EV Micro-Climates©

An integrated program to advance electric transportation

ecotality™

ECOtality's EV Micro-Climate Program

ECOtality's EV Micro-Climate program is an integrated, turn-key program that advances areas for the adoption of electric transportation. Beginning with extensive feasibility and infrastructure planning studies, the program provides a blueprint to create a rich EV infrastructure. ECOtality works with all relevant stakeholders (including governmental organizations, utilities, private-sector businesses and automotive manufacturers) to ensure an area is well equipped with the needed infrastructure to support the consumer adoption of electric transportation.

The EV Micro-Climate program includes charging infrastructure installations at residential, commercial and public locations, as well as comprehensive regulatory, public awareness and marketing programs to support electric transportation. ECOtality will coordinate with vehicle manufacturers to install this charging infrastructure in advance of vehicle deliveries to facilitate rapid adoption of electric transportation throughout the Micro-Climate area.

Beyond physical infrastructure, ECOtality will identify other value chains for traditional and nontraditional stakeholders, including local businesses. We seek to find value chains associated with each type of infrastructure (residential, commercial and public) with the objective of reducing the cost of infrastructure and making it financially sustainable.

EV Micro-Climate Leadership

There are over 3,000 utilities in the United States—each with its own unique issues and regulatory framework. Each state, county, and municipality also has its own needs and capabilities. By establishing an EV Micro-Climate, these target areas create a favorable environment for vehicle manufacturers to launch clean electric vehicles.

The leadership to create and implement an EV Micro-Climate may come from various stakeholders: vehicle manufacturers seeking to launch EVs in specific markets; utilities seeking a smooth transition with minimal grid impact; or state and local governments with initiatives to enhance their communities through clean transportation. Garnering broad support and partnerships among these stakeholders is essential to creating an EV Micro-Climate.

1

EV Micro-Climate Road Map

- Includes a current situation assessment, cost projections, detailed recommendations and a comprehensive action plan. Specific recommendations and a strategic action plan will identify each step needed to convert an area into a functioning EV Micro-Climate. From this point, a go/no-go decision is made regarding the implementation of the EV Micro-Climate.

2

Implementation & Execution

- The next phase is to execute the proposed action steps of the EV Micro-Climate Road Map and establish physical infrastructure. ECOtality can provide equipment and installation services for all charging levels for residential and public locations. In conjunction with establishing physical infrastructure, ECOtality will work to train stakeholders (i.e. installation companies, emergency first responders, etc.) and will assist in a coordinated education campaign to increase public awareness and ensure safe and efficient equipment operation.

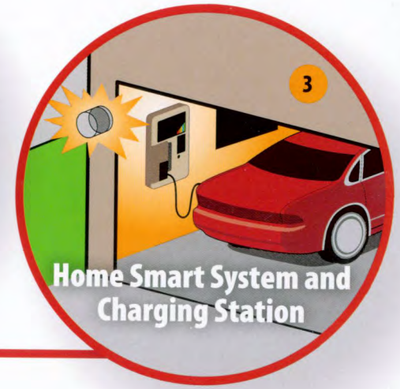
3

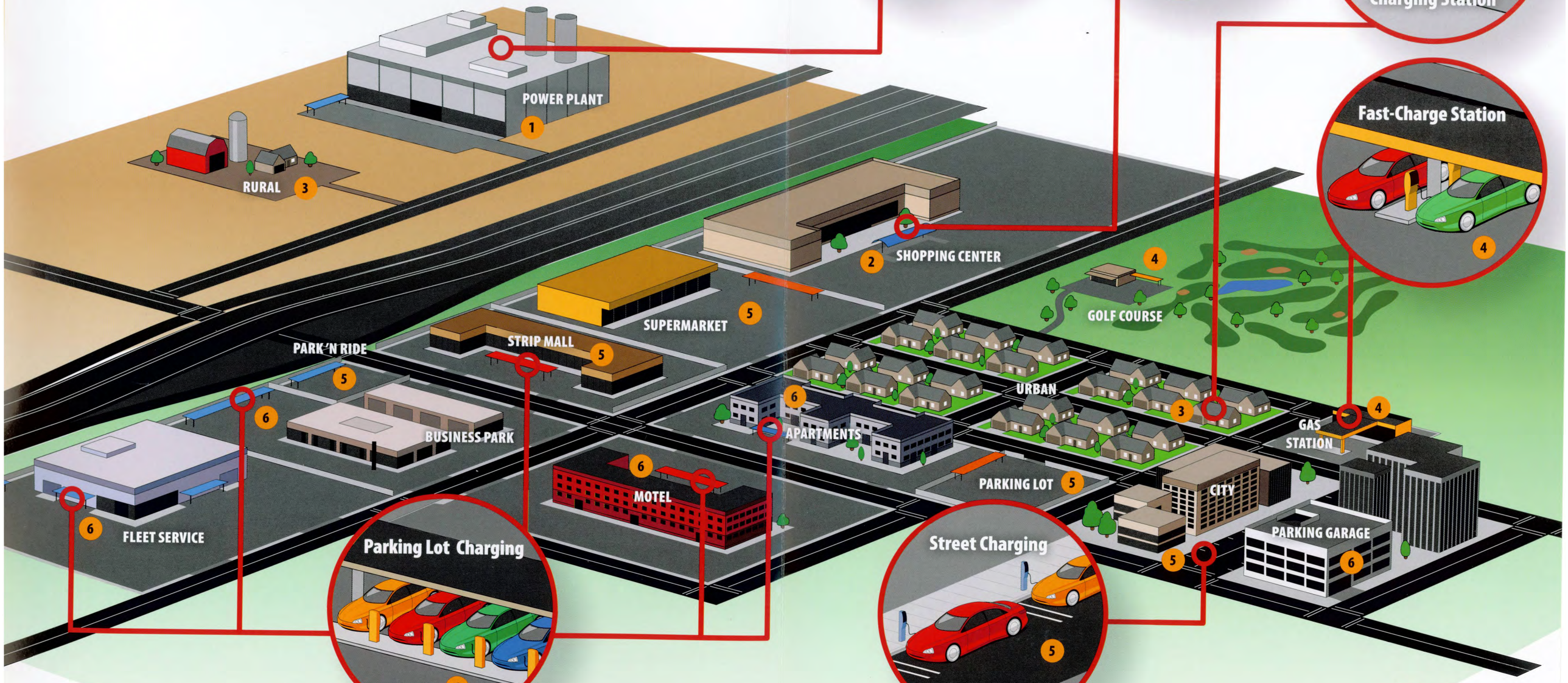
Continuity Operations

- After a physical infrastructure system is established, ECOtality can continue to maintain and operate (if desired) any and all charging stations. ECOtality will also assist in any expansion or alteration of existing infrastructure to meet the needs of an area and its stakeholders.

EV Micro-Climate Infrastructure

1. A smart charging infrastructure allows utilities to manage load demand and influence charging behavior.
2. Commercial fast-charge stations attract EV owners to retail locations.
3. Residential charging allows EV owners to monitor battery health and control charging based on real-time utility price signals.
4. Fast-charge stations installed at strategic locations, including fueling stations and rest stops, provide convenient recharging opportunities.
5. Discrete and secure street charging for residential and commercial urban areas.
6. Office parks and parking garage charging for employee parking and timed parking structures.





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ECOtality, Inc. (OTCBB: ETLY), headquartered in Scottsdale, Arizona, is a leader in clean electric transportation and storage technologies. Through innovation, acquisitions, and strategic partnerships, ECOtality accelerates the market applicability of advanced electric technologies to replace carbon-based fuels. For more information about ECOtality, Inc., please visit www.ecotality.com

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Electric Transportation Engineering Corporation (eTec), a subsidiary of ECOtality, is a recognized leader in the research, development and testing of advanced transportation and energy systems. With over two decades of electric transportation experience, eTec has been involved in every electric vehicle initiative in North America since the 1990's. Utilizing its patented industry-leading charging algorithm, eTec operates the Minit-Charger line of battery fast-charge systems for on-road electric vehicle, transit, material handling and airport ground support applications. For more information, please visit www.etecevs.com or www.minit-charger.com.