



## Beyond the hype and towards a sustainable transport system - Austria's way towards electro-mobility

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# Priorities in Austria



- Looking at the **overall transport system** (including long-term changes in mobility behaviour)
- **Policy incentives** based on international best practice
- **Focus funding** support in line with intermodality, affordability and target groups (e.g. commuters)



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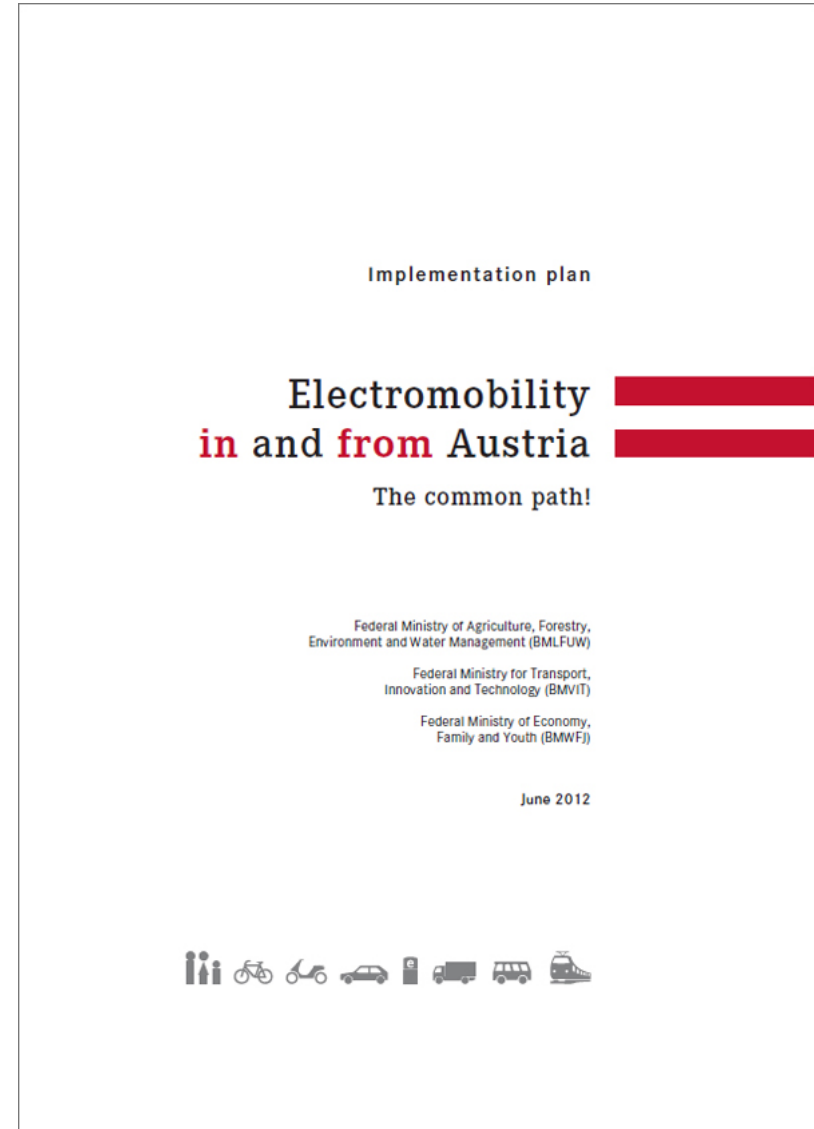


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# Implementation plan



- Three Ministries: Transport, Environment, Economics
- Based on a broad consultation process with more than 200 experts in 9 working groups (2009-2011)
- More than 60 measures in 8 fields:
  - Overall transport system
  - Energy system and charging infrastructure
  - Incentive systems
  - Raising awareness
  - Environmental impacts
  - Technology and business location
  - Internationalisation
  - Education, training and qualification



# How Austria defines Electromobility...



***Intermodal , affordable and integrated mobility system of railway, e-commercial vehicles, e-busses, and e-passenger cars, e-scooters and e-bicycles, E-sharing, E-Taxi***



# Focusing on Research & Innovation – 8 Specific Flagship Projects



# E-Mobility for urban and rural areas – 8 pilot regions



## Supporting local initiatives



Pyhrn-Priel: free charging at regional charging network (RE)

„Gaubitscher Stromgleiter“:  
Sharing on community level,  
yearly rent of 99€ , 10 c/km,  
reservation system for private  
user, local administration,  
local associations



# Funding urban e-Carsharing and e-Taxi systems

- Program “Electromobility for all: Urban Electromobility” of the Federal Ministry of Transport, Innovation and Technology:
  - Focused on city-regions with > 50.000 inhabitants
  - Focused on “Sharing” concept due to existing barriers to electromobility (especially affordability but also accepting city-focus shifting mobility behaviour away from private car ownership)
  - Demonstrating e-carsharing and e-taxis (including infrastructure, services, interoperability, vehicles, integration into the overall transport system...)

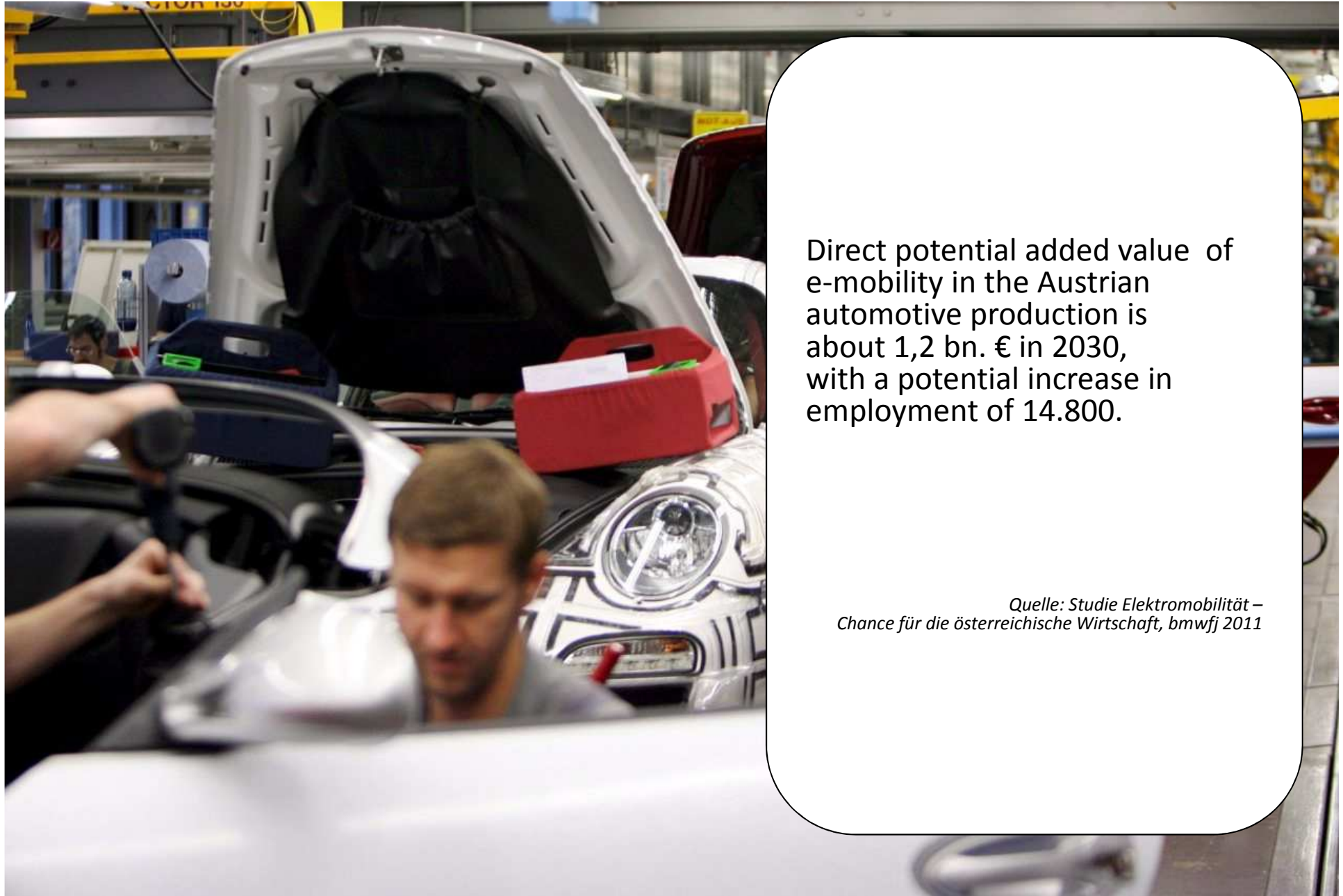


E-Mobilität für alle:  
Urbane Elektromobilität  
Ausschreibungsleitfaden Phase 1

Einreichfrist: 30.01.2014, 12:00 Uhr



Wien, September 2013

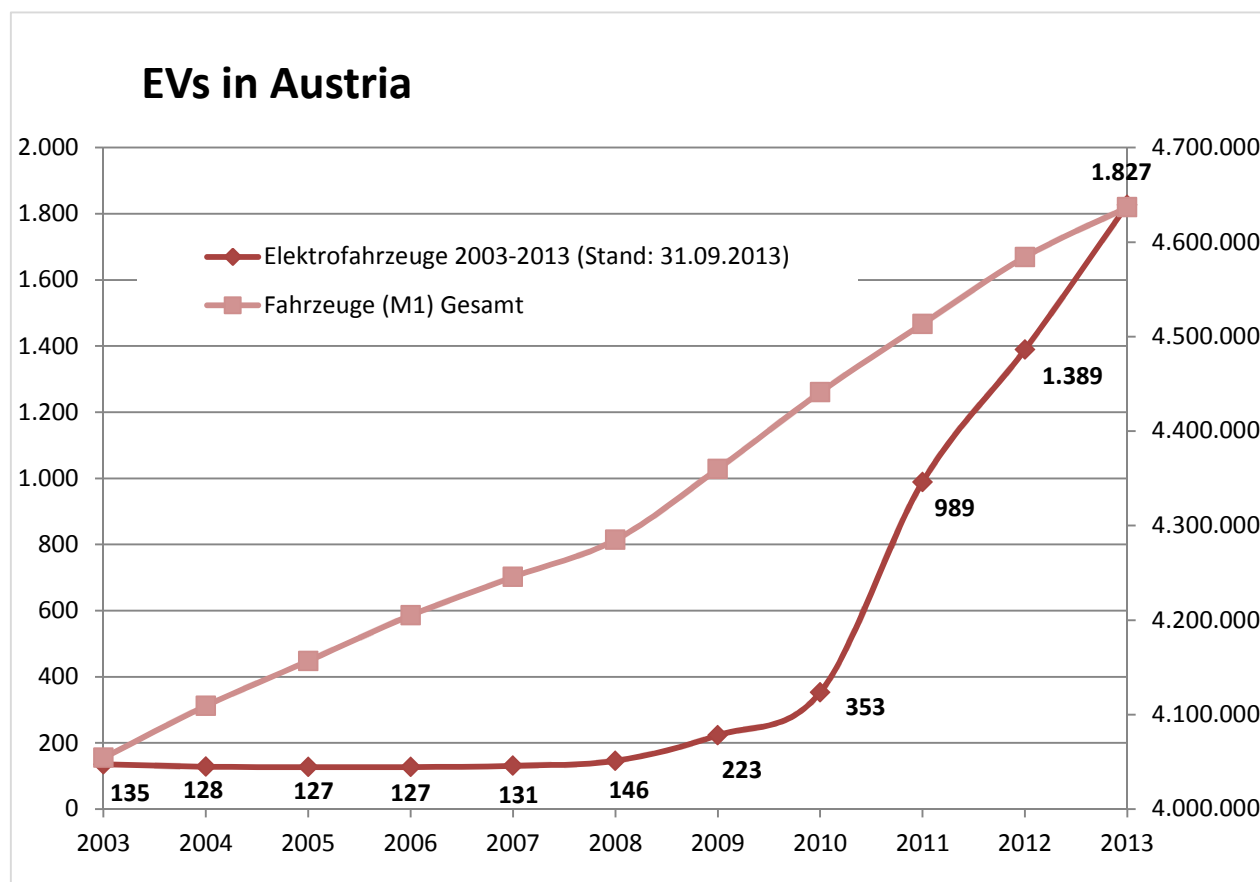


Direct potential added value of e-mobility in the Austrian automotive production is about 1,2 bn. € in 2030, with a potential increase in employment of 14.800.

*Quelle: Studie Elektromobilität –  
Chance für die österreichische Wirtschaft, bmwfj 2011*

# What numbers are we talking about?

## Battery Electric Vehicles in Austria – 2003 - 2013



Source: [http://www.statistik.at/web\\_de/statistiken/verkehr/strasse/kraftfahrzeuge\\_-\\_bestand/index.html](http://www.statistik.at/web_de/statistiken/verkehr/strasse/kraftfahrzeuge_-_bestand/index.html), 23.10.2013

- Diagram shows only BEV
- **9.995 Hybrids** (30.09.2013)
- **BEV x13 since 2003**
- From 31.12.2012 to 30.09.2013 number of BEVs increased by **32%**
- BEV account for 0.04% of vehicle stock in Austria (30.09.2013)

# E-Bikes & E-Motorcycles

## Number of sold E-Bikes in Austria

- Year 2012\*: 41.000
- Year 2011: 35.000
- Year 2010: 20.000
- Year 2009: 12.000
- Year 2008: 8.000
- Year 2005: 3.500

\* prediction

Source: VCÖ 2011



## Number of sold E-Scooters in Austria

- 2012\*: 3.700
- 31.12. 2011: 3.000
- 31.12.2010: 2.559
- 31.12.2009: 1.627
- 31.12.2008: 668
- 31.12.2007: 264
- 31.12.2006: 161

\* prediction

Source: Statistik Austria, VCÖ 2011, VCÖ 2012

**Every tenth bicycle sold in Austria is an E-Bike.**



# Thank you for your attention!

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