



EPP and Center for Climate and Energy Decision Making
In conjunction with the Vehicle Electrification Group

Sponsored Seminar



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Presenting on:

“Modeling Market Acceptance of Plug-in Electric Vehicles”

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12 noon

(Lunch served at 11:50am)

129 Baker Conference Room

Department of Engineering and Public Policy

Seminar Abstract: Growing interests in plug-in electric vehicles (PEV) are motivated partly by social benefits of petroleum use reduction and greenhouse gas mitigation in the transport sector. PEVs are already available to consumers and more models are being introduced to the market. But despite generous federal and state incentives for two years, PEVs capture less than 0.4% of the light-duty vehicle (LDV) market in 2012. To design policies that can cost-effectively accelerate sales of PEVs and realization of their social benefits, understanding the barriers to market acceptance of PEVs is critical. This talk introduces some modeling results on how consumers may choose an electric range within the PEV market and how consumers may choose PEVs in the LDV market. These two topics, addressed with different models, are both relevant to market acceptance and social benefits of PEVs.

Speaker Bio: Dr. Zhenhong Lin is a Transportation Energy Analyst at Oak Ridge National Laboratory. His main research interest is in the application of operations research, economics and behavior theories for transportation energy issues. These include consumer choice of electric drive, fuel infrastructure modeling, electric range optimization, and personalized fuel economy. Zhenhong graduated from the Automotive Engineering department of Tsinghua University. He obtained MS in Transportation Technology and Policy (2004) and Ph.D. in Transportation Engineering from University of California, Davis.

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