



Verdek Newsletter

2016 NEW YORK AUTO SHOW

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Dear Guy,

Several car manufacturers introduced new electric and plug-in electric vehicles at the New York Auto Show. At the same time Tesla launched the Model 3. We are approaching the moment in which EVs will join the mass market.

The target is to have an electric vehicle with approximately 200 mile range and a price of \$30,000-\$35,000.



The New Electric Vehicles

Chevrolet Bolt is the first to reach the target of 200 mile and a price of \$30,000, it will be available later this year.



CHEVY VOLT

This week Tesla finally unveiled the expected Model 3 which is designed with the same objectives of the Bolt. The price is set at \$35,000 and the range is 230 miles. Tesla says they already received 130,000 reservation.



TESLA MODEL 3

Hyundai launched the Ionic with 3 models: a pure EV with 110 mile range, a plug-in hybrid with 25 mile range and hybrid version just like the original Prius.



HYUNDAI JONIC

All electric vehicles enjoy the \$7,500 federal tax credit and the State tax credit which varies from \$0 to \$5,000 depending on the State.

The New Plug-In Hybrid Vehicles

Volvo presents the T90 and the XC90 both plug-in hybrid with approx. 25 mile range and a very powerful 2.0L 4 cylinder turbo gasoline engine.



VOLVO XC90



VOLVO T90

Toyota introduced the all-new Prius Prime with a new attractive design and overall better performance for batteries and engine.



PRIUS PRIME

BMW displayed a full range of Plug-In Hybrid cars and SUVs that will line up next to the i3 and i8 models. The Series 3, Series 5, Series 7 and X5 are all available with a plug-in hybrid options. Also Porsche featured the Panamera and the Cayenne with a plug-in Hybrid option. Nissan Leaf has now a larger battery pack option to reach 110Mi.

Hyundai Market Research

As you can see this year the auto show has a larger participation of EVs compared to last year when oil prices were almost double of the current prices. This means that EVs are now more main stream.

During the Hyundai press conference, the auto maker reported on the results of a market analysis on what drivers want to see in an EV. Frankly there are no big surprises but it is important that now the car manufacturers are listening:

- Better design, electric does not mean ugly
- Safety
- Ease of use, designed for all not just techies
- Range confidence, add more charging stations

Many of the models shown in New York meet these requirements.

Carlos Goshn



CARLOS GOSHN, CEO NISSAN-RENAULT

Carlos Goshn was the keynote speaker at the breakfast conference, just before the official opening of the NYAS. He gave an overview of the results of Nissan-Renault Group, their commitment to electric vehicles and their charging infrastructure. In the next 2 years we see an acceleration of the introduction of more appealing and cost competitive EVs which will attract a much broader consumer base. The stricter emission regulations forcing the car manufacturers to offer more efficient engines and the lower cost of the lithium batteries will move the EVs from the niche to the mass market.

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Sincerely,

Verdek Marketing Team

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