

# Market Barriers

- “FUELING”**
- Availability & access to private & public charging
  - Standards & interoperability, including payment
  - Rates
  - Submetering/EV-only tariffs
  - Data access



**TOTAL COST OF OWNERSHIP**

**ECOSYSTEM**

- Low gas prices
- Regulations
- EV charging business model
- Customer knowledge
- *EV model/range availability*