

Entry Summary

The Electrification Roadmap is the keystone report from the Electrification Coalition, outlining a vision for a fully integrated electric drive network in the United States. This report examines the challenges facing electrification, including battery technology and cost, infrastructure financing, regulatory requirements, electric power sector interface, and consumer acceptance issues. The report provides policymakers and business leaders with a framework for overcoming these challenges in order to drive meaningful reductions in oil consumption. The Fleet Electrification Roadmap is a complement to the original Roadmap, and examines these issues in the context of public and private vehicle fleets in order to spark more widespread adoption. Armed with detailed total cost of ownership analyses and fuel saving projections, it compels fleet owners to start achieving these meaningful fuel and cost savings now.

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MSDS Overview

Founded in 1999, MSDS is an award-winning brand strategy, design and interactive agency based in New York City. We partner with companies and non-profit organizations to strengthen and develop integrated communications that create new value and better brand experiences.

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