

## Program Description:

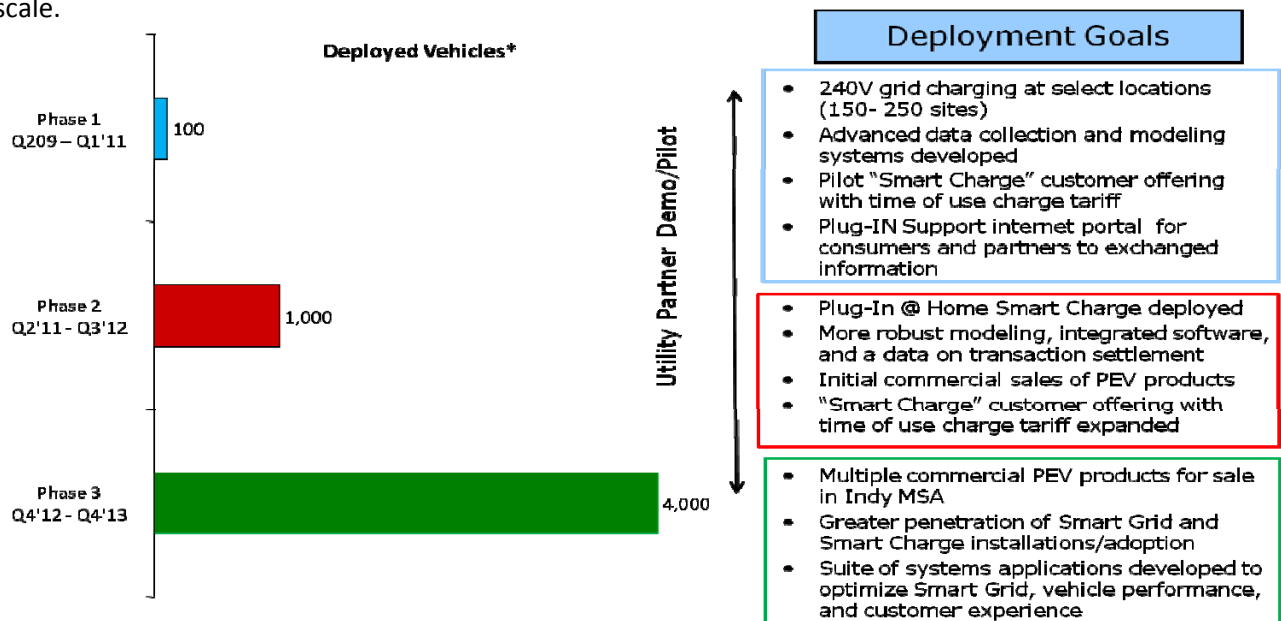
Effectively addressing the technical, business, regulatory, and consumer challenges to meeting our Federal government’s goal of one million plug-in cars by 2015 requires a systems approach that provides advanced electric drive vehicles and related technologies integrated in a real-world environment. No single company has the capacity to solve all of the challenges inherent in this goal. Moreover, mass commercialization will require a range of companies and institutions representing industries and interests that must coordinate efforts to achieve successful systems integration. The *Energy Systems Network (ESN)* has assembled a world-class team to commence a model deployment community program that will accelerate the market introduction and penetration of plug-in vehicles and related technologies.

ESN’s *Project Plug-IN* is comprised of partnering companies and institutions with capabilities spanning the entire plug-in ecosystem from vehicles, to the grid, and in-between. ESN partners include:



ESN is working with a range of plug-in vehicle manufacturers committed to making Indianapolis a launch market for their plug-in vehicles including: Think Automotive who has agreed to make the Indianapolis region its first launch market commercial sales of its “City” electric vehicle. Project Plug-IN partners will strategically and systematically work to accelerate the commercialization and market penetration of these vehicles and ensure that a trained workforce is in place to sustain the transportation electrification market. Through Project Plug-IN Indianapolis region public and private fleet operators and select consumers will have an exclusive opportunity to purchase a Think City electric vehicle manufactured in Elkhart, IN at a reduced price. Customers who have committed or are expected to commit include State of Indiana Green Fleet, Duke Energy Fleet, IPL Fleet, Duke and IPL employees, Enterprise Rent-A-Car, AES Corporation.

The Indianapolis area is an ideal location for Project Plug-IN because it is approximately 20 miles from all suburbs to the city center (ideal for current battery range) and has no mass transit system. Moreover, Indianapolis is hosting the 2012 Super Bowl where our plug-in ecosystem can be showcased on a global scale.



**Proposed Public Charging Locations:**



Think City



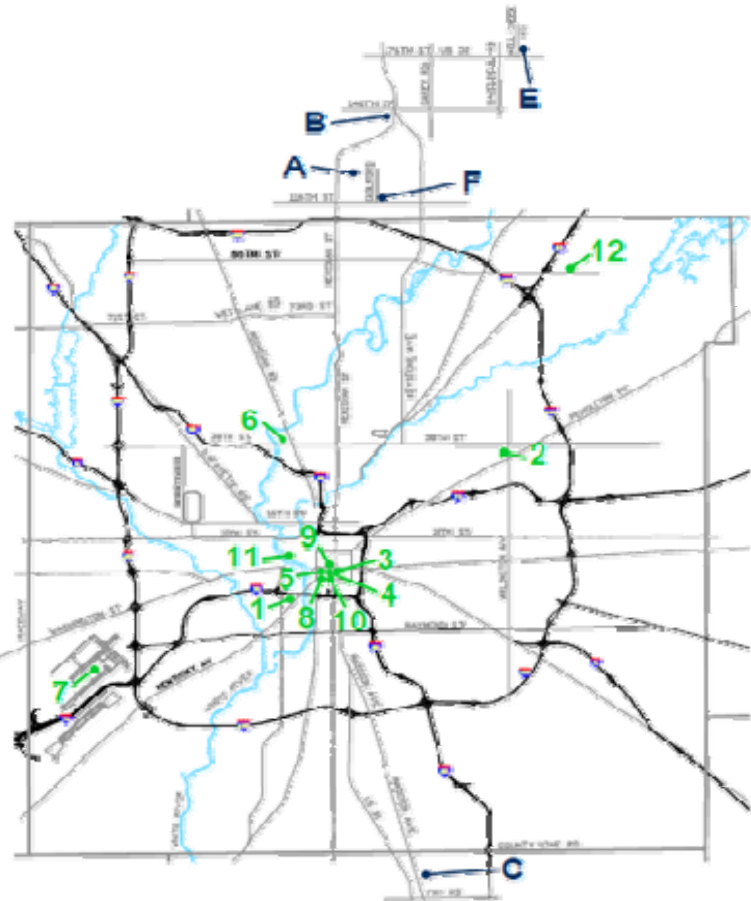
Smart ForTwo EV



Nissan Leaf



Navistar eStar



**IPL SERVICE TERRITORY**

- 1. IPL MORRIS STREET SG, 1230 W. MORRIS ST.
- 2. IPL ARLINGTON SG, 9000 N. ARLINGTON AV.
- 3. DENSON MERCHANTS GARAGE, 313 S. MERIDIAN ST.
- 4. SIMON MALL GARAGE 1, 50 W. GEORGIA ST.
- 5. SIMON MALL GARAGE 2, 129 W. MARYLAND ST.
- 6. IMS, 4000 MICHIGAN RD.
- 7. INDIANAPOLIS AIRPORT, 7801 COL. H. WEIR COOK MEM. DR.
- 8. JW MARRIOTT, 19 S. WEST ST.
- 9. STATE OF INDIANA, 100 N. SENATE AV.
- 10. CONVENTION AND VISITORS BUREAU, 100 S. CAPITOL AV.
- 11. RSRB, 1040 W. MICHIGAN ST.
- 12. FAFR/DFI, 8740 HAGUE RD.

**DUKE SERVICE TERRITORY**

- A. MIDWEST SQ, 701 CITY CENTER DR.
- B. SIMON MALL - CLAY TERRACE, 14390 CLAY TERRACE BLVD.
- C. SIMON MALL - GREENWOOD, 12311 US HIGHWAY 31 N.
- D. PLAINFIELD HQ, 1000 E. MAIN ST. PLAINFIELD
- E. NOBLESVILLE DISTRICT OFFICE, NODOLSVILLE.
- F. CARMEL DISTRICT OFFICE, 1441 S. GUILFORD GANDEL.

**Federal Funding:**

**ARRA Stimulus Grants:**

\$4.5M Grant – Will be used for vehicle rebate subsidies.  
 \$1.9M Grant – Will be used for charging equipment, stationary battery storage, and smart grid technologies.

**Future Grant Opportunities:**

ESN has been informed by DOE to expect a round of funding for PEV Deployment Communities

- 5 – 10 Deployment Communities. This is expected to be highly competitive.
- Up to \$25M per community
- Expect FOA to be released in January or February, 2011
- Indianapolis (ESN) was one of four communities invited to participate in a DOE Transportation Electrification panel in July. Other cities participating were Portland, San Diego, and Houston.