



# Fraunhofer

## ISI

FRAUNHOFER-INSTITUT FÜR SYSTEM- UND INNOVATIONSFORSCHUNG ISI



### Dr. Jonn Axsen

5. April 2023 | 14.00 Uhr

[Link zum Teams-Meeting](#) oder am ISI in S3.06

## POLICY PATHWAYS TO 100% ZERO-EMISSIONS VEHICLES: Insights from the AUtomaker-consumer Model (AUM)

Long-distance travel accounts for a small share of trips, but a Short abstract: To comply with deep decarbonization targets, many governments are committing to the goal of reaching 100% zero-emissions vehicle (ZEV) sales for their light-duty vehicle sector by 2035. This study compares policy pathways to meet this goal in the case of Canada, including various regulations and pricing strategies. We use the AUtomaker-consumer Model (AUM) to simulate the interaction of realistic consumer and automaker behaviour, with outputs including ZEV sales, GHG emissions, consumer utility, automaker profits, and policy costs.

The collaboration and exchange with Dr. John Axsen takes place within the "KAMO: Karlsruhe Mobility High Performance Center / Profilregion".

[www.profilregion-ka.de](http://www.profilregion-ka.de)

### About

Jonn Axsen, Professor of Sustainable Transportation, Simon Fraser University, Canada. Jonn applies multiple methods to produce policy-relevant insights into sustainable transportation technology and practices, including electric vehicles and alternative forms of mobility. He is also an elected member of the Royal Society of Canada.



### KAMO

KARLSRUHE MOBILITY  
HIGH PERFORMANCE CENTER / PROFILREGION