

## New partnership charges electric vehicle deployment

**GE and electric vehicle services provider Better Place have announced a technology and financing partnership that will accelerate the global deployment of electric vehicle (EV) infrastructure.**



Credit: CSIRO

The strategic partnership includes collaboration in four key areas:

1. introducing standards-based infrastructure that will allow Better Place consumers to charge their vehicles at GE's new Watt Station electric vehicle chargers
2. battery financing to kick start the early EV market in Israel and Denmark, helping to launch their first 10,000 electric vehicles
3. joint fleet electrification programs aimed at converting corporate fleet owners to electric fleets
4. rolling out consumer awareness programs aimed at increasing understanding of the economic and environmental value of electric transport systems in target markets, as part of Better Place's Ecomagination Initiative.

'This strategic partnership puts further momentum behind the rollout of EV infrastructure in Australia,' says Antony Cohen, Chief Financial Officer of Better Place Australia.

'The partnership...with GE is a significant endorsement of the Better Place model and another key milestone in our

plans to commence roll out in Canberra, followed by the rest of the country, from next year,' he says.

'The partnership will fast-track our plans to target the Australian fleet market, and the battery financing model will help drive mass adoption by ensuring EVs are a competitive, as well as sustainable, alternative.'

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