

In the market that's 20-50 times bigger than the one that \$3 trillion company Apple is catering to
the Biggest Revolution still needs to materialize...



and it will be a positive one that will save a lot and enable a lot.

This is the introduction to “EV 2.0 is a Smart Appliance on wheels” by Ralph Panhuyzen.
[Click for credentials](#)

We need to look beyond Tesla, see what's next. With electrification, the car will become a household's biggest electric appliance, which has consequences for power grids and charging infrastructure. This means that **the smaller the appliance, the less kWh are needed**. Page 3 maps out how efficiency and savings are interrelated. Plus great, solid proposals also help to **SAVE the Energy Transition itself politically**, help to build momentum.

SO MUCH that car makers still haven't tackled properly...

Tesla (only) tackled exhaust gasses



Pedestrian Safety

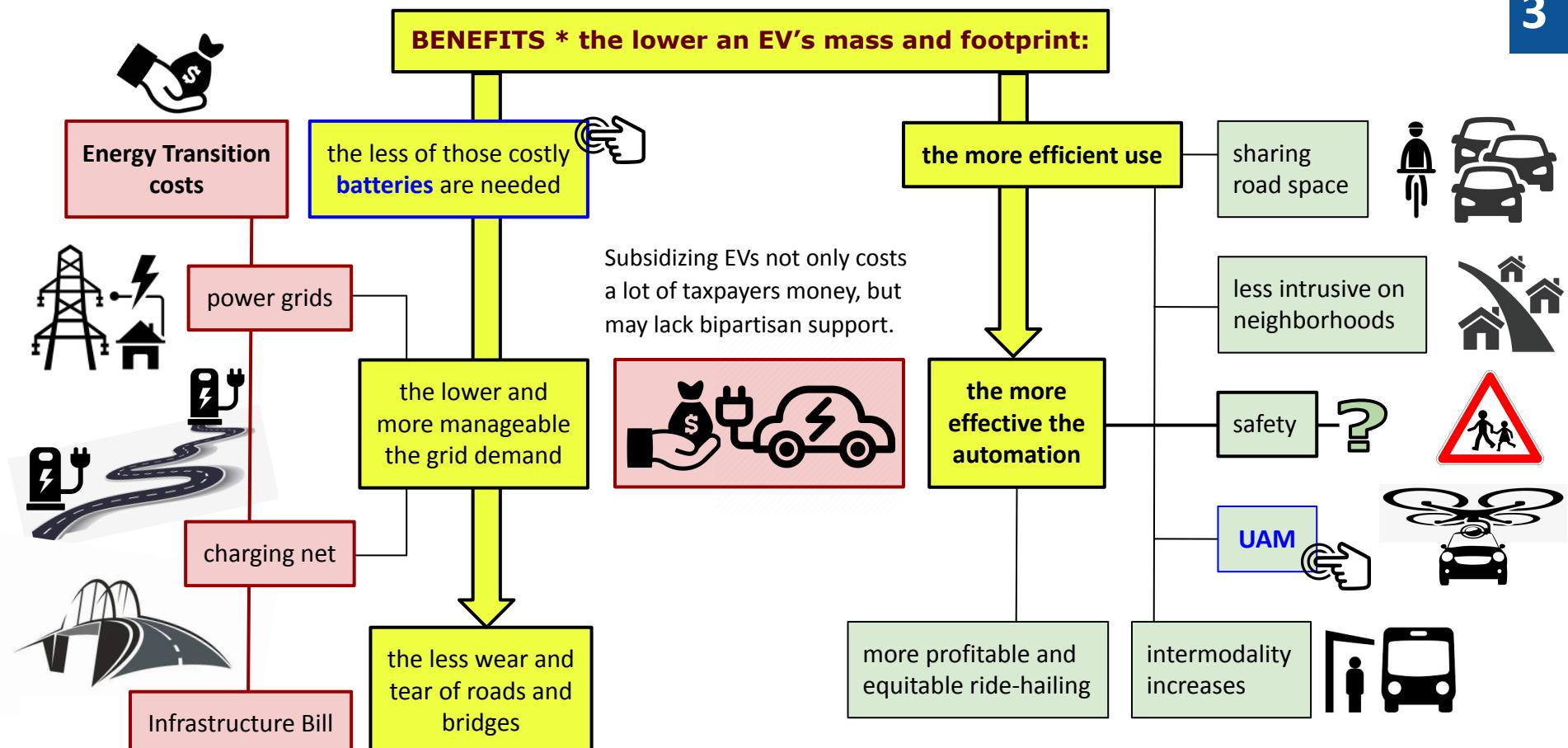
Intermodality and MaaS

Climate Change

Energy Transition
Car Electrification

Leave room for other road users
Micro-Mobility

Clogged up infrastructure



* Ask yourself: has there ever been a carmaker who 'connected the dots' like this?

If it makes them more mobile...

consumers have opted for 'downsizing' before



Look, Personal Communication went from bulky to sleek - doing more with less...

Whilst Personal Mobility went to 'the bigger the box, the more you're boxed in'. Go figure.



There's a huge difference between producing cars and hoping that they sell better than the competition's (the car industry's business model) and providing efficient personal mobility.

There is a remarkable similarity between Personal Communication and Personal Mobility. They are both about bridging distances.

Think of:

providers	(carmakers)
user platforms	(ride-hailing)
bandwidth	(infrastructure)
wifi	(connected car)
kWh needed	(grid demand)
algorithms	(autonomous)

My concept is not about dictating what the industry should do, but it is about **clever formatting**, like the smartphone brought to how we communicate, and about letting people know that there is a viable, green alternative. Convincing **1 in 900 new car buyers suffices**.

Steve Jobs realized that new possibilities should bring **APPLE** to altogether reformat the phone. It had to be rectangular, flat, have rounded edges with specific radius, combine different functions, have a (relatively) big screen and no keys. Besides swapping the fossil engine for electric drive, **Elon Musk** (**Tesla**) never came to reformatting the electric car...

The REFORMAT



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For assessment purposes only

Author is likewise very specific regarding how the depicted EV 2.0 will - form follows function - yield the benefits outlined on page 3, whilst offering unparalleled safety and comfort. Want to know more? Click on: "**EV 2.0 = a Smart-Appliance on wheels**".