



EV-Everywhere Grand Challenge

U.S. Department of Energy, Energy Efficiency and Renewable Energy

Dr. David Danielson, Assistant Secretary

Thursday, June 21, 2012

EV-Everywhere Grand Challenge

“Big Hairy Audacious Goal”

Enable U.S. companies to produce plug-in electric vehicles that are as affordable and convenient for the average American family as today’s gas-powered vehicles by 2022



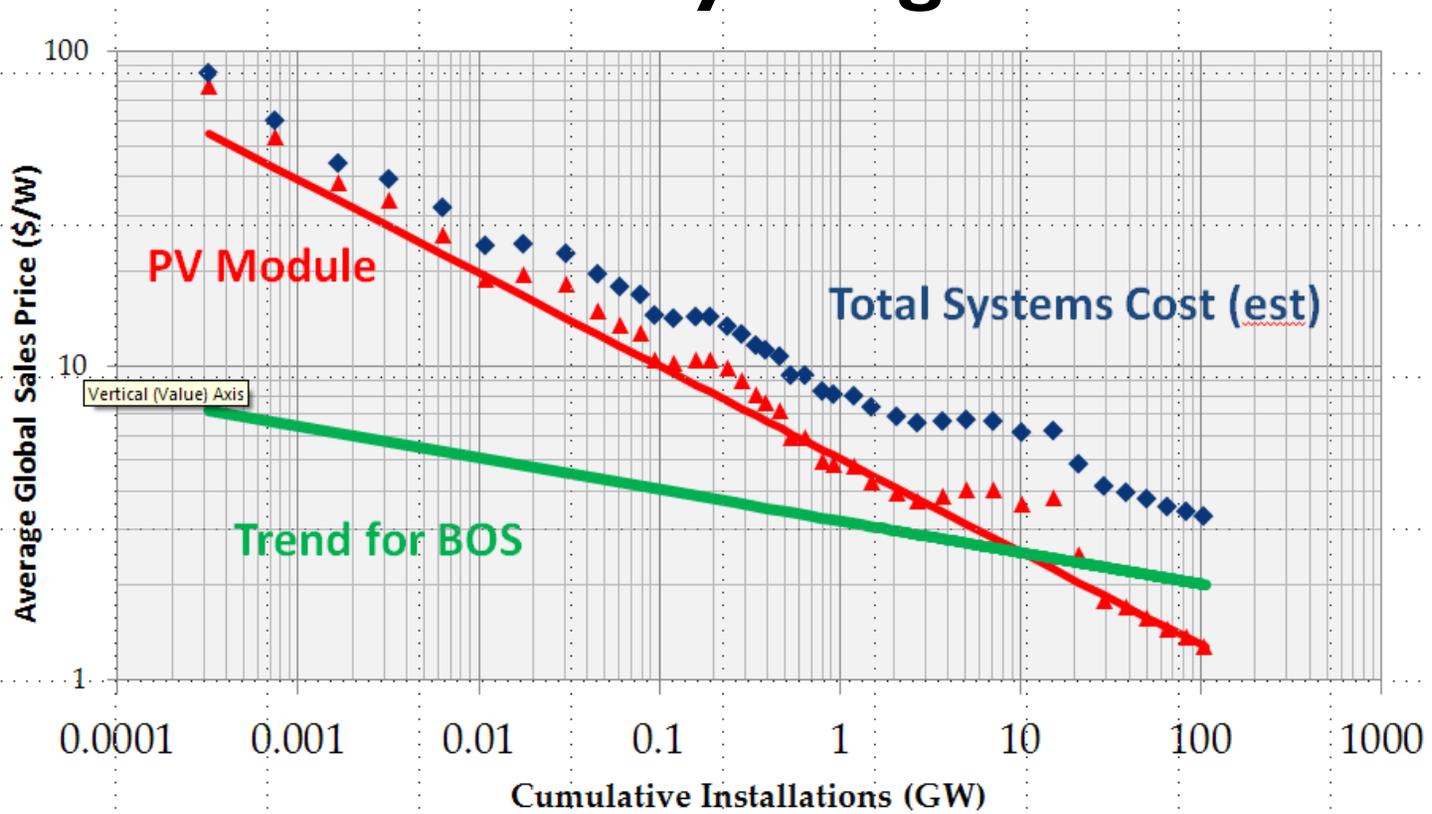
President Obama announced the EV Everywhere Challenge on March 7, 2012

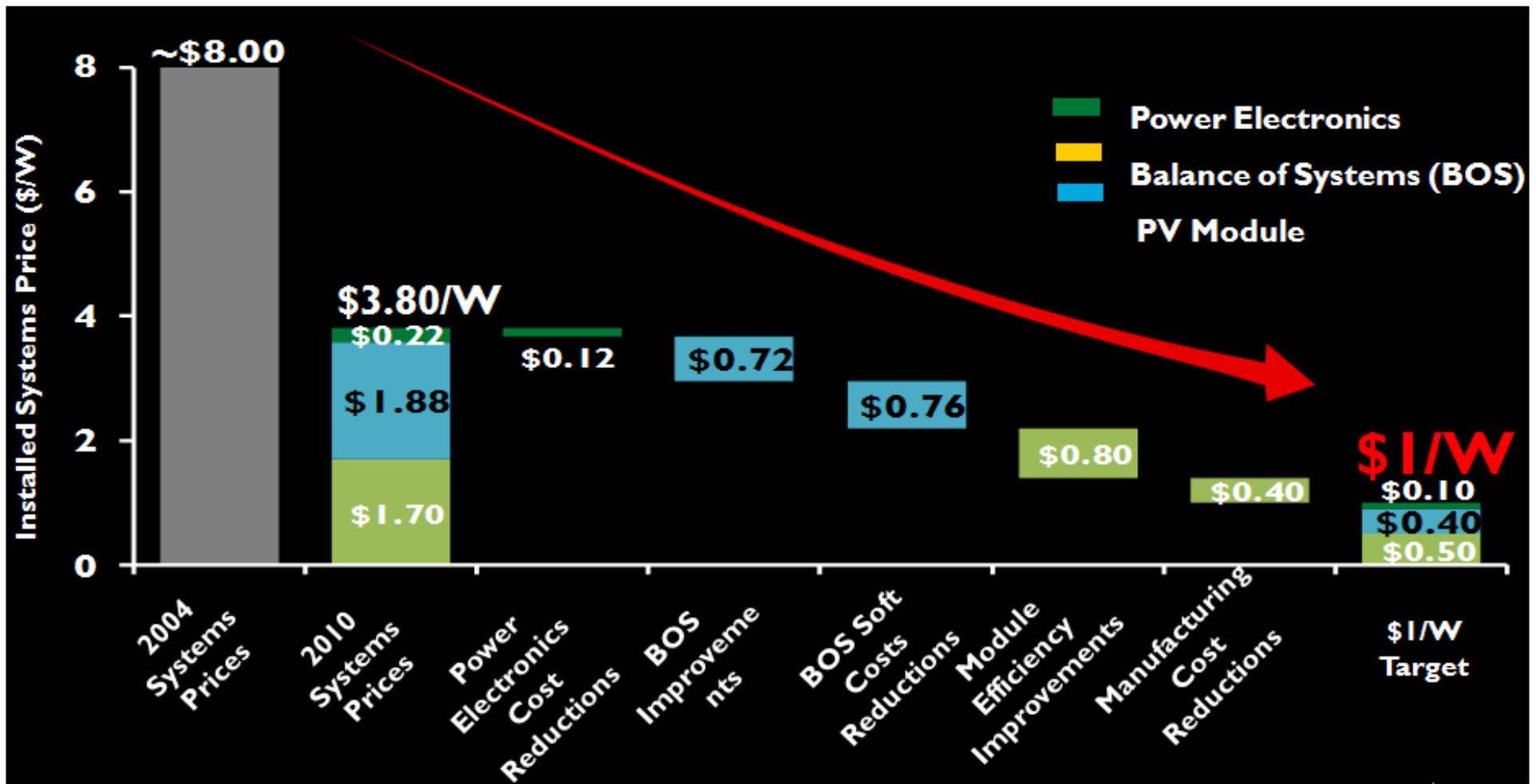
SunShot Grand Challenge

“Big Hairy Audacious Goal”

To achieve unsubsidized cost parity for solar power with traditional sources of electricity by 2020

One Key Insight





Far Reaching Impacts of SunShot Grand Challenge - 2 years later -

- ✓ Set very aggressive goals for module and BOS costs that have spurred innovation at all companies.
- ✓ Recognized importance of reducing BOS and soft costs.
- ✓ Recognized the importance of understanding grid impacts at high penetration.

EV-Everywhere Impacts??

