



biogasmax

A DRIVING FORCE



Measures and schemes to incentivate diffusion of clean passenger cars in Lombardy

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Commission*

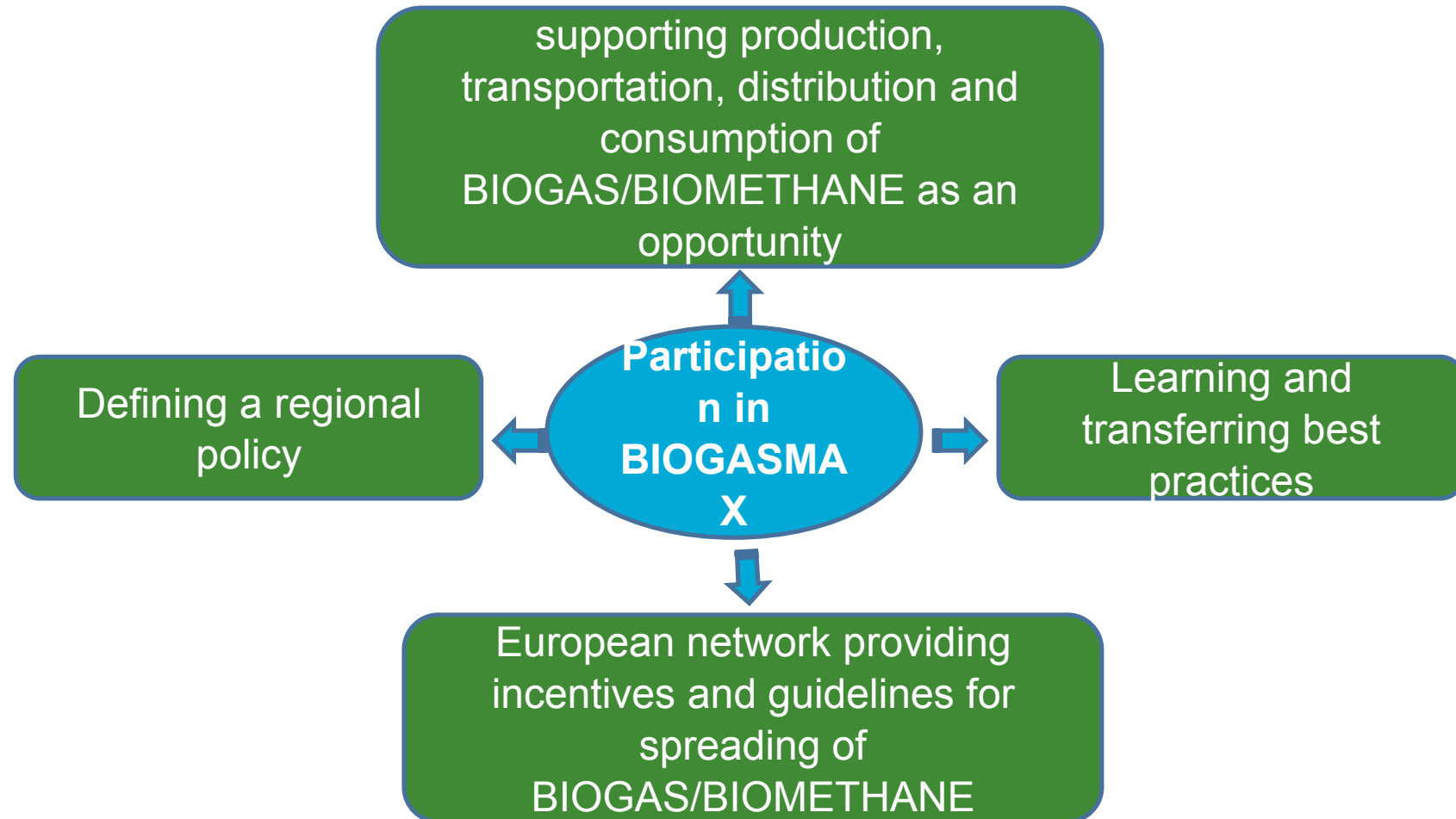


Lombardy in numbers

TRANSPORT AND VEHICLES DATA

- ❖ 7,5 Millions vehicles. (cars 5,5 millions)
- ❖ Motorization index (vehicles per capita)
 - ❖ 0,767 Lombardy
 - ❖ 0,626 Germany
 - ❖ 0,572 France
 - ❖ 0,525 United Kingdom
- ❖ Roads: 31.000 km (4.100 national and motorways)
- ❖ 3.300 fuel stations 330 LBG 65 CNG

Lombardy in Biogasmax



Long-run strategy

Combining environmental pollution control with growth of competitiveness of the regional production system, supporting the extension of the market for green fuels.



Regional survey conducted in 2007



The natural gas (NG) is an important green fuel, available in high quantities and with real production capacities



EU directives and best practises



Biogas has low environmental impact fuel sources in the medium term



Cross-sector approach

DG Trade, Fairs and Markets

DG Agriculture

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 : Elaboration of policies, regulations :
 : and strategic plans for the promotion :
 : of the distribution and adoption of :
 : green fuels for private and public :
 : transportation intended to be a :
 : sustainable answer to the increasing :
 : energy and environmental pollution :
 : problems in the area. :

DG Infrastructure and Transport

Regional Agency for Environmental Protection (ARPA)

DG Environmental Quality & DG Public Utilities Networks

CESTEC

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Regional incentives

- Regional incentives, combined with national (Italian) grants, have resulted in relevant outcomes in 2009
 - increased distribution network
 - more than doubling of the selling of NG vehicles in 2009 in respect to 2008 (around 120.000 new vehicles at national level vs. 24.000 in 2008)
 - increased selling quantity of NG
 - increased Biogas production (30 M€ grants)

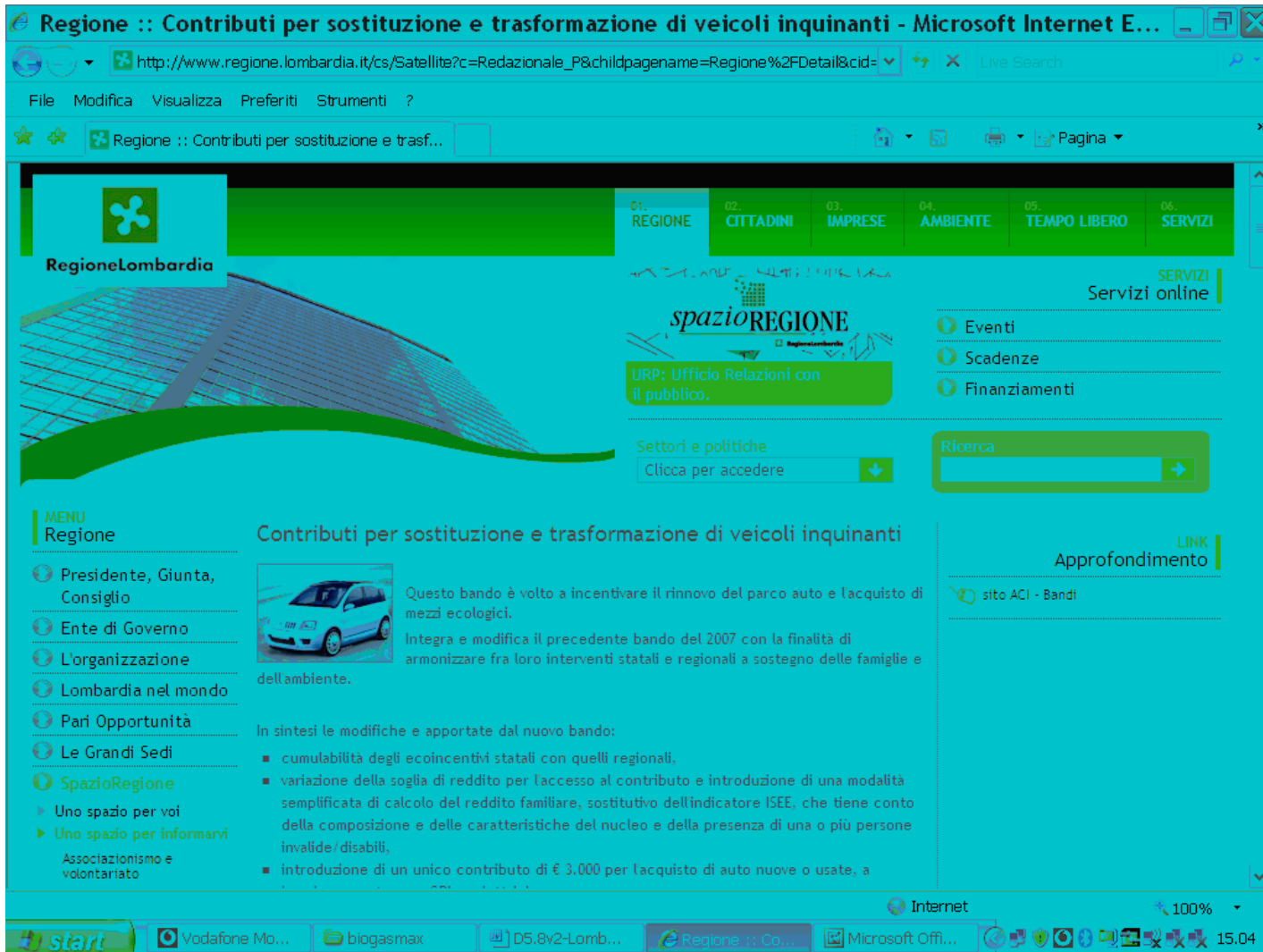
The Lombardy incentives

- On April 9, 2009, a new incentive campaign has been launched (closing on December 31 2009)



- 3000 € for each new Euro4 methane vehicle bought by a Lombardy citizen (additional to national incentives)
- 600 € for second-hand transforming to methane
- 25 M€ overall funding from Lombardy

The Lombardy incentives



The screenshot shows a Microsoft Internet Explorer browser window displaying the website of the Regione Lombardia. The page title is "Regione :: Contributi per sostituzione e trasformazione di veicoli inquinanti". The browser address bar shows the URL: http://www.regione.lombardia.it/cs/Satellite?c=Redazionale_P&childpagename=Regione%2FDetail&cid=

The website header includes a navigation menu with the following items: 01. REGIONE, 02. CITTADINI, 03. IMPRESE, 04. AMBIENTE, 05. TEMPO LIBERO, 06. SERVIZI. Below the header is a banner for "spazioREGIONE" with the text "URP: Ufficio Relazioni con il pubblico." and "Settori e politiche" with a "Clicca per accedere" button.

The main content area is titled "Contributi per sostituzione e trasformazione di veicoli inquinanti". It features a small image of a white car and the following text: "Questo bando è volto a incentivare il rinnovo del parco auto e l'acquisto di mezzi ecologici. Integra e modifica il precedente bando del 2007 con la finalità di armonizzare fra loro interventi statali e regionali a sostegno delle famiglie e dell'ambiente." Below this, it states "In sintesi le modifiche e apportate dal nuovo bando:" followed by a list of bullet points:

- cumulabilità degli ecoincentivi statali con quelli regionali,
- variazione della soglia di reddito per l'accesso al contributo e introduzione di una modalità semplificata di calcolo del reddito familiare, sostitutivo dell'indicatore ISEE, che tiene conto della composizione e delle caratteristiche del nucleo e della presenza di una o più persone invalide/disabili,
- introduzione di un unico contributo di € 3.000 per l'acquisto di auto nuove o usate, a

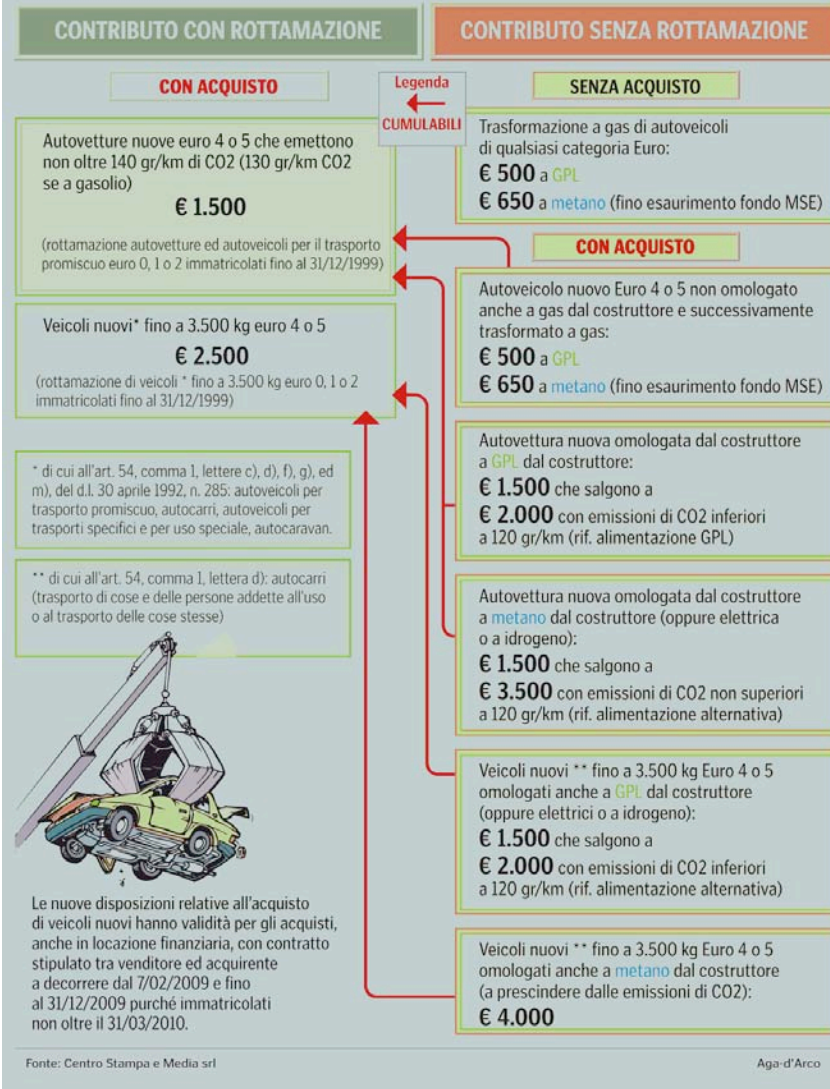
On the right side of the page, there is a "SERVIZI Servizi online" section with links for "Eventi", "Scadenze", and "Finanziamenti". Below that is a "Ricerca" search bar and a "LINK Approfondimento" section with a link to "sito ACI - Bandi".

The browser taskbar at the bottom shows several open applications: start, Vodafone Mo..., biogasmAX, D5.8v2-Lomb..., Regione :: Co..., and Microsoft Offi... The system tray shows the time as 15.04.



The Italian incentives

Tutti gli incentivi statali



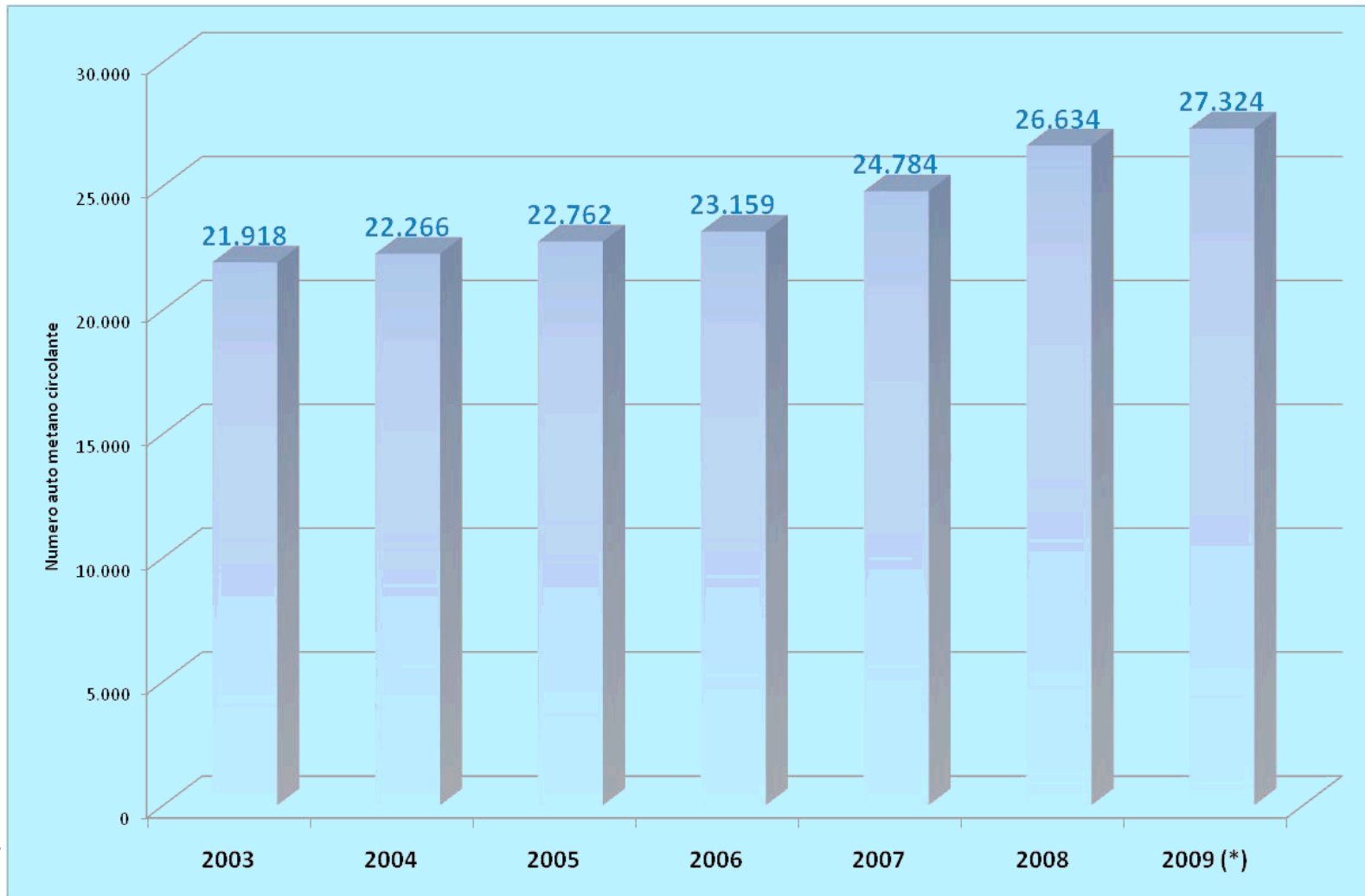
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NG Vehicles increase

- Governmental / Technical committee established on June 9 2009 between Lombardy Region, Italian Ministry of Economy and FIAT Group to explore possible support measures for NG vehicle increase and NG demand increase
 - a strategic result of the negotiations between the Region and Italian government in 2009 is the Decree on self-service NG fuelling stations
- FIAT is heavily investing in NG
 - all fleet (cars and vans) has NG version (NG Punto around 55% of overall Punto selling in March/April 2009)
 - NG has a relevant role in FIAT strategy vs. Chrysler and Opel

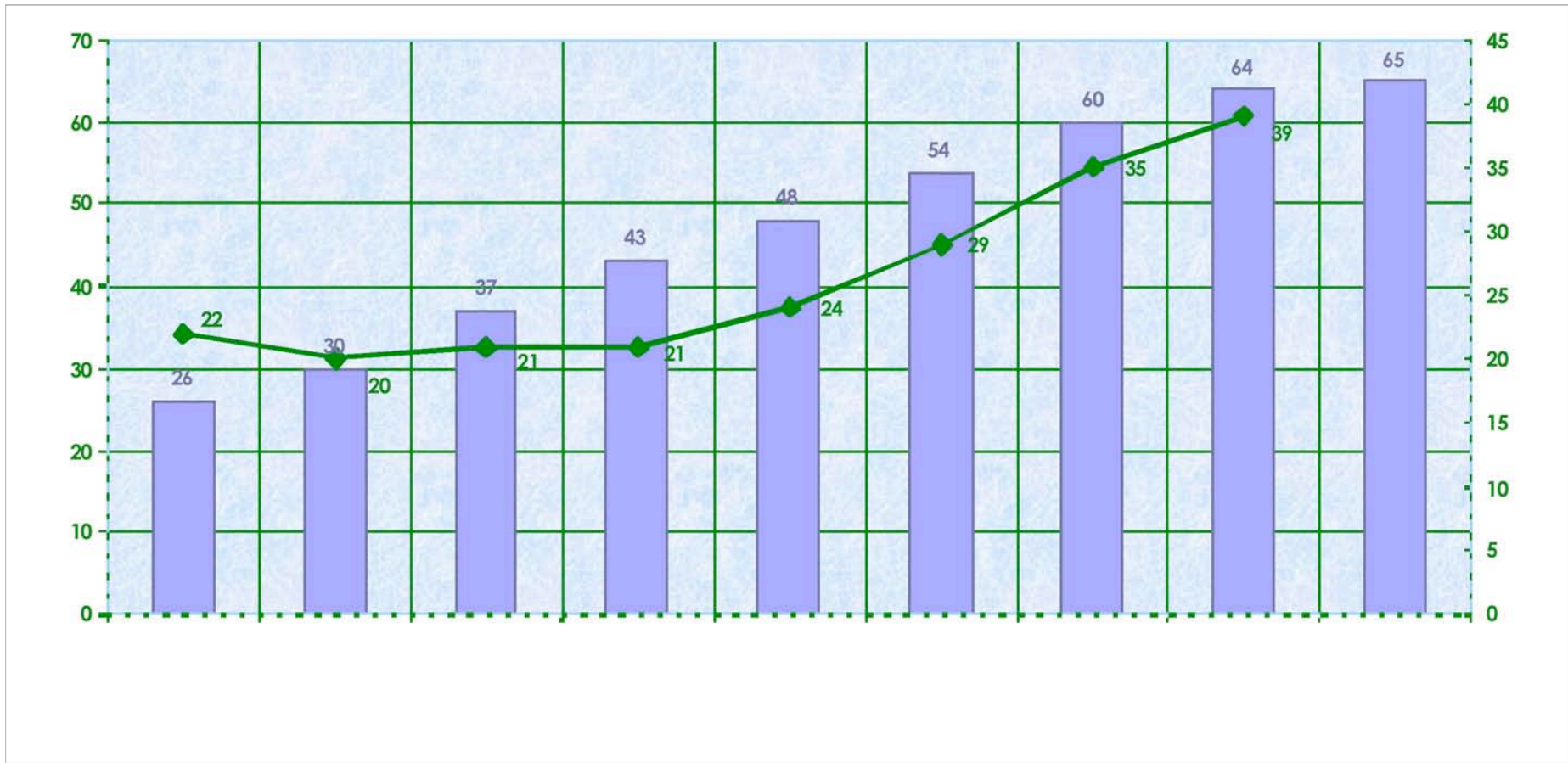
NG vehicles increase



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NG selling increase




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AN INNOVATIVE APPROACH: THE LOMBARDY AGREEMENT ON NG RETAIL NETWORK DEVELOPMENT

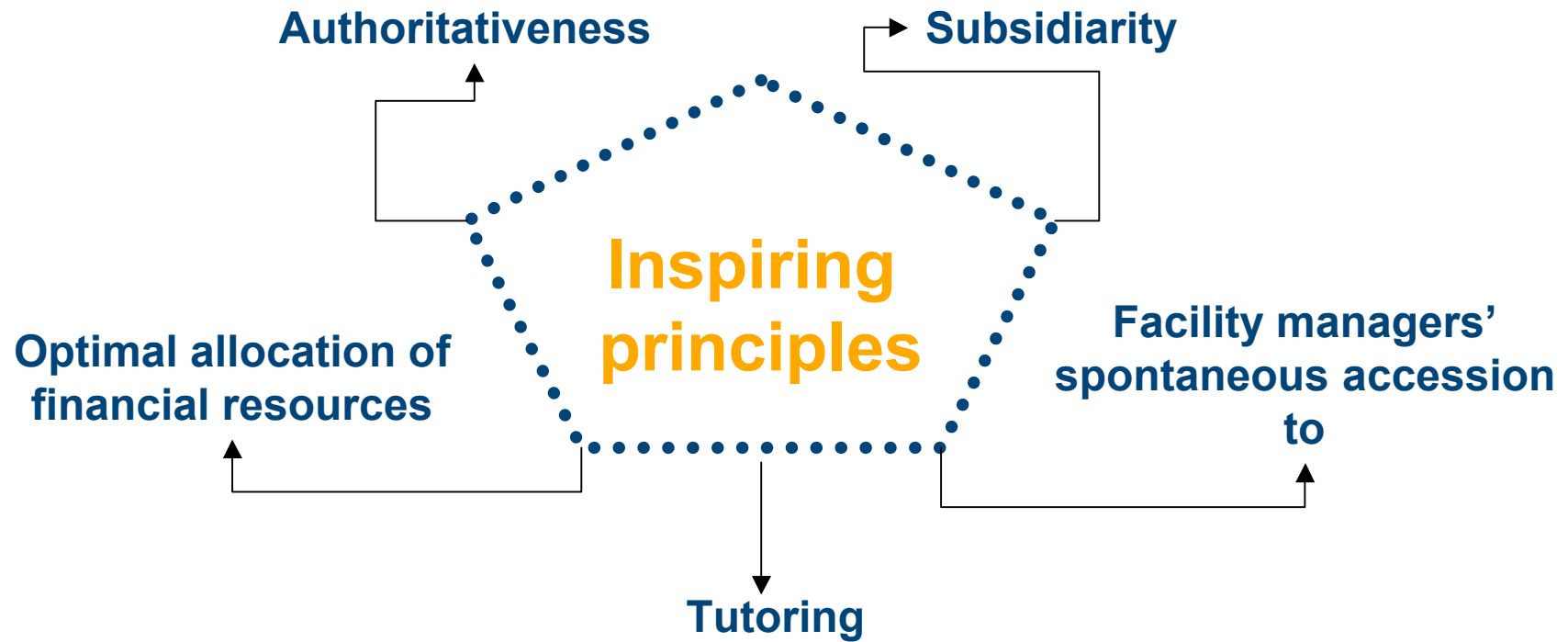
WHAT WE HAVE BEEN DOING SINCE 2005...

In 2005: 48 fuel stations
only 16.400 NG vehicles (0,29 %)
Need for a new approach:

- 
- ✓ *Acceleration of setting up new NG fuel stations*
 - ✓ *Optimising location of new NG fuel stations*
 - ✓ *Increasing NG demand and consumption*

13, 2006: Regional Agreement on Natural Gas
**With about 50 fuel enterprises, 6 associations,
institutions and technical agencies**

AGREEMENT ON NATURAL GAS



AGREEMENT ON NATURAL GAS

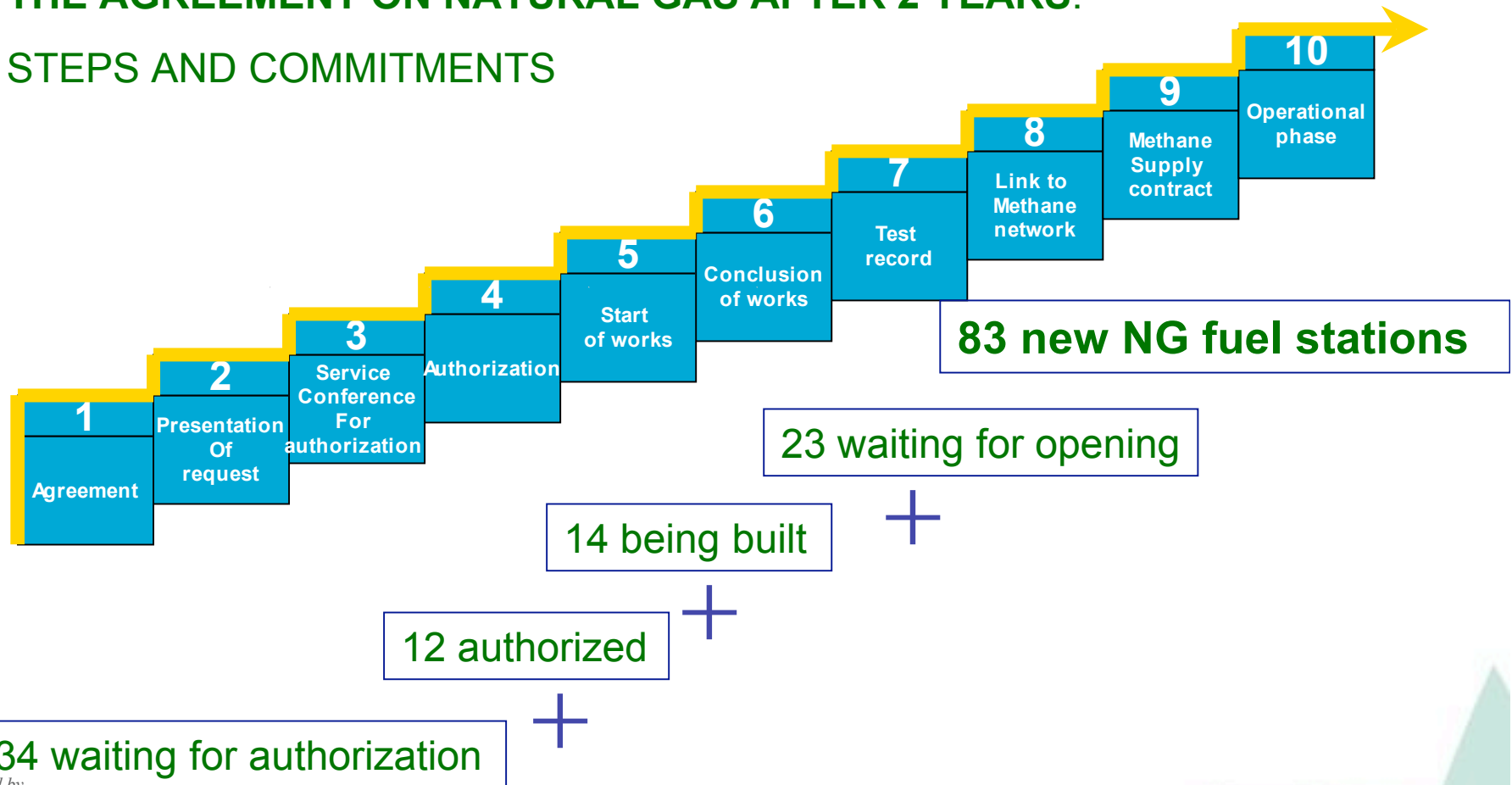


AGREEMENT ON NATURAL GAS



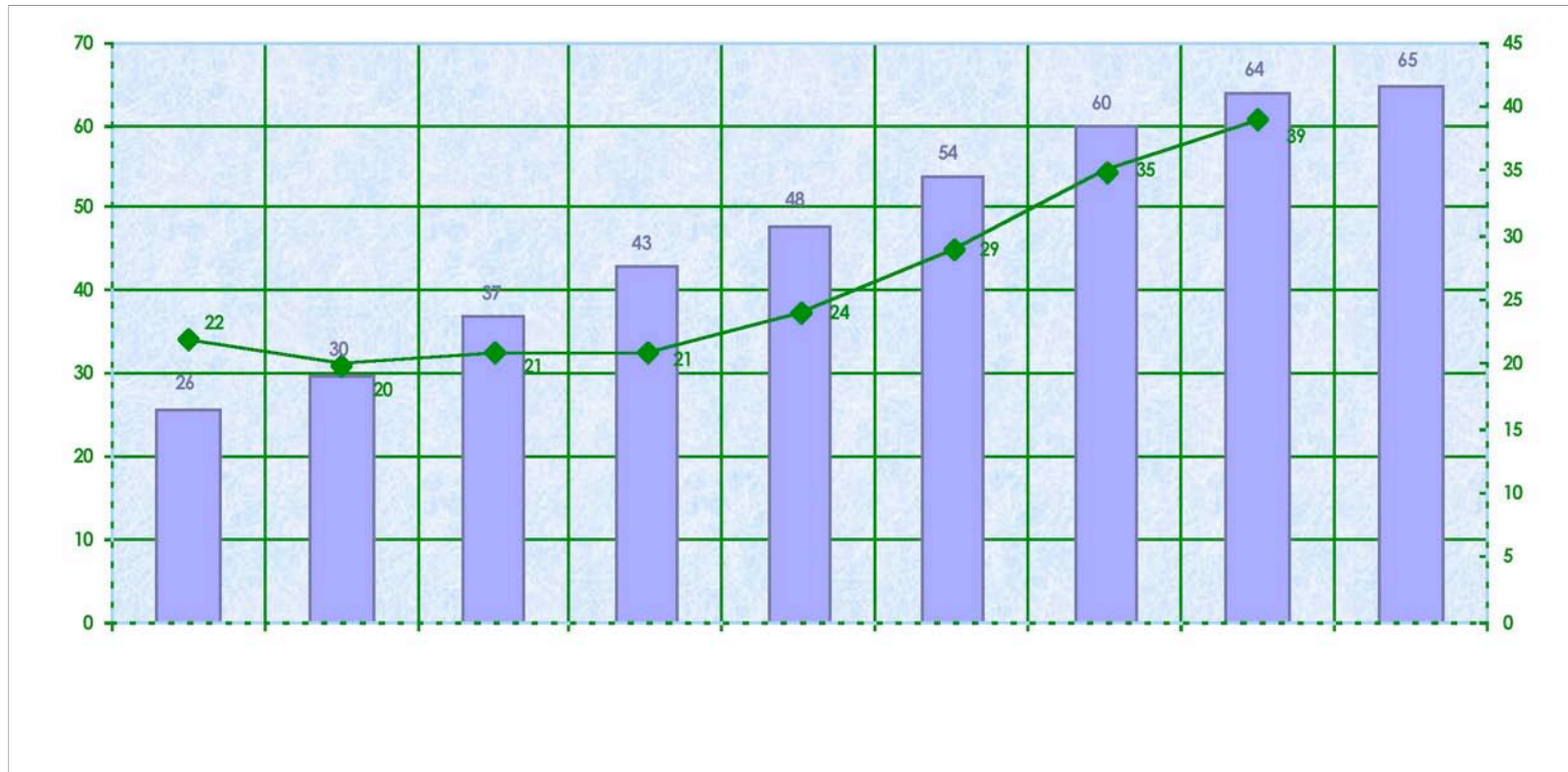
THE AGREEMENT ON NATURAL GAS AFTER 2 YEARS:

STEPS AND COMMITMENTS



NG INCREASE IN LOMBARDY

Deliveries and distribution NG fuel stations since 2001 till now

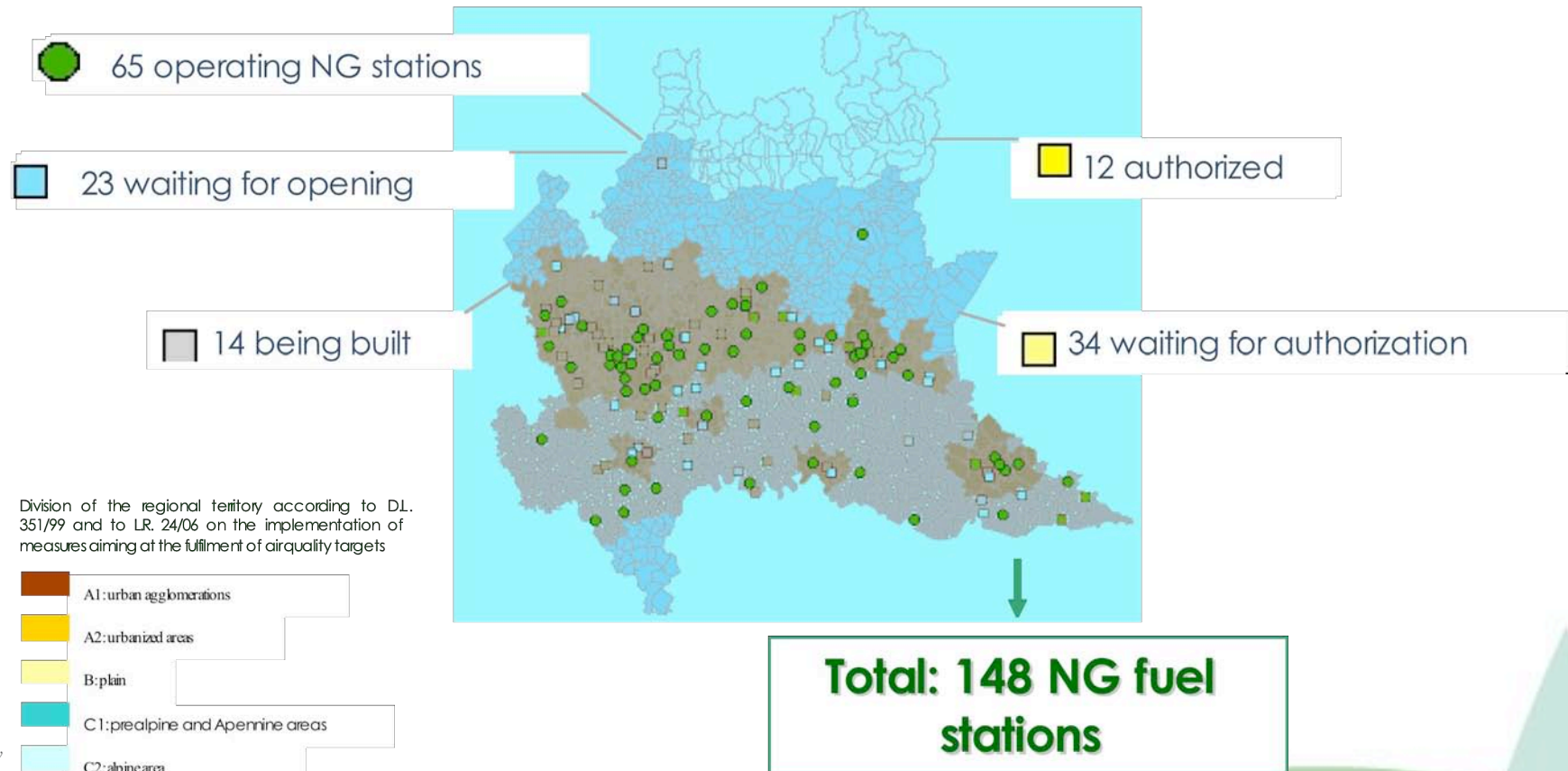


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NG distribution network

NATURAL GAS RETAIL NETWORK TODAY



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- 11 new NG fuel pumps opened in 2009
- Technical committee established in 2009 between Lombardy Region and SNAM (national gas supplier) to ensure viable injection conditions of biomethane into the grid

Biogas production increase



- The Region of Lombardy intends to continue operating through policy and incentives in order to
 - increase further the number of clean vehicles, and in particular of natural gas passenger cars
 - verify exploitation routes for Biogas and Biomethane in Lombardy
 - define future **POLICIES**, regulation and targeted **INCENTIVES** to sustain supply and demand

FUTURE TARGETS

- ➔ Demand incentives: 150.000 NG and LBG cars to be sold by 2010
- ➔ Completion of the distribution network along the main road axes surrounding Lombardy
- ➔ Further assets of the network (additional services, hydrogen mixture)