

Bonn, November 05, 2008

“Change we can believe in?” The USA is on its way into a solar present

“If you became President in 2009 and could choose to provide financial support in one of the following energy sources during your term in office, which one would you choose?” Exactly this question was asked by a US market researcher in a nationwide online survey in June this year. The outcomes of this survey are astonishing: approximately 40 percent – a clear majority – of the people asked said that they would support solar energy. Even more clear were the answers to the overall question about the significance of solar energy for the United States. At least 94 percent of those asked regarded the extension and the further development of the alternative energy branch as “somewhat important” or “extremely important” - a trend which presumably mirrors the fact that the US population are rethinking their approach to energy matters.

Clear signs for change

Barack Obama, the Democratic candidate for the presidential election and, after his inauguration in January next year, the 44th president of the United States is aware of this trend. He made use of the energy political topics during his election campaign in an efficient way. “Senator Obama supports, for instance, a mandatory cap on CO2 emission and is, in contrast to Senator John McCain, in favour of the auction of pollution permits”, explains Markus A.W. Hoehner, Chief Executive Officer of the market research company EuPD Research. “Furthermore, Obama supports the Renewable Portfolio Standard (RPS), a nationwide obligation to use alternative energies and is going to invest about 150 billion US-Dollars in the extension of alternative energies in the next ten years”, Hoehner adds.

“Indications for change – especially where energy policy is concerned – have never been more promising in the US. The recently-passed Investment Tax Credit (ITC) will most likely help the US PV market to witness its long-desired upturn and will let it prosper to become a profit-yielding and stable branch of the economy,” says Sarah Endres, Project Manager at EuPD Research responsible for the US market.

Join the discussion: “American Solar Boom?”

Due to the latest changes in the US market EuPD Research, as the leading market research institute in the field of renewable energies and its partner AltaTerra Research Network will offer an interactive online workshop. Under the title “ American Solar Boom? Cutting through the hype”, experts will discuss the effects of the US real estate crisis and the worldwide credit crisis on the solar market on November 25. The developments in the solar market will be presented by Project Manager Sarah Endres against the current background of the ITC.

- Click [here](#) to sign up for the workshop.
Deadline will be on Tuesday, November 25, 2008..

Profound knowledge on a primary data basis

You can order the detailed chart report about the US solar market from EuPD Research. The presentation “Photovoltaics in the USA – Detailed Analysis of a Future Solar Market” targets decision-makers from the international solar industry and provides a profound insight into the opportunities, potential and risks of the

US solar market with a special consideration of the effects of the recently passed ITC. Moreover, primary data from more than 130 US PV corporations along the value chain was collected, analysed and evaluated. Because of the high demand, EuPD Research is offering an abbreviated version of the chart report which is especially directed at newcomers in the solar branch.

For further information, please contact us: welcome@eupd-research.com.

- You can find background information about the chart presentation "Photovoltaics in the USA – Detailed Analysis of a Future Solar Market" [here](#).
- Click here to order the [free](#) management summary.

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