

ELECTRIC transportation

ON THE ROAD AND BEYOND



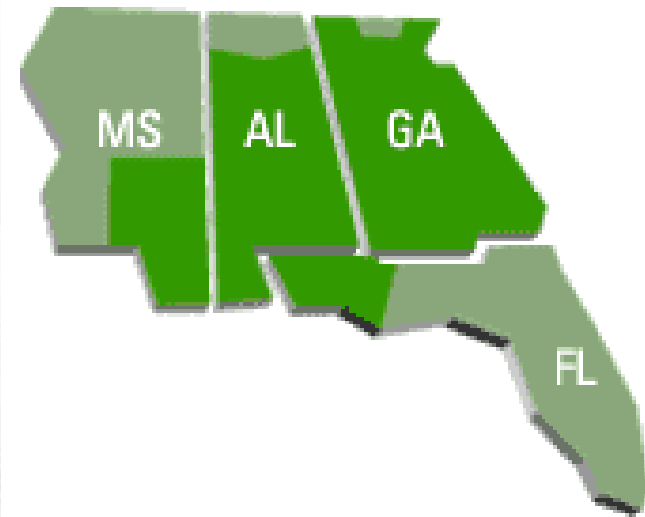
Randy Johnson

Director, Electric Transportation



About Southern Company

- ▶ Southern Company (NYSE: SO)
- ▶ Investor-owned Southeast utility
- ▶ 290 generating units at 77 power plants
- ▶ 43,000 megawatts capacity
- ▶ One of largest US electricity producers
- ▶ Largest wholesale power provider in SE
- ▶ Four Operating Companies
- ▶ 4.4 MM retail customers
- ▶ \$17.46 billion in revenues



Southern Company ET History

*In July 1901, the first **electric** automobile came to Atlanta, owned by Henry M. Atkinson, founder of the power company. He also bought one for use by the **Georgia Electric Light Company**.*



Electricity is Moving Goods

- ▶ Southern Company is an industry leader
- ▶ Promoting electric transportation technologies in many industries

Airports



Mines



Rail yards



Seaports



Warehouses



Truck stops

Electricity is Moving People



Rail and transit

Heavy duty plug-in hybrid trucks



Plug-in hybrid and total electric vehicles



Southern Company Involvement

Our key role is to ***drive, shape and grow electric transportation*** in non-road and on-road segments.

- ▶ Grow the Market Beyond Forklifts
- ▶ Southern Company Fleet Opportunities
- ▶ PEV Readiness
- ▶ Education/Leadership
- ▶ R&D Activities

Grow Off-Road Market

- ▶ Promoting ET technologies:
 - ▶ Railways, Seaports, Airports
 - ▶ Overland conveying
 - ▶ Medium & heavy duty truck fleet
- ▶ 30+ electric cranes at Savannah & Mobile ports
- ▶ Atlanta Hartsfield-Jackson International Airport constructing an All Electric Concourse



Evaluate SO Fleet Conversion Opportunities

- ▶ Vehicles for 2012 and 2013
- ▶ Generation Plants that can be electrified
- ▶ EPRI/GM project – 5 Volts for fleet
- ▶ PEV demonstrations



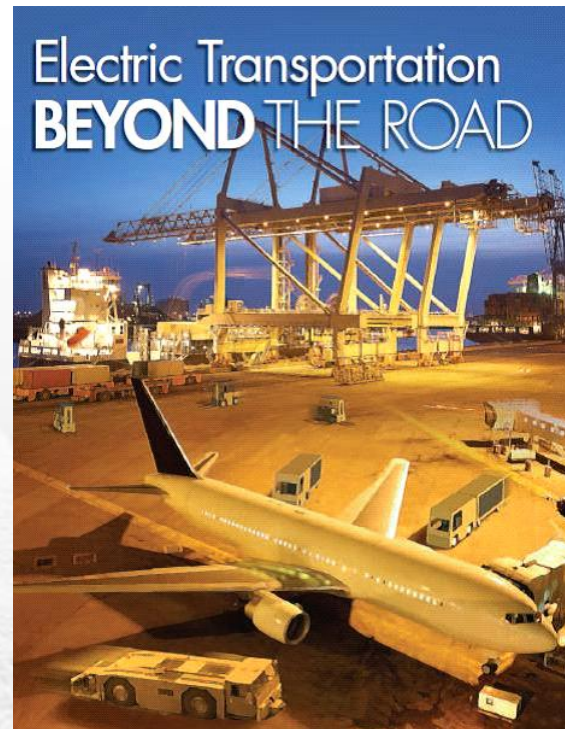
PEV Readiness Strategies

- ▶ Promote and incentivize off-peak charging
 - ▶ Home
 - ▶ Workplace
- ▶ Operating Company procedures
 - ▶ Permitting, Inspections, etc.
- ▶ Phase II of Distribution Analysis
- ▶ PEV rates
- ▶ DOE Grant partnered with Clean Cities



Education/Leadership

- ▶ Internal and external
 - ▶ Environmental Impact
 - ▶ Technology
 - ▶ Market Information
- ▶ Influence ET technology/policy
- ▶ Relationships & Boards
- ▶ Clean Cities, EPRI, EDTA, EEI, SAE
- ▶ Establish Southeast Utility Coalition
- ▶ Electric lift truck education/incentive program



Research & Development

- ▶ Evaluate ET technology for non-road and on-road alternatives
- ▶ GM Smart Charging Project
- ▶ Electric Rail Study
 - ▶ 3 site-specific studies



Where we can work together

- ▶ Streamline charging permitting process
- ▶ Building codes
- ▶ Preferential parking
- ▶ HOV Lanes
- ▶ Fleet programs
- ▶ Education



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