



# e-MOTICON

eborn, a leading public charging  
infrastructure in France

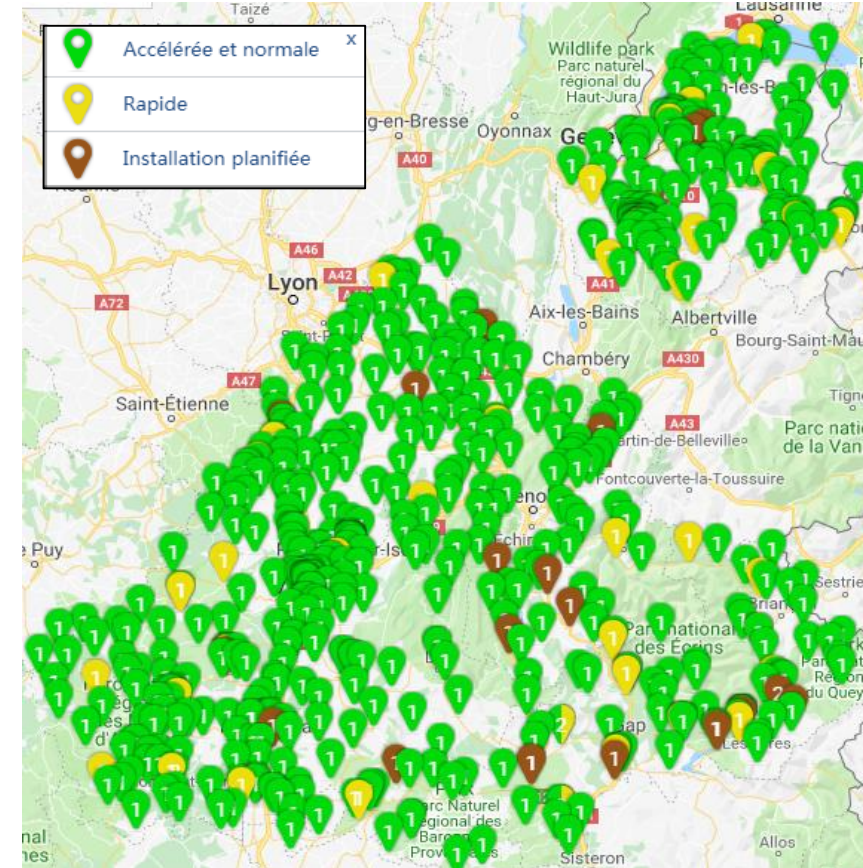
*26/03/2019*

■ **eborn, a grouping formed in 2015 by Energy Departemental Organizations (EDO)**

- **5 EDO from French Rhône and Alps areas (SyME05, SDE07, SDED, SEDI, SYANE)**
- **Shared contrat** for establishment, maintenance and supervision
- **Same charging stations, same services, same tarification, same communication media**



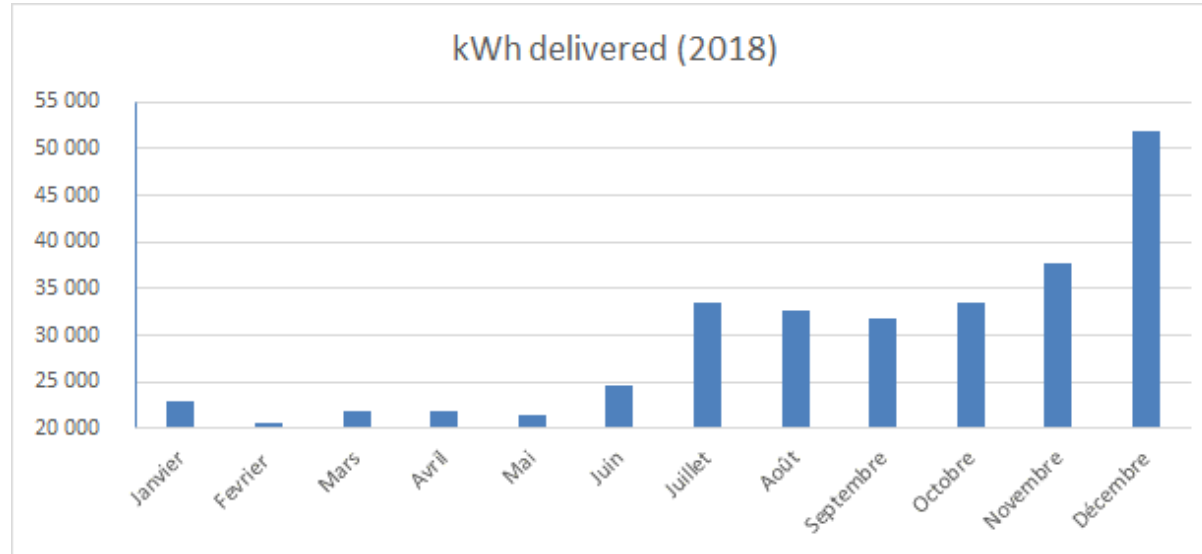
- In January 2019 :
    - **600 stations**
    - **1 440 registered users**
    - **5 500 charging operations**
    - **50 MWh delivered**
- (+100% compared to S1 2018)



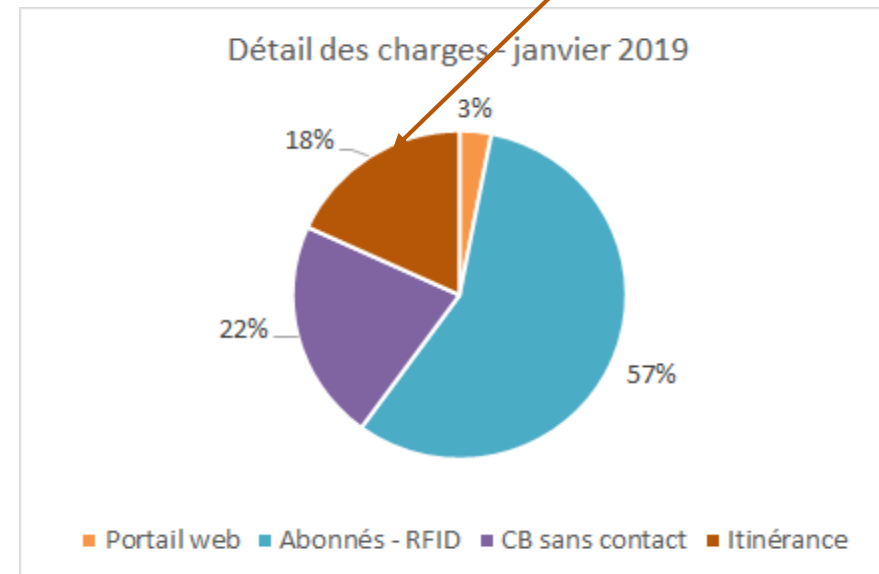
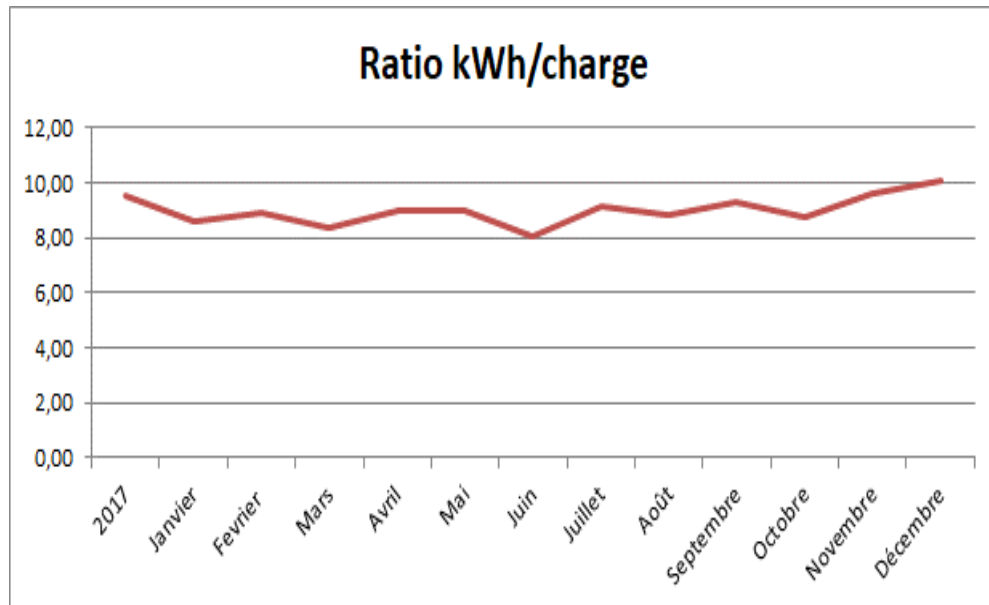
■ **One of the three main public network in France, along with MobiVE and Révéo**



■ **eborn today**



**64%** : Chargemap  
**25%** : Newmotion  
**4%** : Digital CS  
**4%** : Izivia  
**<1%** : Freshmile, Bosch, Bouygues ES, kiWhi Pass, Route 220



■ **A tarification based on the actual delivered energy**

➤ Feedbacks from **unsatisfied customers...**

- **Tarification based on time is unfair** due to the speed of charge, depending on the vehicle technology (3 kW, 7 kW or 22 kW)
- Pricing without « **service rendered** » at the end of the charging operations where parking is free of charge.

	Abonné		Non-Abonné (*)
	eborn	forfait eborn +	
	10€/an/badge	35€/mois/badge	
<b>Recharge accélérée</b>	0.24€/kWh	Inclus dans le forfait Au-delà de 500 kWh/mois (**), charge à l'acte à 0.24€/kWh	0.34€/kWh
<b>Recharge rapide</b>	0.34€/kWh	Inclus dans le forfait Au-delà de 500 kWh/mois (**), charge à l'acte à 0.34€/kWh	0.44€/kWh par CB en ligne (via IDCharge) ou 6.5€/charge par CB sans contact



■ **A customer survey conducted in 2018**

- 1 250 registered users, **285 answers**



Rurale  
47%



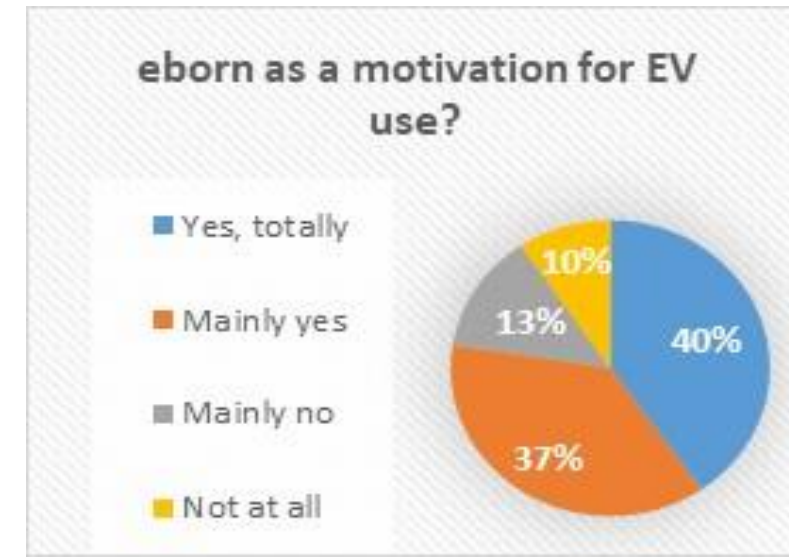
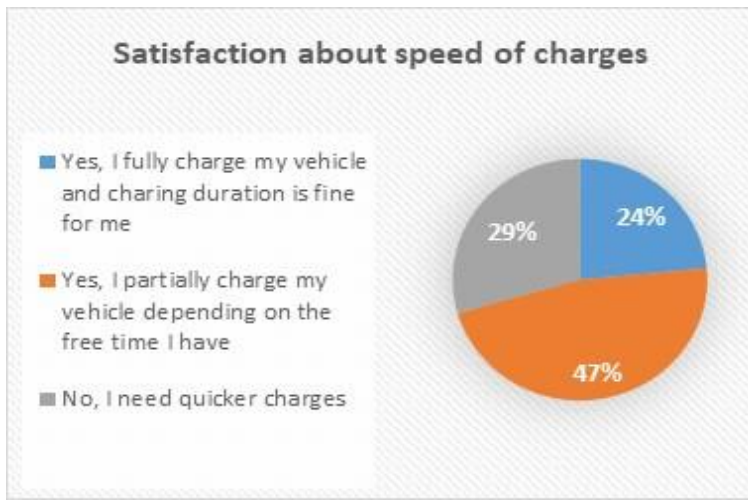
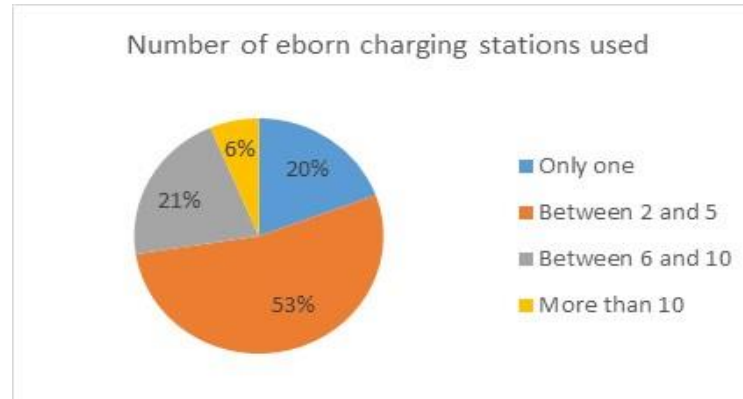
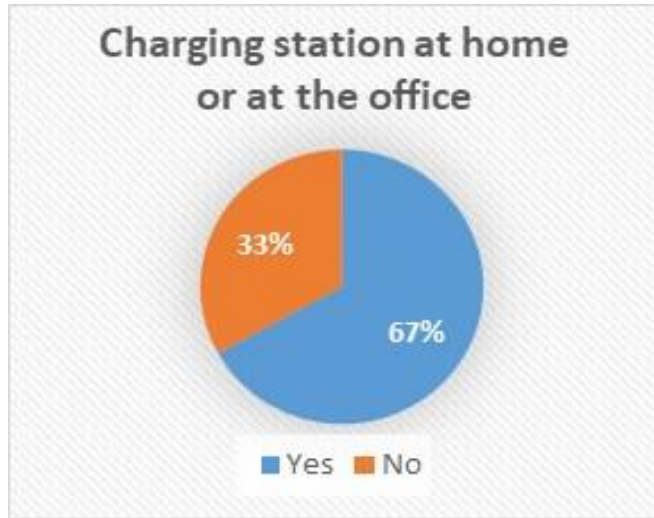
Montagnarde  
24%



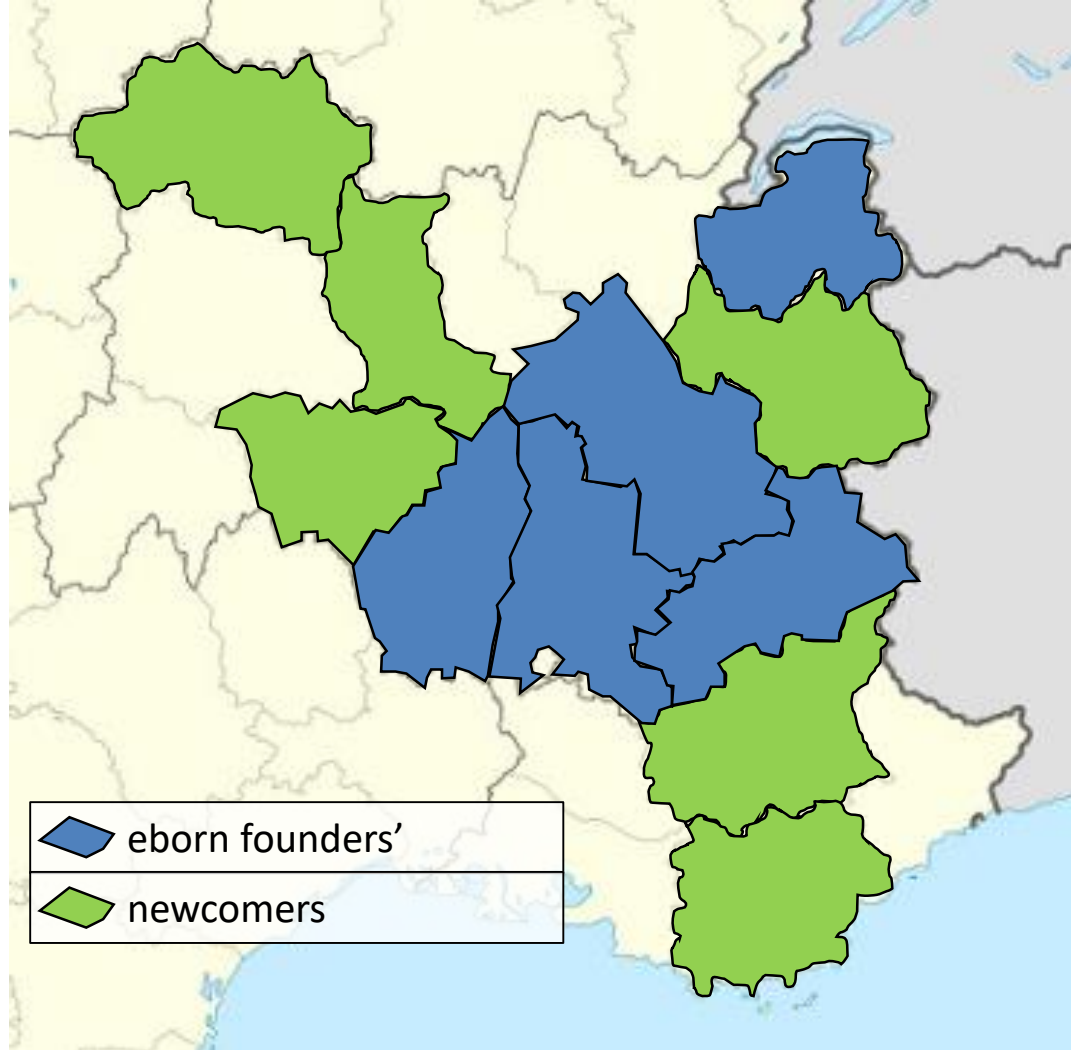
Urbaine  
19%



Péri-urbaine  
10%



■ **eborn tomorrow**



- A unique grouping of 11 EDO
- More than 1 000 charging stations by the end of 2019
- A relevant network over urban, rural and mountainous areas
- A better competitiveness to reach a business model through a public-private partnership





# Thank you for your attention!

Fabien Challeat, project director for eborn  
f.challeat@syane.fr



■ **Citiz' experimentation**

