

JETZT
€ 8.000,-
FÖRDERUNG & GRATIS-
STROM SICHERN!



Project „**eTaxi** Vienna“

Founded
by



part of project
portfolio

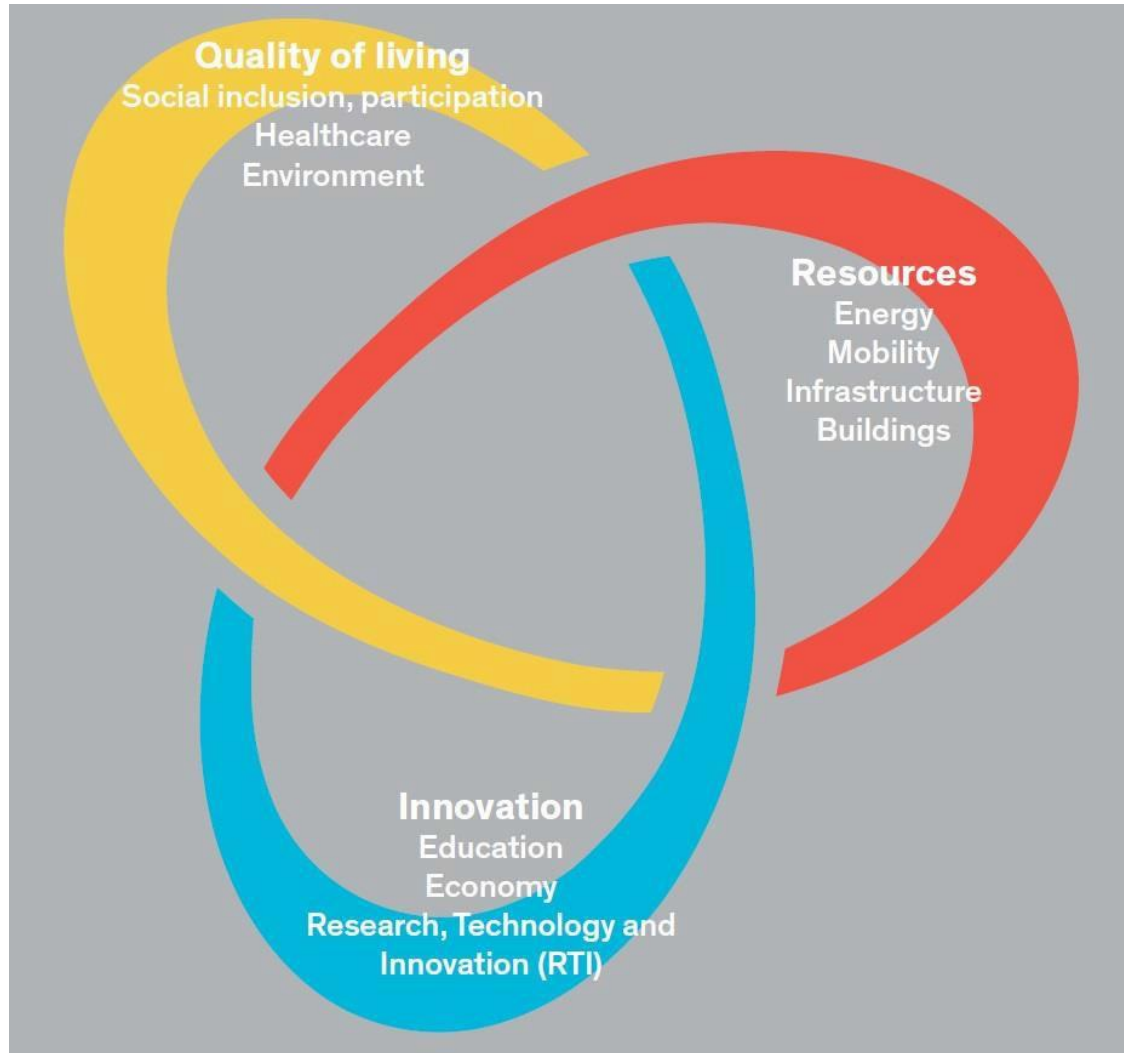


AGENDA

- 1. Smart City Vienna vs. E-Taxi Vienna
- 2. Success factors of E-Taxi
- 3. Partner
- 4. Phase Plan
- 5. Costs E-Taxi vs. Fuel Car
- 6. Pros and Cons E-Taxi
- 7. Implementation barriers E-Taxi Vienna



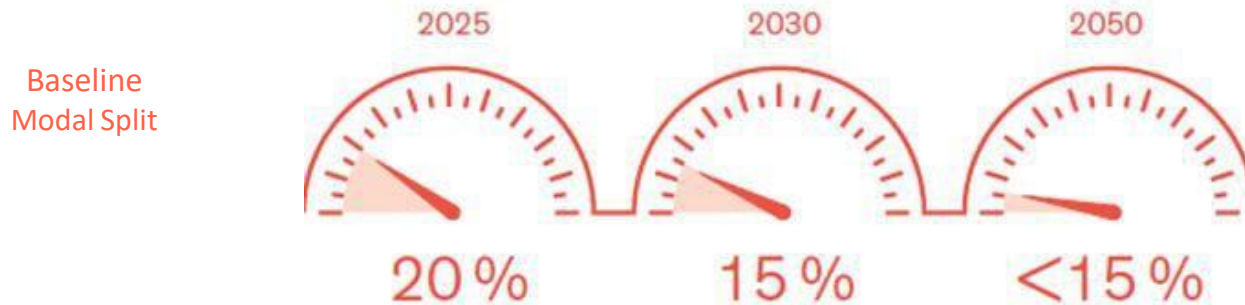
SMART CITY WIEN



Website: www.smartcity.wien.gv.at

Objectives for resource-saving mobility

- Strengthening CO₂-free modes of transport (walking, cycling, eTaxi)
- Reducing motorised individual traffic (MIT) in local traffic to:



- Electric mobility



- by 2030: Displacing MIT on new drive technologies
- by 2050: Inner-city MIT without conventional drive technologies

Implementation: „Fachkonzept Mobilität“

<https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008379a.pdf>

eTaxi Vienna: Success factors



- **Charging infrastructure**
- Widespread „quick charging stations“
- Availability: 24/7
- Status displays of stations
- Reservation possible

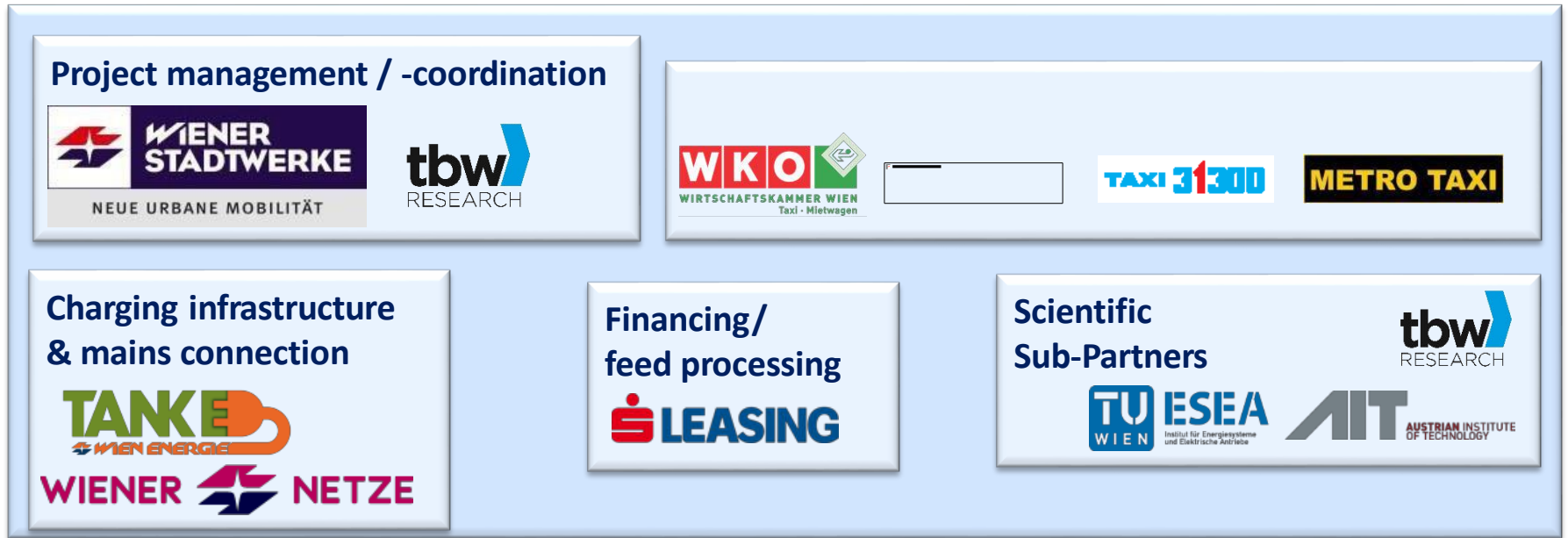


- **eTaxi vehicles**
- Suitable vehicles for taxi-operation
- Sufficient number of eTaxis
- Willingness of eTaxi drivers
- Economic efficiency for entrepreneurs



- **Customer demand**
- Ordering code "eTaxi"
- Carbon-neutral mobility
- Specific eTaxi-stands
- Several business clients

Participation for successful implementation



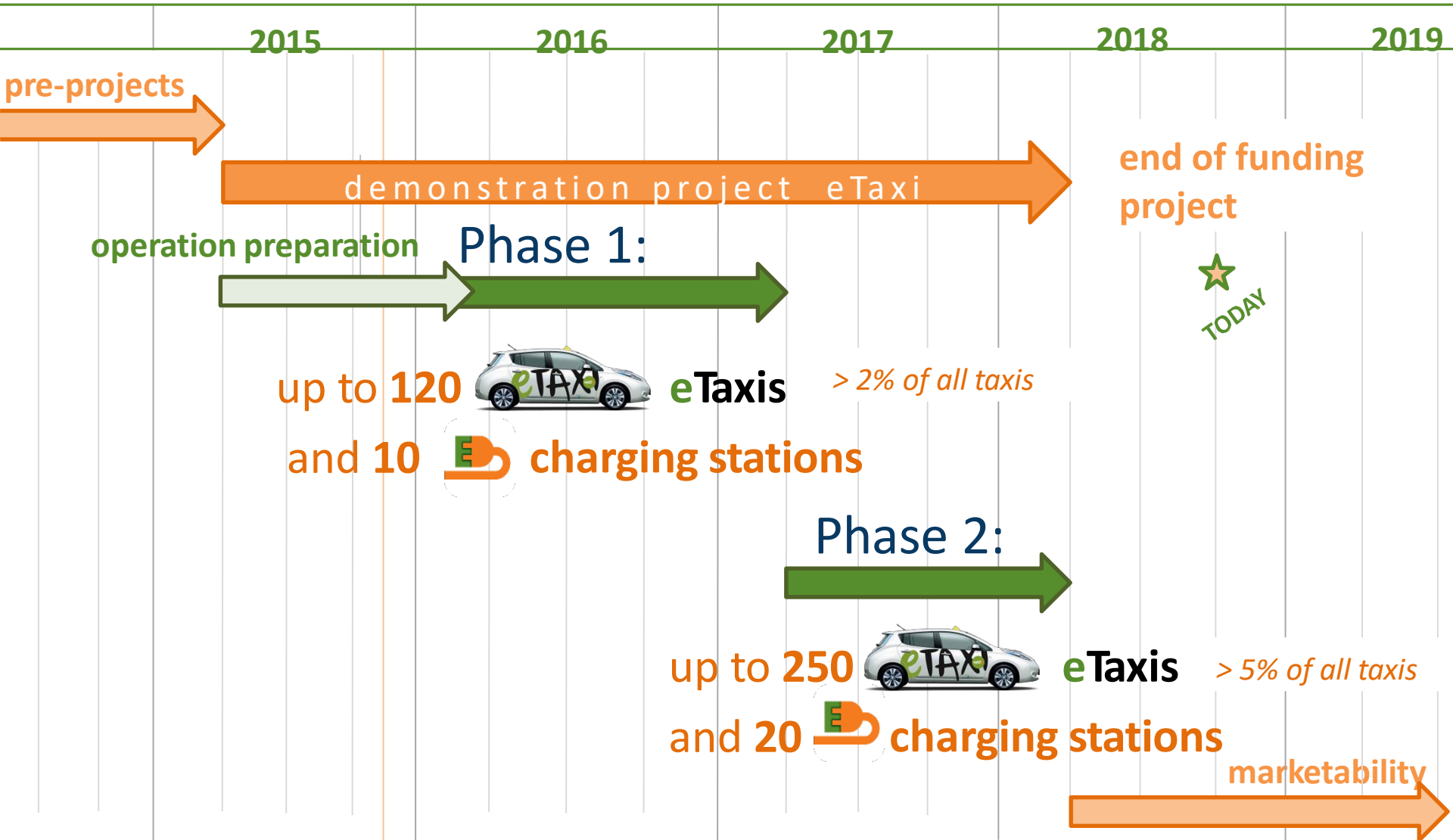
Consortium partners



Cooperation partners



Project phases – eTaxi operations



Specific **TANKE** fast-charging stations for eTaxis



- **10 new eTaxi-charging locations** in Vienna
+ **1** at the airport till march 2016
– **especially for eTaxis** – independent from eTaxi stands

1 Jahr
GRATIS
tanken

- „Range“: **1 to 2 x charging/taxi-shift**
> breaks à 20 minutes

- **well-distributed and accessible locations**



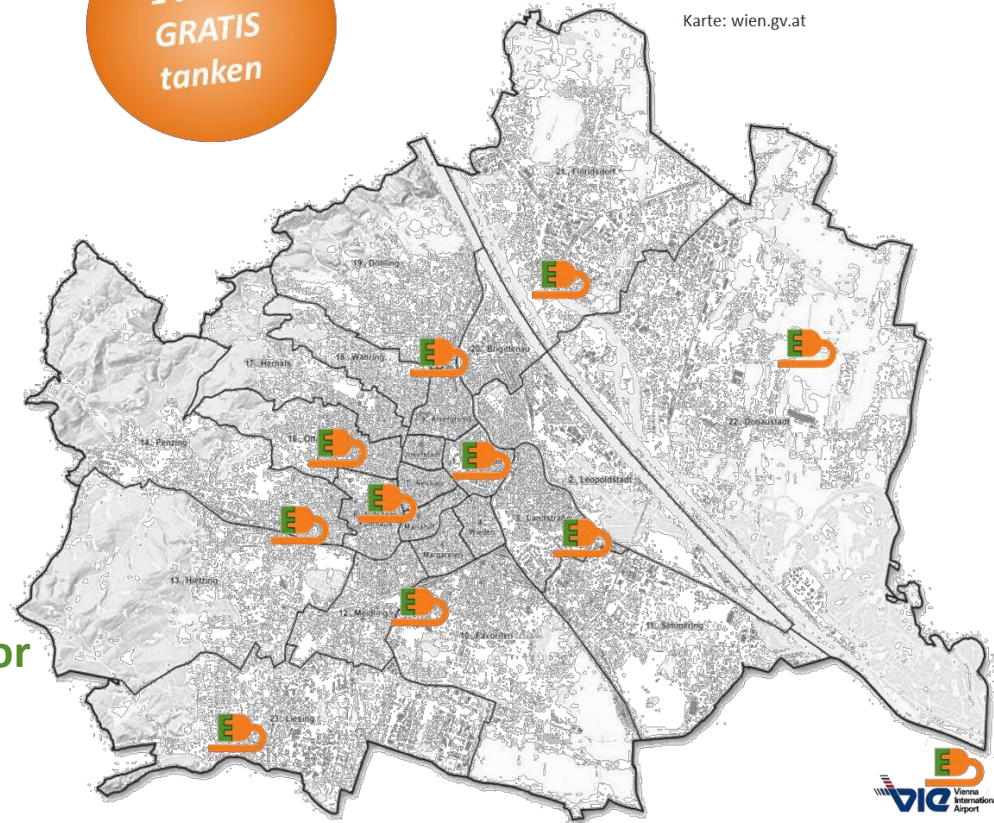
- **Starter-package: 1 year TANKE-power for free** at the eTaxi fast-charging stations

- Afterwards:

Attractive prices for charging : ~30c/kWh

„home“charging (company ground): 11-20c/kWh

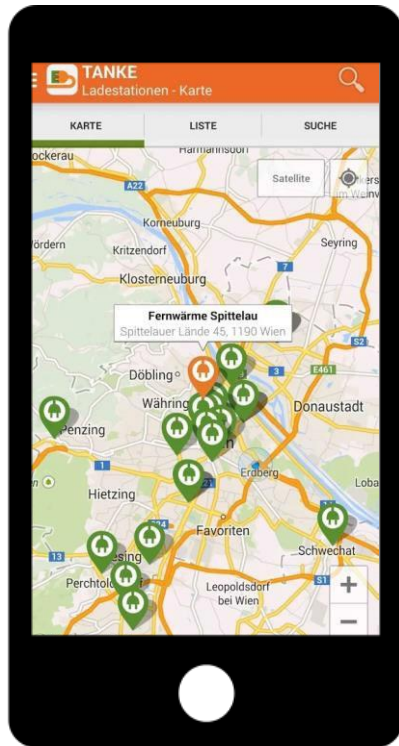
Operation costs -> **max. 6€/100km**



Specific **TANKE** fast-charging stations for eTaxis



Status indication + reservation
on your smartphone



Activation by card













eTaxi: vehicles

- **Types:** all e-cars with possible taxi registration are suitable
- **Specific cars:**

particularly suitable	with restrictions	No ability for fast charging
Nissan Leaf	VW e-Golf	Mercedes B-Klasse
Nissan e-NV200	Tesla Model S	Ford Focus
		Renault Kangoo

eTaxi: vehicles (middle-class)

models	car brand	costs	range/charging
	Leaf Acenta Battery: 30 kW 	Leasing rate (incl. funding): 500,01/month incl. VAT * Purchase price (w/o funding) : 33.447 €. VAT. 	~140-160 km  fast charging: 30min 
	E-NV200 Evalia Tekna Battery: 24 kW 	Leasing rate (incl. funding): 573,67 € incl. VAT * Purchase price (w/o funding): 39.569,40 VAT 	~100-120 km  fast charging: 30min 

- extended battery warranty 200.000 km
- residual value guarantee + buy back by Nissan (in case of leasing)

* 48 months, 50.000 annual mileage, without deposit

eTaxi: vehicles (middle-class) - costs/km



e-car

Total costs:

0,206 – 0,342 €/KM

Operation costs:

2-6€/100km



fuel car

Total costs:

0,279 – 0,476 €/KM

Operation costs:

>6€/100km

- **cost benefits** for
taxi companies
- **environmental** benefits



Support of radio-taxi 40100

- Dispatched with ordering code "**eTaxi**"
- eTaxi-drivers achieve more points per direkt „**eTaxi**„ order which can be used for order prioritisation to compensate charging times
- Cooperation with radio-taxi 31300 is considered for compensating busy **eTaxi** capacities
- Supporting the communication and marketing activities of the **eTaxi**-project

eTaxi: pro and contra



Pros	Cons
Less expensive fuel	High initial costs
Coolness factor	Limited range
Low service costs	Long charge time
Environmental responsibility	Major urban planning changes necessary

Customer demand

Increased customer demand through eTaxi possible:



- Direct **ordering** of eTaxi
- Incentive for **image benefit**: Companies as (new) customers

Eco-Friendly & CO₂-free

- Higher **visibility** for customers: **new, specific eTaxi-stands**

in cooperation with the city of Vienna (planned)

- Widespread **communication** for eTaxi

Implementation barriers



- No cost advantages because of low oil prices
- Nissan Leaf in fact the only car
- Long delivery times up to 6 months
- No cars on stock
- Social component

Thank you for your attention!



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