

How the introduction of electric cars is disrupting the automotive industry?

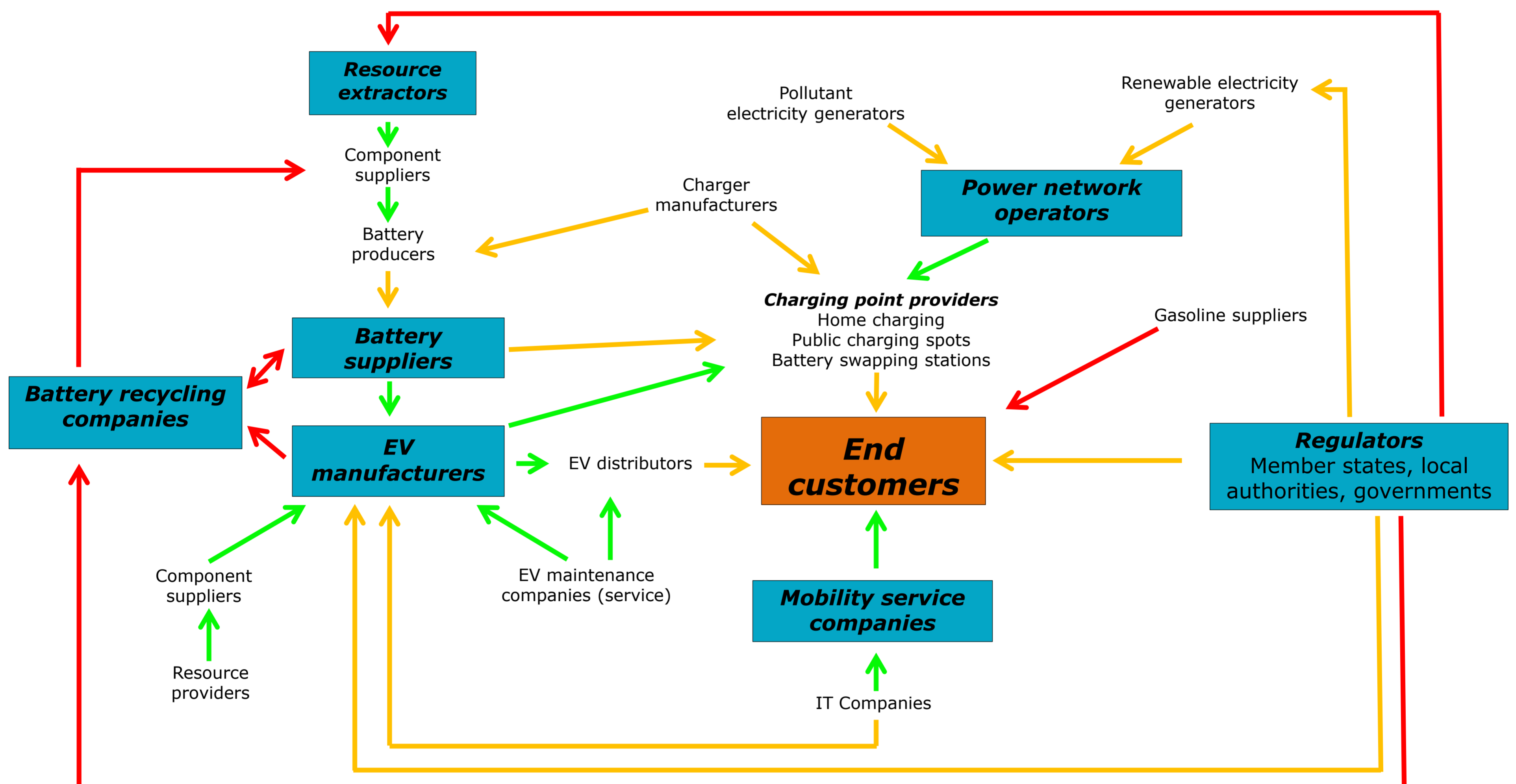
Introduction

"The transport sector is the largest source of greenhouse gas emissions in the industrialized world. This sector is responsible for 25% of CO2 emissions in the European Union. Three fifths of which can be attributed to private automobiles" I have read this sentence in a report from Alexander Kihm and Stefan Tommer (2014). This statement makes it obvious that a solution is required for the future of the planet and the car industry. In my opinion, electric cars are the best solution to resolve this emission problem.

Many governments and car manufacturers share the same opinion and are strongly investing in the electric car introduction. They all want to see an increase of electric vehicles on our roads.

Research Objectives

- Determine the ecosystem to install for the electric vehicles (EV) take-off.
- Study how the business model of the car industry will change due to the electric car introduction.
- Evaluate how the government can act as locomotive to boost the electric car introduction.



Situation in brief



Barriers to entry

Collaboration between actors

- Cover the lack of uniformity
- To strengthen the green character
- To cover the battery disadvantage

New business model

- Value proposition based on the green character
- New value chain with new players
- Revenues shift adapted to the electric car and connectivity

Time

- To learn and improve
- To reach the same efficiency than the gasoline ecosystem

How to overcome those barriers ?

Government



Electrifying the public transport

Incentives to buy



Investing in the EV industry

A locomotive ?