

Niresh Eliatamby, MBA (UK)

Consultant, Marketing Communications

Lecturer, Sri Lanka College of Journalism

Author

Former Associate Editor, Ceylon Today

Former Manager Media, Board of Control for Cricket in Sri Lanka

Owner of an EV for 2.5 years

Owner of a Hybrid for 5 years

▶ 60,000 km of experience driving an EV

2017 - A Revolutionary Year in Global Transportation

- ▶ **Tesla Model 3, Chevy Bolt, Nissan Leaf have extended the range of Mass Market EVs.**
- ▶ **Every major vehicle manufacturer in the world has now fully focused their research on electric vehicles. Not hybrids - but Electric Vehicles.**
- ▶ **Toyota and Mazda just announced that they will build EV's in partnership. Toyota is the largest vehicle manufacturer in the world.**

Global Recognition

Almost all major global economies and many smaller countries are moving towards the inevitable reality that EVs will within a few years replace Diesel, Petrol and even Hybrid vehicles.

Including Countries That Have Oil

- ▶ **Sri Lanka is one of the few countries in the world that has no oil or natural gas reserves**

France

Will end sales of petrol and diesel vehicles by 2040

**The city of Paris is to prohibit diesel cars by 2024
and all petroleum-based vehicles by 2030**

UK

Will ban sales of petroleum vehicles by 2040

UK gives GBP 5000 grant when you buy an EV

United States

Provides federal and state tax breaks equal to the cost of an electric vehicle!

So you don't actually spend a cent when you buy an EV in the US!

Germany

Goal of one million electric vehicles on German roads by 2020 through an incentive scheme with car manufacturers

As of September 2016, BMW, Citroën, Daimler, Ford, Hyundai, Kia, Mitsubishi, Nissan, Peugeot, Renault, Toyota, Volkswagen, and Volvo had signed up to participate in the scheme

As of November 2014, Germany had 4,800 public charging stations

China

In China, Domestically-produced vehicles accounted for 96% of EV sales

The Chinese government adopted in 2009 a plan to become one of the world leaders in producing EVs. In June 2012 China's government published a plan to develop the domestic EV industry. The plan set a sales target of 5 million EVs by 2020.

60% subsidy for purchase of EVs

Estonia

**Estonia, a nation of just 1.3 million people, in 2013 set up the world's first national EV Charging Network – 156 stations -
Despite having only 650 EV cars at the time**

Iceland

Eliminated VAT (24%) and CO2-based fees (up to 65%) on new car purchases for EVs.

Norway

- ▶ **Target of 50,000 EVs by 2018**
- ▶ **Exempt from the Annual Road Tax, Public Parking Fees and Tolls**
- ▶ **More than 135,000 EVs as of December 2016**

Major Requirements of Sri Lanka's EV Users

- 1. Battery Replacement**
- 2. Clear Government Policy for the Long-Term**
- 3. Nationwide Network of Charging Points**
- 4. Rationalization of Insurance Premiums**

1. Battery Replacement

- **Large numbers of existing EV users need to replace batteries**
- **No clear direction from Nissan's sole agent AMW**
- **Confusion in market on how and when to replace batteries**
- **Opportunity for fraud and victimization of consumers**

2. Clear Government Policy on EVs

PUCSL Consultation Paper on EV Charging

Stations & Consumer Rights mentions ‘the

Policy Objectives of the Government’

Government Policy

Within a 2-year period:

- ▶ First Budget of this government **sharply reduced** Customs Duty
- ▶ Second Budget of this government **sharply increased** Customs Duty
- ▶ Third Budget of this government **slightly reduced** Customs Duty

Helium Powered Vehicles!!!

- ▶ **Second Budget of this government reduced Excise Tax on vehicles powered entirely by Helium.**
- ▶ **Such a vehicle has never been invented.**
- ▶ **Simple reason: Helium is an inert or 'Noble' element, which does not bond chemically with other elements.**

Hydrogen powered vehicles!!!

- ▶ **Second Budget of this government reduced Excise Tax on vehicles powered entirely by Hydrogen.**
- ▶ **Although such vehicles exist, they have not been introduced as a mass market vehicle, and certainly not in Sri Lanka.**

3. Nationwide Network of Charging Points

- ▶ **Best option is to make it mandatory for all fuel stations nationwide to have one EV Charging Point for both cars and bikes**
- ▶ **Therefore no investment needed for land**
- ▶ **One charger at each fuel station to start with**
- ▶ **If demand exists, more chargers can be added**
- ▶ **Let the existing EV Charging Service Providers enter into agreements with individual shed owners**

4. Rationalization of Insurance Premiums

- ▶ **Insurance industry is coming up with bogus excuses to justify higher premiums on electric cars. This is daylight robbery.**
- ▶ **Need a government directive to the insurance industry and action through the government's insurance corporations.**

- ▶ **Not one single fatal accident involving an EV in Sri Lanka**
- ▶ **No fuel to catch fire**
- ▶ **Far superior braking system**
- ▶ **Large tyres give more tyre surface for more effective braking**
- ▶ **Regenerative braking system encourages safer driving**
- ▶ **Higher ground clearance and seat height gives better view of road**
- ▶ **Environmentalists tend to be extremely safety conscious**

PUCSL should influence GOSL on following points:

- ▶ **All equipment needed for EV Charging Stations should be exempted from all Customs duties and other government taxes**
- ▶ **Tax exemptions for all investors in solar technology, including solar power installers and EV Charging Station providers.**
- ▶ **Abolish Customs Duty and all other government taxes on Electric Vehicles.**
- ▶ **Abolish Customs Duty and all other government taxes on solar panels, inverters, etc.**
- ▶ **Remove Customs Duty and all other taxation on replacement batteries**

The World has Embraced Electric Vehicles

▶ **Sri Lanka Must Not Miss the Bus.**

Thank You

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.