



INSERO
E-MOBILITY

Insero E-Mobility

Driving the e-mobility industry forward

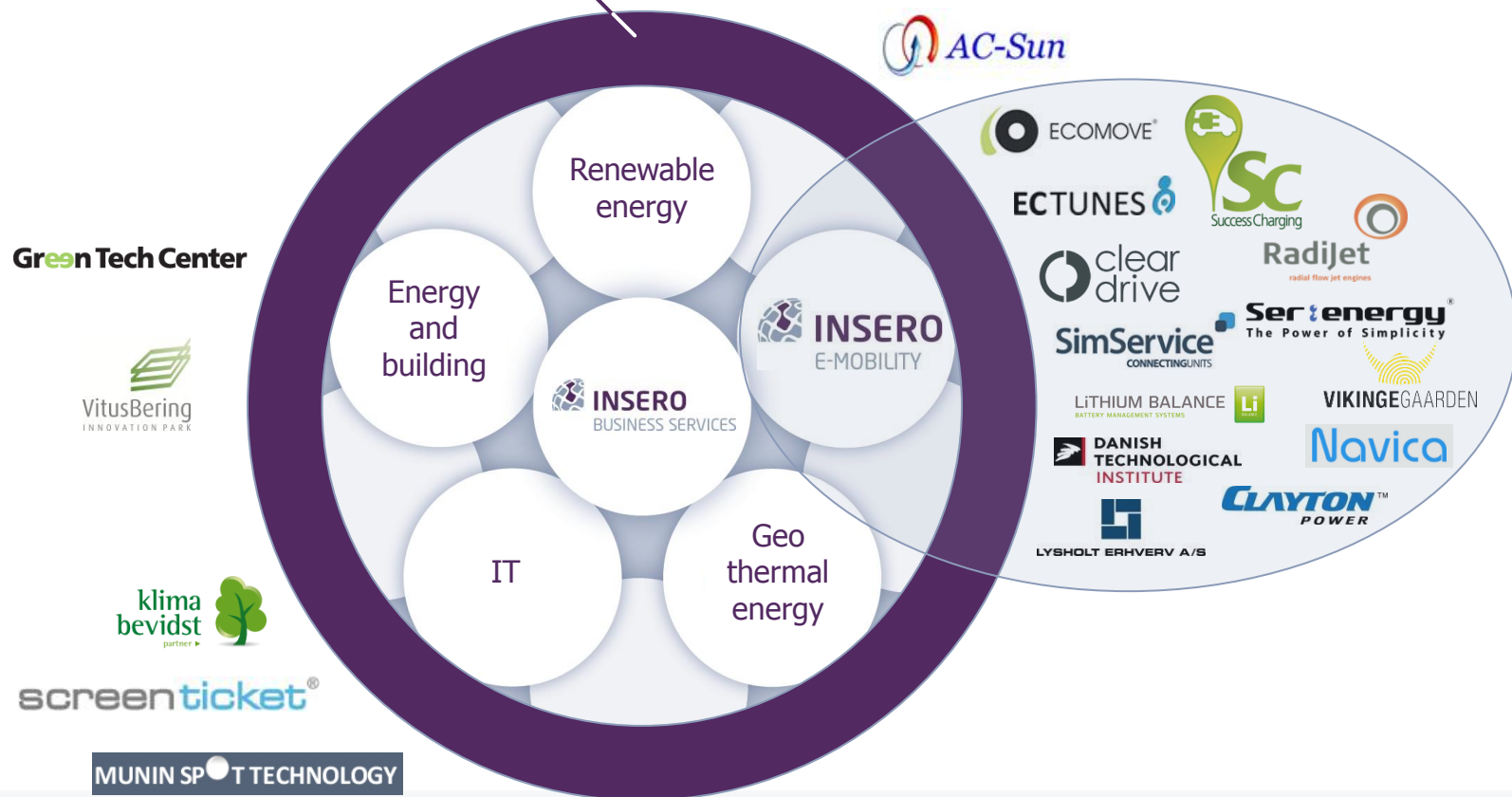
The future is e-mobility

Insero E-Mobility is an international hotspot for business and project development in e-mobility

- We are a **member based organization** that actively develops and promotes the e-mobility sector
- Insero E-Mobility has a **holistic view** of the field of e-mobility, which takes into account both the user, the technology and the business perspective
- We work with great **drive** and a high level of **competence** having an ability to **think and act differently** within our industry, while putting **respect** in everything we do.



Our background:



Benefits of connection to Insero group

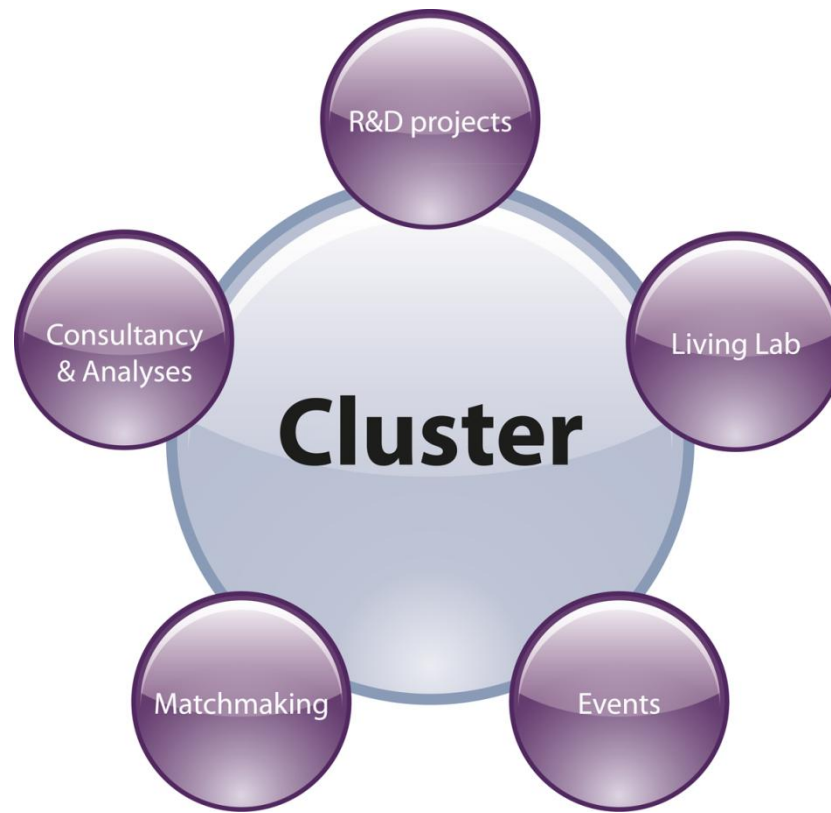
Unleash innovation potential and create growth

- Access to **investment capital** to seize opportunities and foster growth (Insero Horsens)
- Access to specialized **business resources and consultancy** (Insero Business Services)
- Facilitating business innovation across different energy related businesses by enabling **network and cluster collaboration**



The foundation and pillars of Insero E-Mobility

Driving the E-Mobility industry forward through **five main areas of work**



R&D Projects

Bringing ideas to life

- **Development, management** and **dissemination** of R&D projects targeting both markets and technologies
- We **gather consortiums**, write **project applications**, **manage projects** and **communicate** about the process and results



Project examples

- **SAFE Urban Logistics**
Investigating the possibilities of an electrification of the distribution to and from inner cities
- **No Slone - Nordic Sustainable Logistics Network**
Focusing on creating business opportunities through cross-Scandinavian and inter-industry cooperation aimed at developing innovative solutions for sustainable logistics



Living Lab

One step closer to implementation

- We offer a **Real-life test environment** where new technologies and services can be tested on real users in their daily life situations
- We provide **unique insights** into the possibilities and challenges of e-mobility implementation on a wider scale

Project example

- **EC Tunes exterior sound system for EVs**

The company developed and tested innovative technology that interprets the input from the EV and translates it into intelligent sound made by the vehicle, within the Prøv1elbil project.

- **Prøv1elbil (TryAnEV)**

The first demonstration project in Denmark, where ordinary people are testing electric vehicles as primary means of transportation. The project aims to find out how the electric car fits into people's lives and how it is used



Events

Maximum visibility of the e-mobility potential

We plan and organize:

- **Conferences/exhibitions** – the latest breakthroughs in the industry
- **Study trips** - expand your horizons and get international cooperation opportunities
- **Network meetings** – gain and nurture productive relationships



Events examples

- **BET 2011**
Denmark's first two days conference and parallel exhibition of electric and plug-in hybrid vehicles + test drive, having 100 national industry participants and speakers from 4 European countries
- **French-Danish E-mobility event, Paris, 2011**
Insero E-mobility, in cooperation with the Trade Council, took a number of Danish E-mobility companies to meet up with the French counterpart and discuss opportunities and business development in the area



Matchmaking

Reap the benefits of a powerful network

- We possess an **extensive and international e-mobility industry network** that you can access according to your business needs
- We **put you in contact** with the right collaborators for your project/technology/service to pick up pace and develop new business opportunities
- You will **gain direct access** to our other members with a view to cooperation and marketing



Success stories

- “The process was characterized by **high reciprocity** and for us it resulted in **cooperation** with French companies and possibly establishing a subsidiary in France”, Mogens Løkke, Director of ECOmove - on French-Danish E-mobility event, Paris, 2011
- “The collaboration with Insero E-Mobility has opened the door for new **partnerships** and **potential customers** and has definitely contributed to the **positive development** of EC Tunes over the last year”, Thomas Gadegaard, Sales and Marketing Director, EC Tunes



Consultancy & Analyses

Sustaining value creation and competitive advantage

- **Our in-depth knowledge on e-mobility** makes us able to offer consultancy for your business in e-mobility initiatives and to explore different angles of sustainable development and growth
- Through our projects and network we are able to offer **valuable input and analyses** on means of implementing e-mobility initiatives in both the Danish market and internationally, whether it is market penetration, business innovation, product development or marketing



Uncovering your business potential through...

- **Hands-on analyses** – accurate information to anchor your business
- **Business Innovation** – providing new business options through innovative processes
- **Targeted networking** – relevant partnerships to foster growth



Cluster member benefits

Accelerate your growth potential – **free membership**

- **Privileged web access** to special information about relevant research projects and development opportunities
- Access to **project module** for sharing and developing knowledge between cluster members
- Access to **Insero Horsens** to maximize your opportunity for funding of your project ideas
- Access to 5 yearly **Cluster Meetings** on various themes and focused on cluster's and members' development
- **Unlimited matchmaking** between cluster members and up to 5 free requested matchmakings with non-cluster members
- **VIP event** before or after main events/conferences
- **1 page profile** in the annual Cluster Member Magazine
- **Newsletter** 10 -12 times per year



Our cluster members

Growing together



Let's grow!

Insero E-Mobility

Chr. M. Østergaards Vej 4a

8700, Horsens

Denmark

Mai Louise Agerskov

CEO

Telephone: + 45 4177 0144

E-mail: mla@insero.dk

Web-site: <http://e-mobility.insero.com/uk/>



Let's grow!

Insero E-Mobility

Chr. M. Østergaards Vej 4a

8700, Horsens

Denmark

Jens Christian Lodberg Høj

Project Manager

Telephone: +45 4112 5558

E-mail: jclh@insero.dk

Web-site: <http://e-mobility.insero.com/uk/>



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Insero E-Mobility

Chr. M. Østergaards Vej 4a

8700, Horsens

Denmark

Thomas Midtgård Svendsen

Communications Manager

Telephone: +45 4123 6333

E-mail: tsv@insero.dk

Web-site: <http://e-mobility.insero.com/uk/>

