?

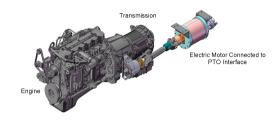
- 1- Bureau of Transportation Statistics
- 2- Wal-Mart Study
- 3- Rand/Deloitte/DOD
- 4- US DOE

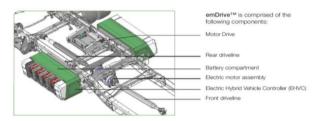
## Changes In the Market

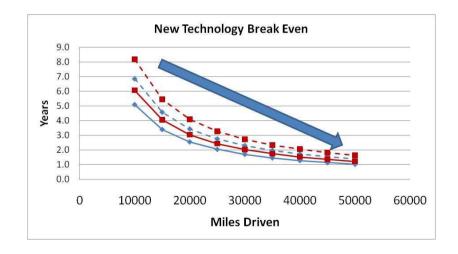
Fluctuating ☐ Price Floor Higher □ Contract Pricing More Interest, Participation and Purchasing ☐ Fleets □ Local Government Public More Technology Available OEM suppliers ■ Batteries, Capacitors Budgets Lacking □ Slower Buying ☐ Some Help Available (voucher programs : CA, NY, MD)

# What are Fleets Doing?

- Propulsion Systems
  - ☐ All Electric
  - □ Parallel Hybrid
  - □ Series Hybrid
  - ☐ Anti-Idle, Start/Stop
- Stationary Power
  - ☐ Task/Feature Specific
    - **□** HVAC
    - □ Hydraulics
    - ☐ Lights
- Making the Numbers Work
  - □ All about the ROI
  - ☐ Life Cycle Cost
  - ☐ Financing







## Mature Industry Requirements

- Standards
  - Safety, Testing
  - Packaging



- □ Vehicle Classes
- □ EV/HEV











- Supply Chain
  - ☐ Consistency Dozens of Recipes and Configurations
  - ☐ Tested and Validated Products and Designs
- Applications
  - Well understood by suppliers
  - ☐ Time is needed to experience a variety of scenarios

## Closing Comments

- Price of fuel, high operating costs and labor cut backs are creating change
- "One size does not fit all"
- Many technologies and embodiments are available to fit specific needs
- Value Proposition is everything
- Creative financial solutions are needed to get vehicles on the road

### Thank You.....

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