



Electricity Volume 219 February 1, 2011

Are consumers really ready for electric vehicles?

While many potential consumers are getting their first glimpse of plug-in electric vehicles at the auto shows across the country, it may be a while before they actually start buying the cars. More EVs are on display than ever before, and the press coverage is heating up. At the Washington Auto Show, the Ford Focus Electric, slated to hit the market later this year, received the 2011 Green Car Vision Award. Ford also recently unveiled its C-Max Energi, the first plug-in SUV of its kind. Across the convention halls, plug-in models from Nissan, Chevrolet and others were scattered throughout for the public to see.

How long will it take for consumers to catch on? Susan Cischke, Ford's vice president of sustainability, environment and safety engineering, wouldn't specify how many EVs and plug-ins her company plans to sell in the near future.

"If you look at our hybrid, our plug-in and our battery electric models, we could be up to 25 percent of our sales by 2020," she said. "But we don't know. It's really hard for us to make any estimate, because the customers are going to be the ones that really determine that."

Dave Goldstein, president of the Electric Vehicle Association of Greater Washington D.C., said supply constraints are affecting consumers' ability to purchase EVs more than anything else.

And in some cases, it's already evident. Last month, Nissan fell behind in deliveries of its plug-in Leaf.

But when it comes to consumers willing to buy EVs, Goldstein isn't a skeptic. He's convinced rising gas prices are already turning people around to more fuel-efficient cars and that the trend will only get stronger, he said. But while almost every manufacturer "has some type of electric or plug-in vehicle at least in production," many of them are watching the developments of new car technology "a bit uneasily," he said.

"Automobile manufacturers really have no way of measuring the demand," Goldstein said. "They tend to be a bit uneasy about expending too much of their very difficult budgets on these new technologies until they're absolutely convinced that the market exists."

"Even though GM is increasing production levels, the question remains, 'are there going to be enough vehicles to meet the demand?'" he said. "My belief is that there will not."

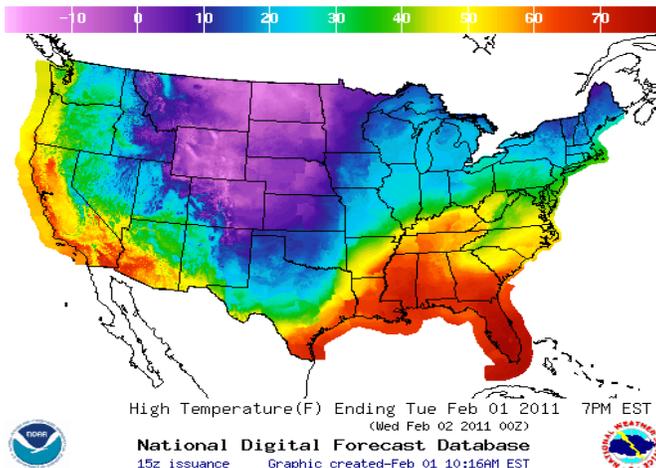
Electricity Pricing Areas – On Peak - Month – Mar 2011

	Feb 1, 2011	Per kWh
Cinergy	Hub Peak Swap Monthly	\$.03705
PJM Hub	Electricity Monthly	\$.04798
PJM	No. Illinois Peak LMP	\$.03619
PJM	Western Peak LMP	\$.04808

ComEd Average Day Ahead LMP Electric Price

Time Period	Average per Kwh
Feb 1 –Feb 28, 2010	\$.03984
Mar 1 –Mar 31	\$.03247
Apr 1 – Apr 30	\$.02911
May 1- May 31	\$.03389
Jun 1- Jun 30	\$.04184
Jul 1 - Jul 31	\$.04741
Aug 1 –Aug 31	\$.04628
Sep 1 - Sep 30	\$.02934
Oct 1 - Oct 31	\$.02702
Nov 1 - Nov 30	\$.02778
Dec 1 – Dec 31	\$.03545
Jan 1 –Jan31, 2011	\$.03871

Weather - Tue: Windy with periods of snow. High around 25F. Winds NE at 25 to 35 mph. Chance of snow 70%. 1 to 2 inches of snow expected. **Tonight:** Snow and gusty winds will lead to blizzard conditions at times. Low 23F. Winds NNE at 25 to 35 mph. Snow accumulation of a foot or more. **Wed:** Windy. Snow and blizzard conditions during the morning will taper to snow showers during the afternoon. High 24F. Winds NNW at 25 to 35 mph. Chance of snow 90%. Snow accumulating 2 to 4 inches. **Thu:** Partly cloudy. Highs in the low teens and lows in the upper single digits.



Extended Temperature Forecast: Chicago Area

Tue	Wed	Thu	Fri	Sat
23 - 25	3 - 24	8 - 12	9 - 21	23 - 26