

# It's getting easier to be green

## Driving towards a cleaner, electric future

**Munich, 16 December 2020** - The way in which people travel is undergoing a seismic shift. We are witnessing the biggest shake up of the mobility sector since the invention of the internal combustion engine (ICE). The transformation of the automotive industry is happening at breakneck speed, with the next generation of available electric vehicles (EV) offering everyone the freedom to adventure across international borders, significantly reducing our carbon footprint. With its high-power charging network, IONITY is leading the e-mobility crusade, connecting European countries, and providing EV drivers with 100% renewable energy.

The mobility sector currently accounts for a quarter of the EU's greenhouse gas emissions, hence the need for rapid transformation. The European Commission launched the Green Deal in December 2019, a critical plan to ensure Europe is climate neutral by 2050. To meet this, a 90% decrease in transport emissions is required, as well as an increase in using renewable energy sources, underlining why electric mobility plays such a crucial role in the shift towards a renewable future. By 2025, about 1 million public recharging stations will be needed for the 13 million EVs expected on European roads.<sup>1</sup> For mass EV adoption to happen, consumers need more EV choice, widespread and reliable charging infrastructure, and more affordable EVs.

### Considering electric vehicles

Despite an increasing number of consumers making the decision for electric vehicles, the share of EV ownership is still very low compared to petroleum guzzling, emissions heavy ICE road vehicles. Unfortunately, millions of European drivers are still hesitant to make the switch over to an electric way of life, citing popular concerns like range anxiety, a lack of infrastructure, or high costs. The reality differs greatly to these common e-mobility myths. The transport industry forecasts that between 2020 and 2025, over 400 new battery-powered EVs models will enter Europe<sup>2</sup>, silencing critics about limited EV choice. The cost of running an EV is getting cheaper and cheaper when compared to ICE vehicles. Governments are now offering EV ownership incentives and subsidies, making the leap from ICE to EV even more attractive. For eco-conscious consumers, it's never been this easy switching to electric mobility to protect the planet.

### The importance of widely available, high-power charging Infrastructure

As the European EV industry evolves, a more dense and advanced charging network is being rolled out across Europe. In addition to home and workplace charging, easy-to-use consumer EV charging is becoming much more widely accessible in both urban areas and along European highways. IONITY is connecting cities and countries with its high-power charging network, that is not only a stable and

---

<sup>1</sup> [The European Green Deal](#)

<sup>2</sup> McKinsey Report. [The Road ahead for e-mobility](#) pg 5

reliable charging solution, but also a sustainable one. By having widely accessible EV charging infrastructure, drivers have greater freedom to travel whilst simultaneously reducing their carbon footprint.

IONITY is leading the way with its ever-expanding charging network, with over 300 stations and more than 1,200 individual chargers in Europe. State-of-the-art EV charging infrastructure such as this completely diminishes the archaic notion that EV charging takes many hours. EV drivers can now charge their vehicles along European highways. IONITY's goal is to have its charging stations situated every 120-150km, which is a range in which modern electric vehicles can easily cover.

### **The green benefits of e-mobility and EV life**

The electric way of life means maintaining the pleasure of driving, but with a cleaner, greener conscience. The move from ICE to EV delivers zero emissions i.e., no air pollution or harmful pollutants are released when EV driving with renewable, green energy. According to the McKinsey report "The Road Ahead For E-mobility"<sup>3</sup>, Battery Electric Vehicles (BEVs) have zero local emissions and offer up to 50% better lifecycle CO<sub>2</sub> footprints than ICE vehicles today. However, to maximise sustainability impact, EVs must be part of a wider 'green circle', where driving electric is both emission free and carbon neutral. Carbon neutrality is the ultimate goal, where we see greenhouse gas emissions reduced to zero, and we offset any remaining emissions. With IONITY EV drivers charge their cars with 100% renewable energy – which makes driving an electric vehicle carbon neutral.

By 2030, it's forecast that renewable power will provide more than 60% of Europe's energy needs<sup>4</sup>. Based on the electric grid which charges EVs across Europe, the shift to EVs would cut overall lifetime greenhouse footprint by about 37% for passenger vehicles, whilst reducing the operating footprint by 75% when powered by renewable sources<sup>5</sup>.

To underline its commitment to fighting climate change, IONITY recently partnered with atmosfair, a non-profit organisation and CO<sub>2</sub> offsetting provider. By switching to electric mobility and offsetting CO<sub>2</sub> emissions to compensate for non-avoidable travel, everyone can drive the change. The only thing needed is a "green" attitude.

- ends -

---

<sup>3</sup> McKinsey Report. [The Road ahead for e-mobility](#) pg 16

<sup>4</sup> Allianz Partners. [The world in 2040 - Mobility of the Future Report](#) pg 10

<sup>5</sup> Capgemini. [The Automotive industry in the era of sustainability](#) pg 2

**About IONITY**

IONITY makes long distance travel with electric vehicles the new normal.

The company builds and operates a high-power charging (HPC) network along Europe's highways, using state-of-the-art technology with a charging capacity of up to 350 kW. By doing so drivers of current and future generations of electric vehicles - using the leading European charging standard CCS (Combined Charging System) - benefit from maximum charging speeds while taking a break on their journey. Every IONITY charging station consists of an average of four charging points. As a commitment to sustainability, all IONITY chargers deliver 100% renewable energy for both emission-free and carbon neutral driving.

IONITY was founded in 2017 and is a joint venture by BMW Group, Mercedes Benz AG, Ford Motor Company, Hyundai Motor Group and the Volkswagen Group with Audi and Porsche.

More than 75 employees are shaping the future of e-Mobility at IONITY. The company is headquartered in Munich with an additional office in Oslo, Norway. IONITY is an internationally registered trademark.

For further information please visit: [www.ionity.eu](http://www.ionity.eu)

**Press contact**

JIN Deutschland GmbH

Weinbergsweg 20 . 10119 Berlin . t 030 44047800 . e [ionity@jin.sc](mailto:ionity@jin.sc)