

Battery market: the growing EV/HEV market is a game changer...

Attend the live webcast on October 1st, 4:30 PM CEST – 7:30 AM PDT



LYON, France – September 24, 2015 – [I-Micronews](#) will present a [Yole Développement](#) live webcast, on October 1st at 4:30 PM CEST / 7:30 AM PDT. This online event is entitled: **“How will the battery market build on EV/HEV adoption?”** To attend the webcast, click [Register today!](#) “Electric Vehicle/Hybrid Electric Vehicle (EV/HEV) will have a strong impact on the energy management business and stationary battery storage market”, asserts **Dr Milan Rosina, Technology & Market Analyst at Yole Développement (Yole)** in the latest report, [Energy Management for Smart Grid, Cities and Buildings: Opportunities for battery electricity storage solutions](#) (Yole Développement, May 2015).

During this webcast, Yole’s team proposes an overview of the battery market dedicated to EV/HEV applications, by combining its technical expertise and its knowledge of the power electronic and automotive industries. How electric vehicles drive the stationary battery electricity storage applications? What is the “Tesla effect” on the battery storage market? What are the key players and the most promising countries? Dr Rosina will detail the stationary battery evolution and explain the links between battery electricity storage and the EV/HEV sector.

To register for the webcast, visit [I-Micronews](#) website and in the “Events” section. Save the date right now and make sure you will get valuable information about the new market and technical trends as well as business opportunities related to the battery business: [Register today!](#)

The growing demand for automotive batteries, mainly based on high-performance Li-ion battery cells suitable for numerous applications, is becoming a game-changing factor in other industries. As will be shown in this webcast, many companies are looking for new opportunities by diversification into battery-related businesses. Builders are integrating batteries into their prefabricated houses, and power electronics suppliers are focusing on developing battery chargers and inverters. Photovoltaic installers offer already solar panels and battery storage

kits, and materials suppliers are offering new products for battery cells and packs.

According to Yole's estimates, the annual demand for batteries for full EV/HEV will reach about 250GWh by 2023, a 27-fold increase compared to 2014.

The automotive battery market is driven by the high volumes of the car industry. By contrast, the demand for stationary applications such as energy storage systems in buildings and large-size Battery Energy Storage Systems (BESSs) is still relatively small, representing less than 5% of total battery demand in 2014. Consequently the battery market would be in a risky situation, by reaching the 100GWh/year range based on effectively just the automotive segment.

As Yole's team will explain in the webcast, the electric car business is not just about cars. Some electric car manufacturers, such as Tesla and BYD, can be already considered as energy companies, which also offer stationary BESSs. These companies benefit from their battery-related knowledge as well as from the advantage of lower battery prices arising from purchasing/manufacturing battery cells in very high volumes. Meanwhile the Renault-Nissan Alliance, Toyota and other car makers are developing Vehicle-to-Home (V2H) and Vehicle-to-Grid (V2G) solutions and BMW and other players are investigating the potential for 'second life' applications of automotive batteries in stationary storage systems.

As batteries are a key element of numerous applications with many synergies between them, they will impact many industries. Do not miss this opportunity to find out how and register today!

Steve Laferrière, Director of North America Business Development at Yole, will moderate this live event.

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About [Energy Management for Smart Grid, Cities and Buildings: Opportunities for Battery Electricity Storage Solutions](#) report:

Rates: Euros 5,990.00 (Full report - Multi user license). For special offers and the price in dollars, please contact [David Jourdan](#) (Phone: +33 472 83 01 90).

"Energy Management for Smart Grid, Cities and Buildings: Opportunities for battery electricity storage solutions" report from Yole Développement will be available on May 22, 2015.

- Authors:

Dr. Milan Rosina works as a senior analyst in the fields of energy conversion and emerging materials. Before joining Yole Développement, he worked as a research scientist and a project manager in photovoltaics, microelectronics and LED. He has more than 15 years of scientific and industrial experience with prominent research institutions and a utility company.

Coralie Le Bret is an analyst in Power Electronics and Compound Semiconductors technologies at Yole Développement. She graduated from INSA Lyon with an engineering degree in Material Sciences, with a specialization in Semiconductors and Microelectronics.

- Companies cited in the report:

A123 Systems, ABB, ACEA, AES, AESC Alstom, ATL, BAE Batterien GmbH, BAK, Belectric, Benq, Bosch, BYD, Coda Energy, Duke Energy, EOS, EDF, Electrovaya, ERDF, Exelon, GDF SUEZ, Greencharge Networks, GS Yuasa, Hawaiian Electric, Hitachi, Hoppecke, Johnson Controls, K Road AG, Kokam, LG Chem, Leclanché, Lishen, Manz, Mitsubishi, National Grid, NEC, Nissan, Panasonic, Quantum Scope, Saft, Samsung SDI, Solarcity, Sonnenspeicher, Solar Frontier, Sonnenbatterie, SONY, Schneider Electric, Sekisui, STEM, Sun Catalytics, Sunpower, Technideal, Tesla Motors, Toshiba, Tohoku Electric power, Total, Toyota, Valence, Victron Energy, ViZn, Volkswagen, Wanxiang Group, WeberHaus, WEMAG, Younicos... .. and much more

About Yole Développement

Founded in 1998, [Yole Développement](#) has grown to become a group of companies providing marketing, technology and strategy consulting, media and corporate finance services. With a strong focus on emerging applications using silicon and/or micro manufacturing, the Yole Développement group has expanded to include more than 50 collaborators worldwide covering MEMS, Compound Semiconductors, LED, Image Sensors, Optoelectronics, Microfluidics & Medical, Photovoltaics, Advanced Packaging, Manufacturing, Nanomaterials and Power Electronics. The group supports industrial companies, investors and R&D organizations worldwide to help them understand markets and follow technology trends to develop their business.

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CONTACTS

Consulting & Financial Services:

Jean-Christophe Eloy(eloy@yole.fr)

Reports business:

David Jourdan (jourdan@yole.fr)

Press relations:

Sandrine Leroy (leroy@yole.fr)

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