



2024 EV Summit

Chris Kelly



**What can we do better
to transition to EV?**



MEETING THE MINISTER



Chris Kelly

“What would you do if you were in my chair?”

Minister for Transport, Eamon Ryan



WHY CHANGE TO EV?

1. Climate Change

EPA Projections

1 Million EV's =
Government saving of €1
Billion/Year

**€13 Billion
Fines looming**

2. Ireland made for EV driving



Less
than
500
kms

Less than
300 kms

3. Long term affordability

**Save up to 60%
Running Costs**

4. Easier / Nicer drive



WHAT'S STOPPING US **TRANSITION?**

1. High Upfront Costs

2. Limited Charging Infrastructure

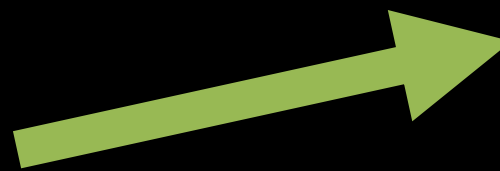
3. Range Anxiety

4. Behavioral and Informational Barriers

5. Inadequate Second-Hand Market

6. Policy and Incentive Uncertainties

We (EasyGo) can influence 3 of these things!



WHAT LEADERS DO

4. EV Market Share of New Car Sales (2023):

Country	EV Market Share (%)
Norway	82
Iceland	57.9
Sweden	38.3
Denmark	36.2
Finland	33.9
Ireland	19

2. Charging Points per 100,000 Inhabitants:

Country	Charging Points per 100,000 Inhabitants
Norway	400
Iceland	460
Sweden	420
Denmark	430
Finland	230
Ireland	48

*2011/12 – Ireland was leading the world in public charge points per 100,000 inhabitants



WHAT WOULD I CHANGE?

*Accelerate EV Charging infrastructure rollout **10x***

- Label EV Charging as Critical Infrastructure requiring emergency measures
- Ensure ESN see EV Charging as it is - Critical Infrastructure
- Fund the power infrastructure rollout working closer with CPO's
- Fund EV Charging National Research Infrastructure Plan
- Provide funding for EV Charging to Hospitality Sector
- Provide funding to Industry / Businesses for EV Charging Infrastructure
- Get ahead of EV sales with infrastructure and stay there

