Lessons from the Virtual EV Test Drive

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Virtual Test Drive logs driving behavior via Smart Phone app

My driving on Monday(7/26)

Unobtrusive Smart Phone app
Data Engine Models EV Performance, on Same Route, Same Way
Also Show Driver Cost, Carbon, Convenience Implications
Top Five Lessons: Focus on Scalability and Implementation

1. IRB collaboration is critical.

2. If it’s not unobtrusive, it isn’t happening.

3. Inform, don’t recommend.

4. Purveyors of efficient goods may not be as enamored with precision as are academics and advocates.

5. Partnering energy efficiency with more visceral behavioral concerns works better. In automotive, this means safety.

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