

Transition Pathways of Commercial-Urban Fleet Electrification

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Abstract : This paper considers current thinking on the pathway for electric vehicles, identifying the development blocks of alternative innovation within the market and analyse technological lock-in. The relationship between transition pathways and technological lock-in is largely under-researched particularly in the field of e-mobility. This paper is based on a study with three commercial-urban fleets that examines strategic decisions in new technology adaption alongside vehicle procurement and driver perspective. The paper will analyse the fleet's decision matrix upon electric vehicles and seek to understand the influence of company culture, strategy and technology applicability, within the context of transition pathways.

Keywords : electric vehicles, fleets, path dependencies, transition pathways

Conference Title : ICSC 2014 : International Conference on Smart Cities

Conference Location : Bangkok, Thailand

Conference Dates : December 18-19, 2014