



Oil Price Information Service

## ***An OPIS White Paper Sponsorship Opportunity:***

### ***“Vehicle Electrification Looms: A Vanguard for Policy Development and Downstream Solutions”***

#### **About this white paper:**

- The paper compounds unprecedentedly in-depth research into impending vehicle electrification: The investment and pertinent regulatory policy shaping the development and integration of the electric fueling and vehicles markets.
- “Not if, but *when*,” has become *now*: Many “firsts” launched EVs and plug-in hybrids (PHEVs) past the tipping point this past year:
  - Nearly every major automaker has plug-in models due next year or in 2011
  - First-ever significant, federal and state pro-electrification policies
  - The most public and private \$billions ever committed to plug-in vehicle, battery, and charging development
- Plug-ins require new regulatory metrics propelled by new CAFE standards, Obama and EPA’s first-ever CO2 emissions standard, the LCFS, and evolved mileage ratings
  - Calculations of electric emissions, fuel economy, and operability cost fluctuate enormously. As we speak, regulatory agencies are developing methodologies for these performance metrics that will hugely impact plug-in progress.
  - Arm yourself for the imminent legislative battle between electrification stakeholders and the petroleum industry by tying your company name to the integrity of comprehensive research backed by the OPIS name
  - This paper compiles unprecedentedly in depth, exhaustive technical analysis of in-development performance metrics, methodology, standards and regulatory policy that will determine plug-in success or failure.



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- **Electric-age refueling will require that a ubiquitous network of charging infrastructure be integrated into the petroleum-dominated landscape, even as the technology siphons demand from liquid fuel.**
  - **Discover the building blocks of next-generation retail fueling in this paper's complete breakdown of the companies, products, policies, tax incentives, investments and strategies aiming to milk profits from the 'electric pump' while electrifying the automobile and eradicating traditional fuels.**

### **Sponsor Benefits:**

- **This timely report will be on the OPIS White Paper page and marketed to our 15,000 + OPIS subscribers and customers. Exposure is for 6 full months on our website!**
- **You will have the opportunity to contribute editorial about how your company helps to comply with the EPA rules and how your company provides solutions.**
- **Your contact information and company bio will be included at the end of the report.**
- **Limited to 6 companies – reach your customers before your competition!**
- **We capture their data when they sign in to access the report – and you get warm leads!**

***TOTAL COST TO BE THE SOLE SPONSOR: \$19,995***

***TOTAL COST TO BE A CO-SPONSOR (per company): \$5,995***

**Contact: Greg Mosho**

**Phone: 732-730-2546**

**Email: gmosho@opisnet.com**