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Feasibility analysis and development of on-road charging solutions for future electric vehicles

SWOT analysis

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Methodology

1. Objective: Deployment of dynamic on-road wireless charging technologies for electric vehicles
2. Identify
   - Strengths (characteristics that give such technologies an advantage over other technologies)
   - Weaknesses (characteristics that place such technologies at a disadvantage relative to other technologies)
   - Opportunities (elements in the environment that such technologies could exploit to their advantage)
   - Threats (elements in the environment that could cause trouble for such technologies)
3. In order to propose adequate research, deployment and policy and support measures

Examples

Strengths

- Elimination of driver's range anxiety
- No need for time-consuming and uncomfortable plug-in procedures, especially for heavy vehicles

Weaknesses

- High installation cost in the infrastructure
- Reduced vehicle available space
- Risk for physical harm

Opportunities

- Worldwide trend towards greening of transport

Threats

- Public fear about EMF

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Thank you!

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