

Accelerating the Electric Mobility Market Through New Services and an Efficient Market Mode

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Abstract: How to connect different providers of electric mobility services and ensure an efficient design? An eRoaming platform as well as the contractual and technical framework required to implement this concept throughout Europe have already been developed by the Berlin-based joint venture Hubject. In addition an open interface protocol, the “Open InterCharge Protocol” (OICP), has been defined and can be accessed online by market participants for free since March 2013. Hubject GmbH is a joint venture formed by the BMW Group, Bosch, Daimler, EnBW, RWE and Siemens based in Berlin. The company was formed in 2012 and operates a cross-industry business and IT platform connecting infrastructure, service and mobility providers throughout Europe.

BRIEF BIOGRAPHY

Andreas Pfeiffer studied Business Administration at the RWTH Aachen University after training to become an information technology consultant. Upon successful completion of the degree, he worked as an organisational developer for an IT service provider. In 2007, he moved to Energieversorgungs- und Verkehrsgesellschaft mbH Aachen (E.V.A.) where he worked as a corporate developer. He managed the topic “electric mobility” for the Energieversorgungs- und Verkehrsgesellschaft mbH Aachen (E.V.A.) from 2008 to 2011 and was Managing Director of smartlab Innovationsgesellschaft mbH in Aachen from 2010 to 2012. Andreas Pfeiffer is Managing Director of Hubject GmbH, a joint venture of BMW Group, Bosch, Daimler, EnBW, RWE and Siemens based in Berlin, since August 2012.