

*The APDIG and Lord Palmer are delighted to invite you to*

## **Electric Vehicles Unplugged: Stakeholders' Debate and Reception**

**Tuesday 22<sup>nd</sup> June 2010**

Debate:  
**House of Lords Cholmondeley Room and Terrace**  
**3.30 – 5pm**

Reception:  
**The Marble Gallery, One Birdcage Walk**  
**5.30-7pm**

In partnership with

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The motion for discussion and debate is:

**“Electric cars are the optimum solution for consumers: what is the role of policymakers?”**

**Chair:** Lord Palmer

**Speakers:** **Ayoul Grouvel** Head of Electric Vehicles, PSA Peugeot Citroen  
**Diana Blake** Director, Optimal Energy  
**Sarwant Singh** Partner and Practice Director, A&T, Frost & Sullivan  
**Sharon Hodgson** MP for Washington and Sunderland West  
**Lord Drayson**

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The new coalition government has confirmed its commitment to enabling a national recharging network for electric and plug-in hybrid vehicles. However, this commitment, like those of the previous Labour administration, is arguably only a beginning. To drive the demand for Electric Vehicles (EVs) and, consequently, reduce CO2 emissions from road transportation, Governments across the EU will need to make a concerted effort in terms of incentives, research initiatives and infrastructure projects.

**‘Electric Vehicles Unplugged’** will bring together key decision makers from across the industry to debate the structure of new business models and their implications for industry stakeholders. It will also give insight into the positions of key industry players towards managing the infrastructure requirements, exploring the pros and cons of different solutions currently in development across Europe.

Guests at this reception will hear initially from electric vehicle automotive manufacturers **PSA Peugeot Citroen** and **Optimal Energy**, as well as from the growth consultancy **Frost & Sullivan**, who have a cross-sectoral view and expertise.

Following these short presentations **Sharon Hodgson MP** (Lab) will give the view from her North East constituency, which hosts the largest car manufacturing plant (NMUK) in the UK, in the region that is soon to be the largest EV infrastructure-linked region in the world, followed by a few words from Lord Drayson, both a former Innovation Minister and racing driver.

The responses will be followed by a Q & A session with the panel, chaired by Lord Palmer.

The event on the Terrace will close at 5pm. However there will be opportunities for more informal discussions and networking with **a drinks reception at One Birdcage Walk, 5.30-7pm.**

Fellow guests will be representatives from both Houses, and from across the spectrum of stakeholders, including:

**PSA Peugeot Citroen, Ford, GM, HSBC, Optimal Energy, Vattenfall, Nissan, Eurocopper, Atraverda, Think, Modec, OLEV, ADEME, Better Place, Toyota, Mahle Powertrain Ltd, Bosch, Mitsui, Valeo, Eaton Industries Manufacturing GmbH, Hyundai and Fiat.**

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If you would like to attend please RSVP to the APDIG secretariat on [jocelyn.bailey@policyconnect.org.uk](mailto:jocelyn.bailey@policyconnect.org.uk) or 0207 202 8588 or write to:

Policy Connect, CAN Mezzanine, 32-36 Loman Street, Southwark, London SE1 0EH.

We look forward to hearing from you and do hope you will be able to attend.

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