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

SWOT analysis

Evangelia Portouli – ICCS
Presented by Dr. Panagiotis Lytrivis - ICCS
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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
Thank you!

Evangelia Portouli
Panagiotis Lytrivis
ICCS
v.portouli@iccs.gr
panagiotis.lytrivis@iccs.gr