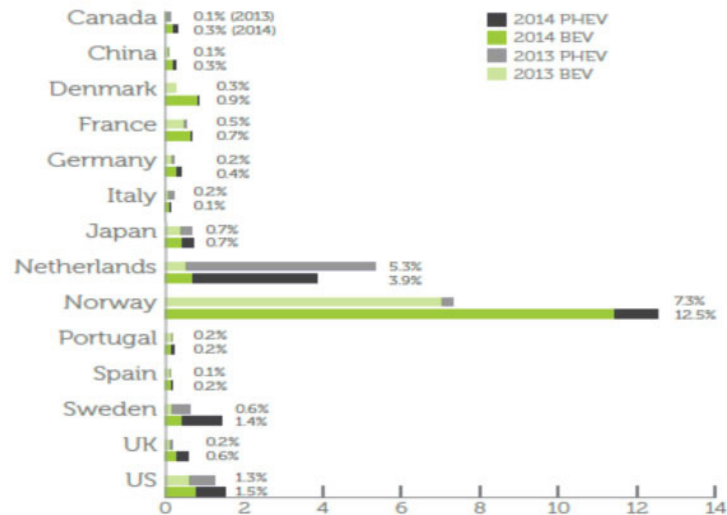


# What's up?

Market sales shares of EVs for 2013 (lighter colors) and 2014 (darker colors).



Electric cars have been in the market for decades, but only recently sales have started to spike due to the introduction of successful models by brands such as Tesla, Toyota and Nissan. Supported by favourable (tax) regulations and international development initiatives EV's are an increasingly attractive means of transport.

A market that grows hand-in-hand with that of the EV's, is the EV charging market. Currently this market is still in it's early stages of development and experiencing a fast-changing competitive environment. In our analysis of this industry will try to provide further insight in the current status, and from there identify promising opportunities and recommendations for future strategies.

# LEADS.

*Opportunities in Electric Car Charging*

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# Logic Model

