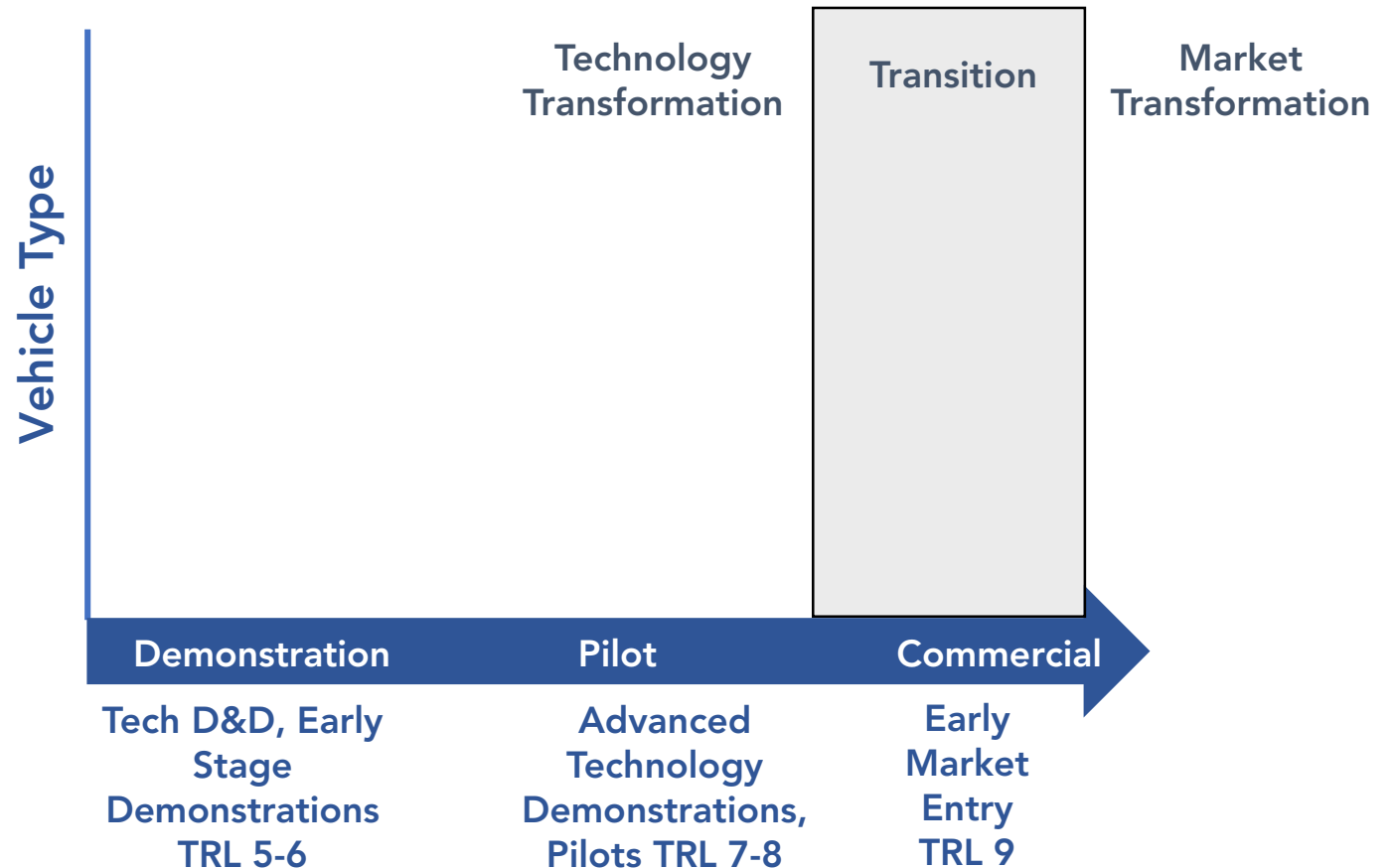


Market Readiness Indicators Assessment Review

Market Readiness Indicators

- Market Acceptance
- Technology Status
- Barriers to Adoption
- Economic Factors



Draft Market Acceptance Indicators

| Criteria | Potentially Quantified By |
|---|--|
| Has significant volumes in the marketplace | <ul style="list-style-type: none">• % of market volume compared to conventional• Varies by vehicle type |
| Participation from large OEMs | <ul style="list-style-type: none">• Number of smaller and larger OEMs in the space |
| Entering mass production and integrating into OEM manufacturing lines | <ul style="list-style-type: none">• Mass produced/ proximity to mass production |
| Has established reliability, consumer confidence, and acceptance | Currently this is a more qualitative assessment; will continue to investigate quantitative measurements |
| Has an established secondary market and parts / service network | <ul style="list-style-type: none">• Number of used vehicles sold• Comparable residual value of advanced technology compared to conventional technology• Parts and service availability and comparability of cost |

Draft Technology Performance Indicators

| Criteria | Potentially Quantified By |
|--|---|
| Compatible with a significant number of applicable duty cycles | <ul style="list-style-type: none">Ability to perform % of duty cycles of traditional technology |
| Operational benefits of new technology compared to conventional technology | Currently this is a more qualitative assessment; will continue to investigate quantitative measurements |
| Achieves cost-effective emissions reductions | <ul style="list-style-type: none">Dollars per ton of avoided emissions |
| Provides opportunity for technology transfer to other applications (beachhead) | <ul style="list-style-type: none">Number of potential and current tech transfer targets |

Draft Barriers to Adoption Indicators

| Criteria | Potentially Quantified By |
|---|--|
| Supported by adequate infrastructure | <ul style="list-style-type: none"><li data-bbox="1212 454 2453 548">• Lack of infrastructure barriers across duty cycles and locations compared to conventional technologies |
| Vehicle and infrastructure technology is standardized and unimpeded by certification or code requirements | <ul style="list-style-type: none"><li data-bbox="1212 722 2453 816">• Percentage of: aspects standardized and low/no impact code requirements |
| Supported by an adequate service network | <ul style="list-style-type: none"><li data-bbox="1212 1016 1778 1062">• Statewide service capacity |

Draft Economic Factor Indicators

| Criteria | Potentially Quantified By |
|--|---|
| Achieves TCO parity with conventional alternative | <ul style="list-style-type: none">• % improvement in TCO, average time required to achieve parity, without current incentive |
| Has a low incremental purchase cost compared to conventional alternative | <ul style="list-style-type: none">• Difference in incremental cost as % of initial cost without current incentive |
| Low indirect / replacement / transition costs from changing technology | <ul style="list-style-type: none">• % of vehicle cost added from changing from conventional technology• Includes all costs that don't get counted in TCO |