



Denmark as firstmover for electric cars – a new, green business opportunity

Better Place's investment in Denmark for electric cars supports the opportunities for being at the cutting edge in a new technology area, as it rolls out its future vision of a new, green transport infrastructure. This is being done through collaboration between Better Place, DONG Energy and Renault, which will launch the use of electric cars in Denmark. Denmark will thus become Better Place's first European commercial market for electric cars.

The Better Place investment in Denmark will help develop the country's green infrastructure. It also gives Denmark an obvious "first-mover" advantage to develop a strong business area in the electric car industry.

Why is Denmark an obvious country for Better Place for "green transport"? Since the oil crisis in the 1970s, Denmark has focused on becoming energy self-sufficient. There is general support for green initiatives and a desire to create good framework conditions for both commercial and research-related development in renewable energy.

Focusing on creating a good framework for "green infrastructure" helps Denmark to build know-how that will both attract foreign investors and increase export opportunities in electric car technology in the long term. On the export side, we will see good opportunities in the form of Danish companies that will function as sub-suppliers of technical solutions for the car industry.

On the investment side we are already seeing that several foreign electric car manufacturers are considering to establish test centres, and to conduct research in Denmark. This trend is expected to continue. Denmark has an attractive infrastructure and a manageable geographical size for projects and investments of this type, which are currently supported by legislation for tax-exempt electric cars until 2012.

The potential for electric cars and the establishment of a special competence cluster in Denmark depends on many factors, but electric cars can undoubtedly become one of the world's future means of transportation. Better Place's investment once again puts Denmark on the map as a green pioneering country. We welcome Better Place to Denmark!

Ole Frijs-Madsen,
Director of Invest in Denmark
Ministry of Foreign Affairs of Denmark



Invest in Denmark

Invest in Denmark is Denmark's official investment promotion organisation under the Ministry of Foreign Affairs of Denmark. The aim of the organisation is to attract foreign investors to Denmark. Invest in Denmark has assisted Better Place in establishing its investment in Denmark.

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