

GROWING ELECTRIC VEHICLE MARKETS

Wednesday, October 23
1:30 - 2:45 PM (US Arizona)

College Avenue Commons
(CAVC) Room 333



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About the Talk

Electric vehicles (EVs) are promoted both on their own and as part of a suite of socio-technical systems (including also vehicle sharing and automation) that can—under the right conditions—achieve deep cuts in emissions, improvements in energy efficiency, and foment a shift to renewable energy sources. The pace of the transition is argued in terms technical, economic, behavioral, and political; the evidence arguing for a more rapid turnover comes from climate science. One of the conditions tempering the actual pace of transition within the market and political context of the US is that all consumers must decide to buy vehicles powered by electricity rather than those powered by fossil fuels. One force pushing the transition has been California's Zero Emission Vehicle (ZEV) Mandate and supporting policies—an evolving set of targets, requirements, and inducements including consumer incentives. Several other states have adopted the ZEV requirements and created their own programs of incentives. At least regionally, vehicle manufacturers offer an increasing number of EV models with increasing driving range capabilities. EV charging infrastructure, again at least regionally, continue to grow. Federal tax credits for EV purchase are, technically, available throughout the nation. Approaching ten years after the advent (again) of sales of EVs by original equipment manufacturers, how much progress has been made engaging consumers in this transition? This seminar will review data on consumer consideration of EVs over the past five years, primarily in California.

About the Speaker

Ken Kurani is a Researcher at the University of California, Davis Institute of Transportation Studies and Plug-in & Hybrid Electric Vehicle Center. His research is located at the intersection of lifestyle, automobility, energy, and the environment. Given this, and as he has a PhD in Civil and Environmental Engineering from UC Davis, this work has benefitted from collaborations with social scientists of various denominations and intelligent, hard-working graduate students. These collaborations focused on how citizen/consumers may use new technologies to (re)shape their lives and how these participants' perceptions, imaginings, and actions inform institutions' efforts to promote, operate, and regulate transportation and communication networks to social goals. Of late, he has been organizing his research around the idea our lives are fundamentally narrative. For example, what is learned by framing research as, "Does an electric vehicle help me to tell a better story about myself?"

To access the live webcast and archive of previous seminar recordings, please visit:

<http://links.asu.edu/ASU-Transportation-Seminar>

This seminar is webcast live to a worldwide audience by ASU Engineering – Global Outreach and Extended Education (GOEE).

Light refreshments will be served. Event is open to the public.



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