

ScottMadden Energy Industry Update Highlights Electric Vehicles: On the Cusp of Change

Neither Fish Nor Fowl

ATLANTA, GA – (May 24, 2016) – ScottMadden, Inc., one of North America’s leading energy consulting firms, recently released its newest edition of The Energy Industry Update. This semi-annual publication offers our inside view of major events and emerging trends in the energy industry and is received by more than 10,000 industry leaders.

ScottMadden’s Energy Industry Update examines electric vehicle (EV) developments. Increased EV range, more competitive pricing, self-driving cars in development, and ride sharing might portend a paradigm shift in vehicle transportation. Could the convergence of these factors be the boost EVs need? How will EV manufacturers shift from niche to mass market appeal? Will charging infrastructure investment models being tested in California serve as examples for other states and utilities seeking to encourage EVs? Find out in the latest Energy Industry Update.

“Low gasoline prices and a long payback period have been barriers to more rapid EV adoption in many markets,” said Randy McAdams, partner at ScottMadden. “However, the convergence of technology and evolution of customer behavior—think Uber or Lyft versus car ownership—could help boost EV appeal and set the stage for new models, for car makers and utilities.”

To view or download the latest edition of The Energy Industry Update, please [click here](#).

About ScottMadden’s Energy Practice

We know energy from the ground up. Since 1983, we have been energy consultants. We have served more than 300 clients, including 20 of the top 20 energy utilities. We have performed more than 2,400 projects across every energy utility business unit and every function. We have helped our clients develop strategies, improve operations, reorganize companies, and implement initiatives. Our broad and deep energy utility expertise is not theoretical—it is experience based.

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, Corporate & Shared Services, and Grid Transformation. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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Media contact:
Mary Tew
marytew@scottmadden.com
919-714-7628