

# A Study for the Application and Distribution of Premium-Efficient Motors in Iowa Industry

Alliant Energy-Interstate Power & Light Co.

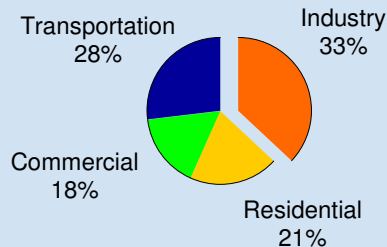
CEE Program Meeting  
Boston, MA  
June 14, 2006



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## Industry Is The Largest Energy-Using Sector

Total 2004 Energy Use\* = ~100.3 Quads  
Industry = ~33 Quads



- 37% of U.S. natural gas demand
- 29% of U.S. electricity demand
- 30% of U.S. greenhouse gas emissions

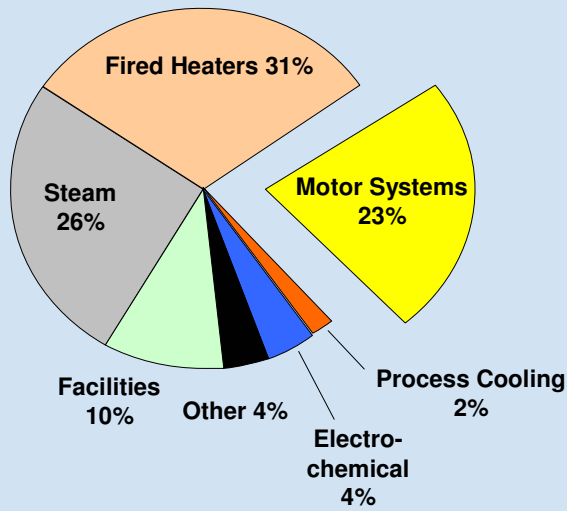
\*Includes electricity losses



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Source: DOE/EIA Monthly Energy Review 2004 (preliminary) and estimates extrapolated from MECS

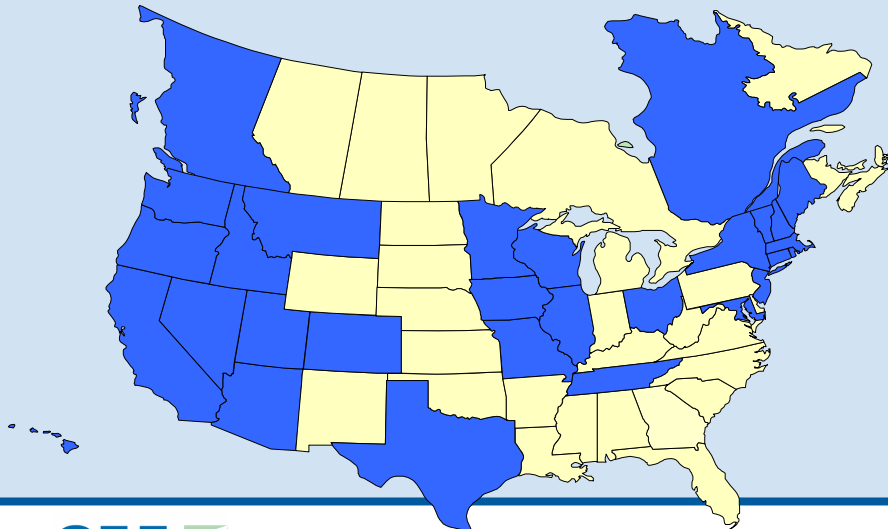
## Manufacturing Energy Use



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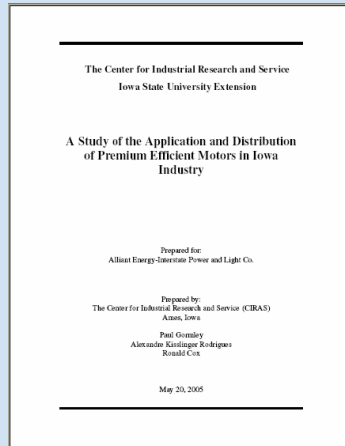
## CEE Members

As of January 2006



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## Iowa Motor Study – A Clear Snapshot



- What is the remaining opportunity? What amount of savings are still on the table?
- Why? What barriers impede market transformation?
- What does that suggest for future program design?



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### **Breakout Session 1 Tomorrow**

**1:30 – 3:00**  
**Olympia AB**

Discussion: How are programs meeting new market challenges?  
What defines success?

### **Breakout Session 2 Tomorrow**

**3:30 – 5:00**  
**Olympia AB**

An MDM Developed Approach to Educating Industry Allies  
Networking Session to Follow (Brittanic Room, 5-6 pm)



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