

ICLEI-Eurocities Workshop 2022

Sustainable Urban Logistics

Grenoble, France

Monday, 9th of May – Tuesday, 10th of May



We are facing a huge ecological and sanitary challenge

From 1.3 billion fossil fuel vehicles on the road today to
2 billion in 2050!

They are responsible for over **20% of global GHG emissions**,
and cause **3.5 million deaths a year**.



...leading Governments to implement traffic bans for polluting vehicles

Fossil fuel vehicles will be **banned in Europe by 2050**.
All Diesel vehicles will be banned in Paris, Madrid and Amsterdam by 2025.



...but EVs only account for **2%** of
world vehicles!

And the EV offer for **professionals** (commercial
and special vehicles) is **very limited** and
expensive.

GRENOBLE

winner 2022



EUROPEAN
GREEN CAPITAL
An initiative of the
European Commission



OUR SOLUTION : A STANDARDIZED, MODULAR CONVERSION KIT

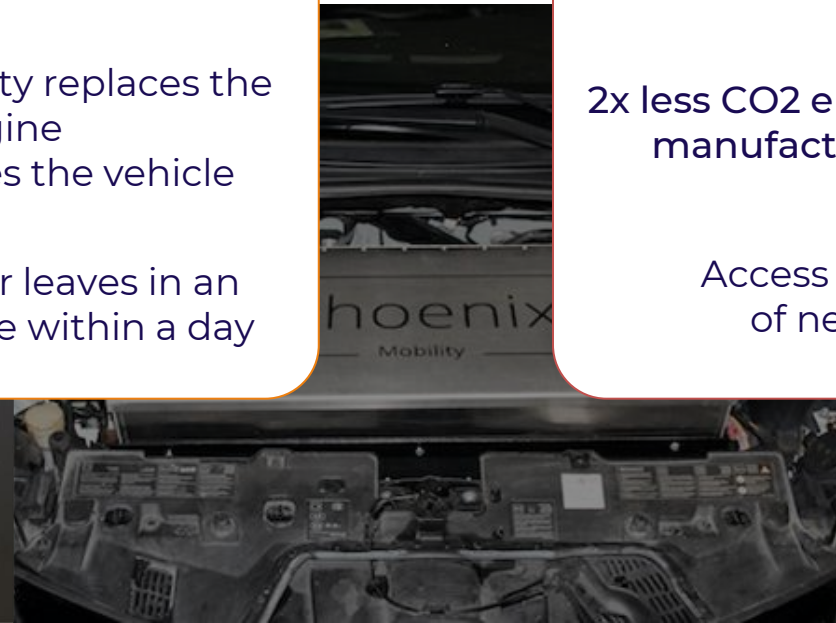
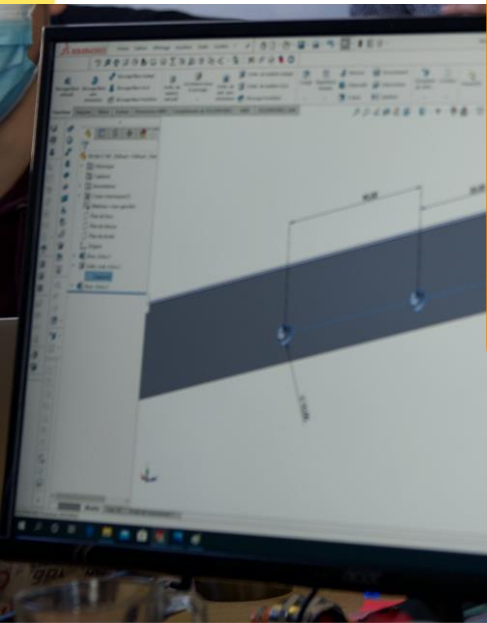
Founded in late 2018, Phoenix Mobility converts fossil fuel vehicles into 100% electric vehicles using a standardized conversion kit. This is known as retrofitting.

HOW IT WORKS

- 1
The customer drops off his fossil fuel vehicle
- 2
Phoenix Mobility replaces the engine and electrifies the vehicle
- 3
The customer leaves in an electric vehicle within a day

WHY CHOOSE US

- 3x cheaper than a brand new EV
- 2x less CO2 emitted than for the manufacture of a new EV
- Access to a galaxy of of new services



Homologation and regulation: the key for industrialization



OUR COMMERCIAL APPROACH IS AIMED AT THE CONVERSION OF FLEETS

A B2B positioning that sets us apart from the competition and increases our added value tenfold

Our clients



Government

Local authorities with more than 10,000 inhabitants
100% of the fleet is owned
30% of the fleet are vans



SMBs

Fleet of commercial vehicles used in urban areas
Activity dependent on the fleet of vehicles
Highly impacted by traffic bans

Targeted vehicles



Utility vehicles

E.g.: Logistics, deliveries, construction, personal service and transport, etc. with urban use.
(1.1 million vehicles targeted in priority)



Special vehicles (tow trucks, ambulances...)

Vehicles with a high residual value residing in their fitting
(150,000 vehicles targeted in priority)

Highlights



For our clients

Response to regulatory constraints
Cost reduction
Conservation of the facilities
Return on investment in 2 to 4 years



For us

No competition in this segment
Large and homogeneous orders
Scalability and replicability of deals

BUT CAN YOU HAVE AN IMPACT?



1. CONVERT CARS MANUFACTURERS WON'T PRODUCE

NEW VEHICLES IN FRANCE

420,000 EV registrations in 2025

Source : Etude les Echos

2019: 7% of EV registrations are LCVs

Source : Avere

2020: 17% of French car registrations are LCVs



Estimation



[30,000 - 70,000] electric LCVs registered in France in 2025

~ 500,000 LCV registrations in 2025

Difference of 430,000 fossil fuel LCVs/year registered in France

Approximately 430,000 electric vehicles will lack to answer a growing demand while restrictions will start. This is our chance.

PHOENIX MOBILITY

L'ÉLECTRIQUE, ENFIN ACCESSIBLE

à partir de **19 900 €**
FOURGONS
MASTER, DUCATO, JUMPER ...

à partir de **14 900 €**
UTILITAIRES
TRAFIC, JUMPY, EXPERT...

à partir de **39 900 €**
DÉPANNÉUSES
LAND CRUISER, RAM, D-MAX ...

GRE

EURO
GREEN CAPITAL

FRANÇAISE
Liberté
Égalité
Fraternité

ICLEI
Local Governments
for Sustainability

EcoLogistics
Community
An ICLEI-Local Governments for Sustainability Initiative

InTerLUD
Agir pour une logistique urbaine durable

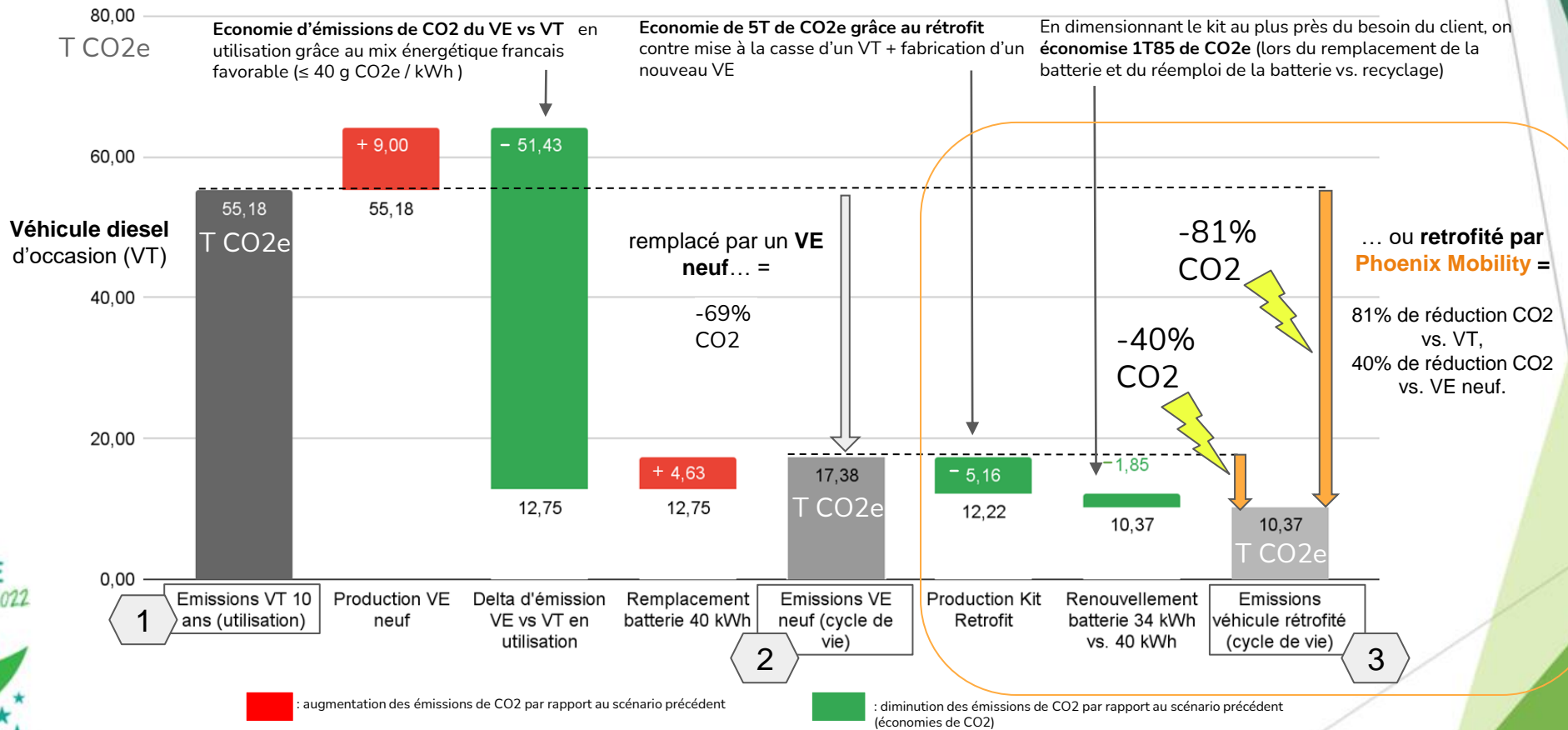
EURO
CITIES

GRENOBLE ALPES
MÉTROPOLE

Comparison of CO2 emissions over the life cycle

Used vs. new EVs vs. retrofitted vehicles (in T CO2e)

-81% CO2 compared to fossil Fuel
-40% CO2 compared to New EV



**LET'S MAKE MOBILITY
CLEANER, AND MORE
ACCESSIBLE.**

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