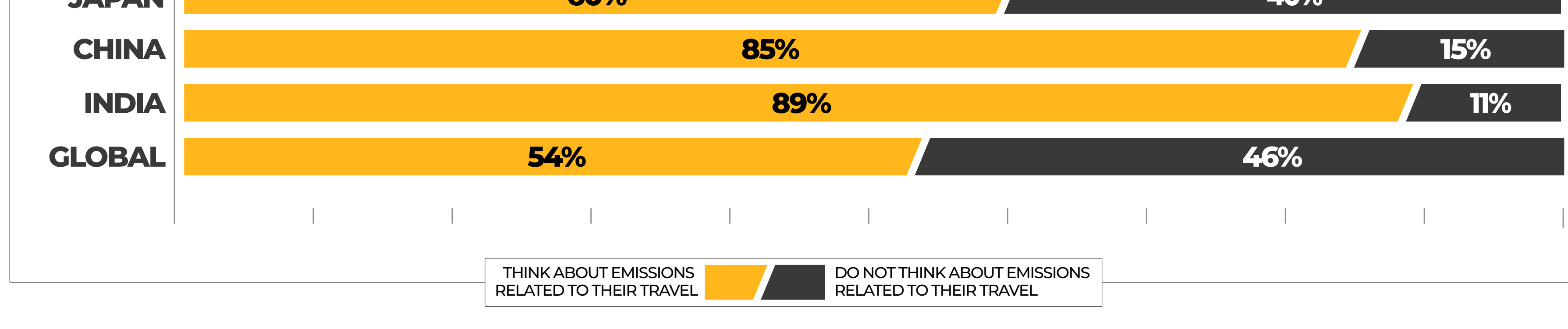
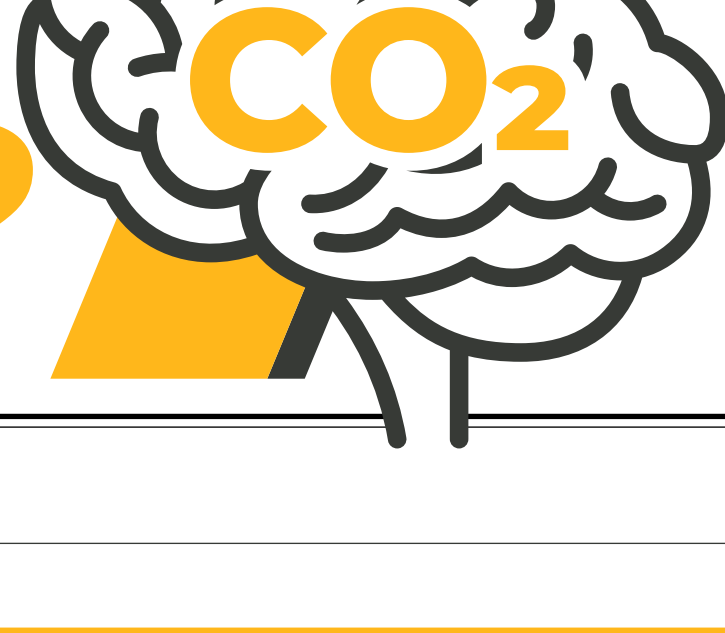


# Eyes On: Greener Roads

Asian Edition

THOSE SURVEYED IN JAPAN, CHINA AND INDIA ARE MINDFUL OF THEIR EMISSIONS AND INTERESTED IN BUYING AFFORDABLE ELECTRIC VEHICLES (EVs) TO ENABLE CLEANER, GREENER ROADS.

## CONCERNED ABOUT CARBON EMISSIONS?



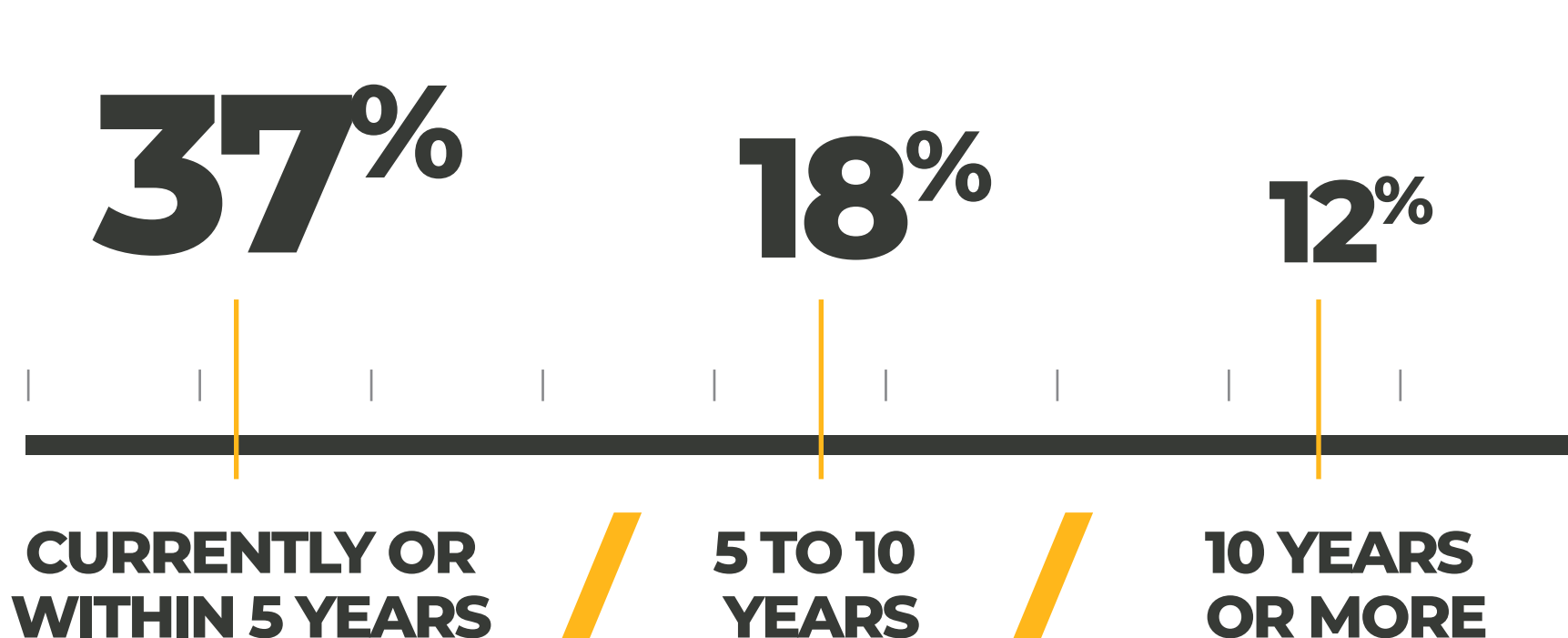
Japan, China and India are cognizant of emissions, compared to other countries surveyed. Just 54% of respondents from Austria, France, Germany, Sweden, Switzerland, the U.K. and the U.S. consider their travel-related emissions.

## GOING GREEN: A TIMELINE



WHEN ASKED WHEN THEY WOULD CONSIDER BUYING AN EV, RESPONDENTS REPLIED:

### JAPAN



32%

ONLY IF PETROL AND DIESEL VEHICLES ARE NO LONGER AVAILABLE

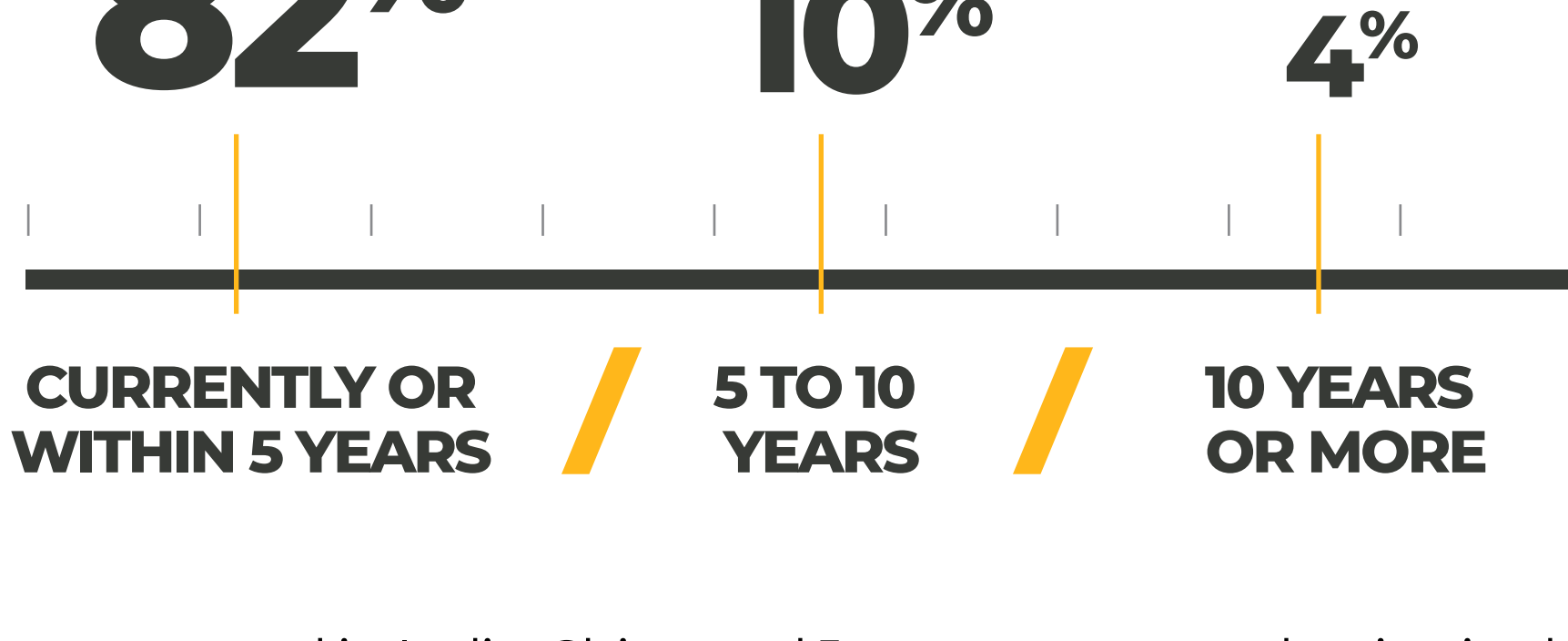
### CHINA



6%

ONLY IF PETROL AND DIESEL VEHICLES ARE NO LONGER AVAILABLE

### INDIA



4%

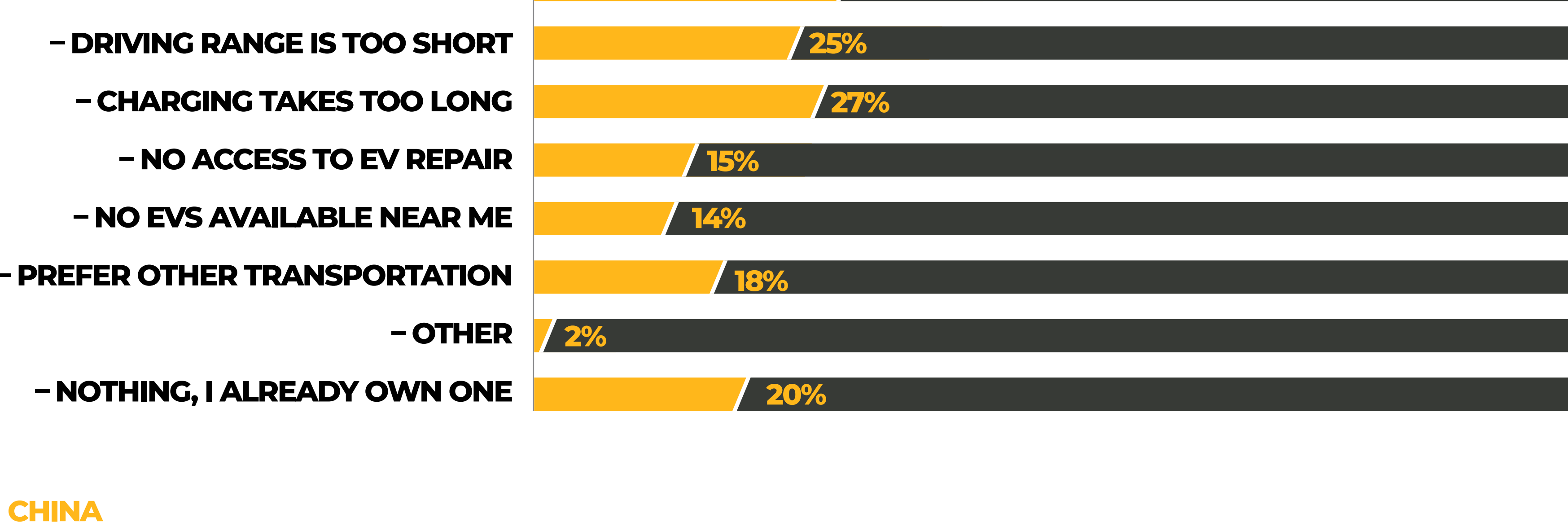
Those surveyed in India, China and Japan are very enthusiastic about EVs. In fact, 92% of Indian respondents, 90% of Chinese respondents and 55% of Japanese respondents own or expect to own an EV in 10 years.

While around one-third of Japanese respondents plan to wait until gas, petrol and diesel vehicles cease production before buying an EV, just 4% of Indian respondents and 6% of Chinese respondents are delaying their plans to purchase EVs.

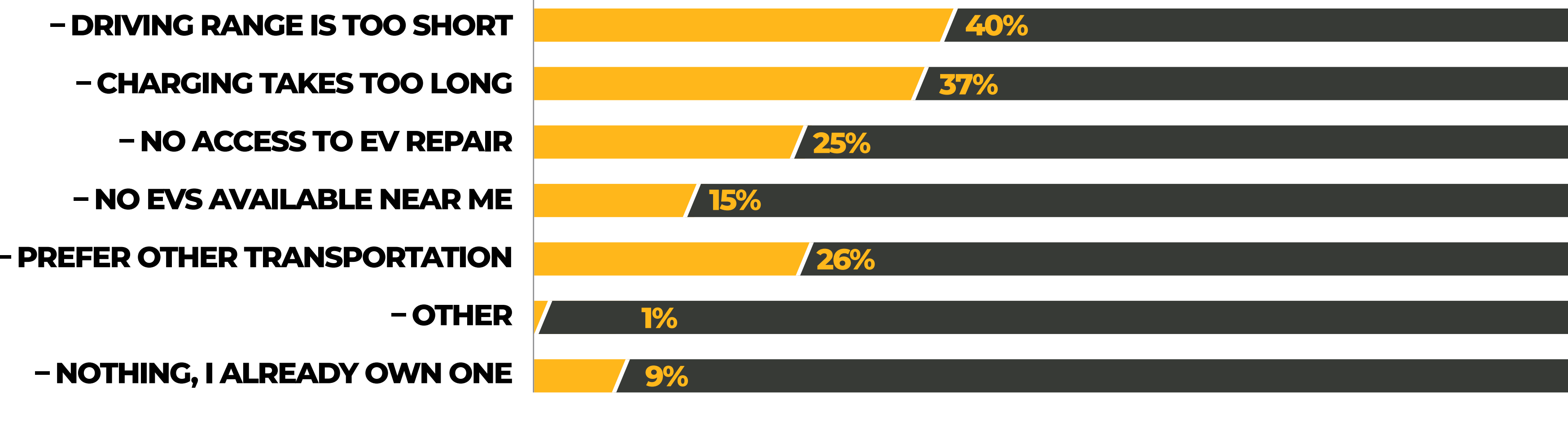
## ROAD BLOCKS TO PURCHASING

WHEN ASKED WHICH CONCERNS WOULD PREVENT THEM FROM BUYING AN EV, RESPONDENTS COULD SELECT ALL THE REASONS THAT APPLIED.

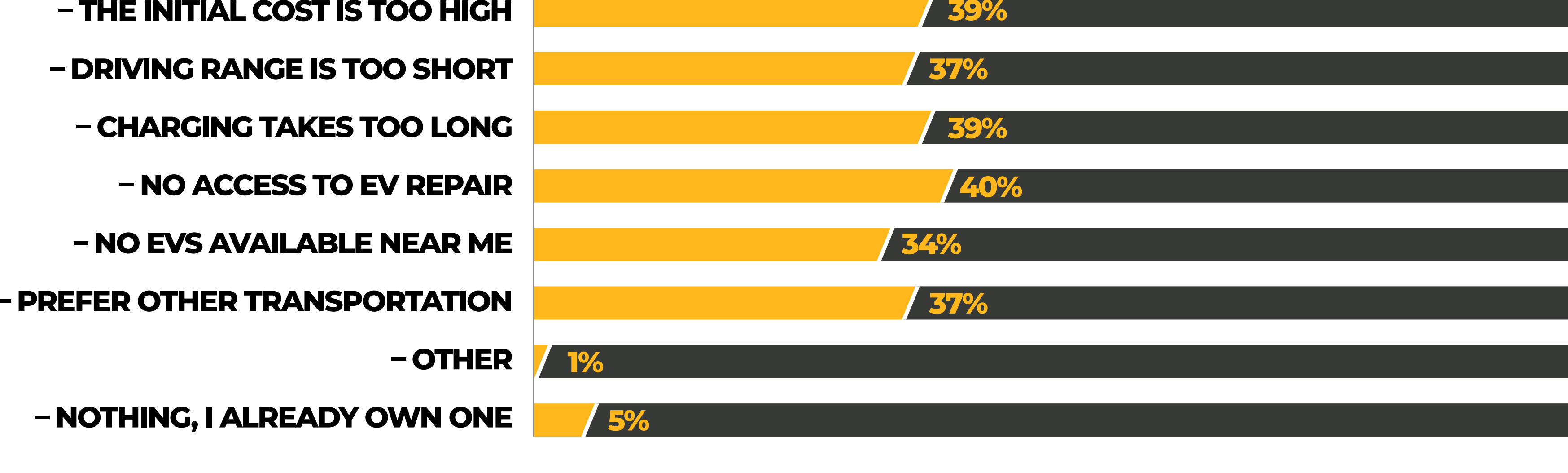
### JAPAN



### CHINA



### INDIA



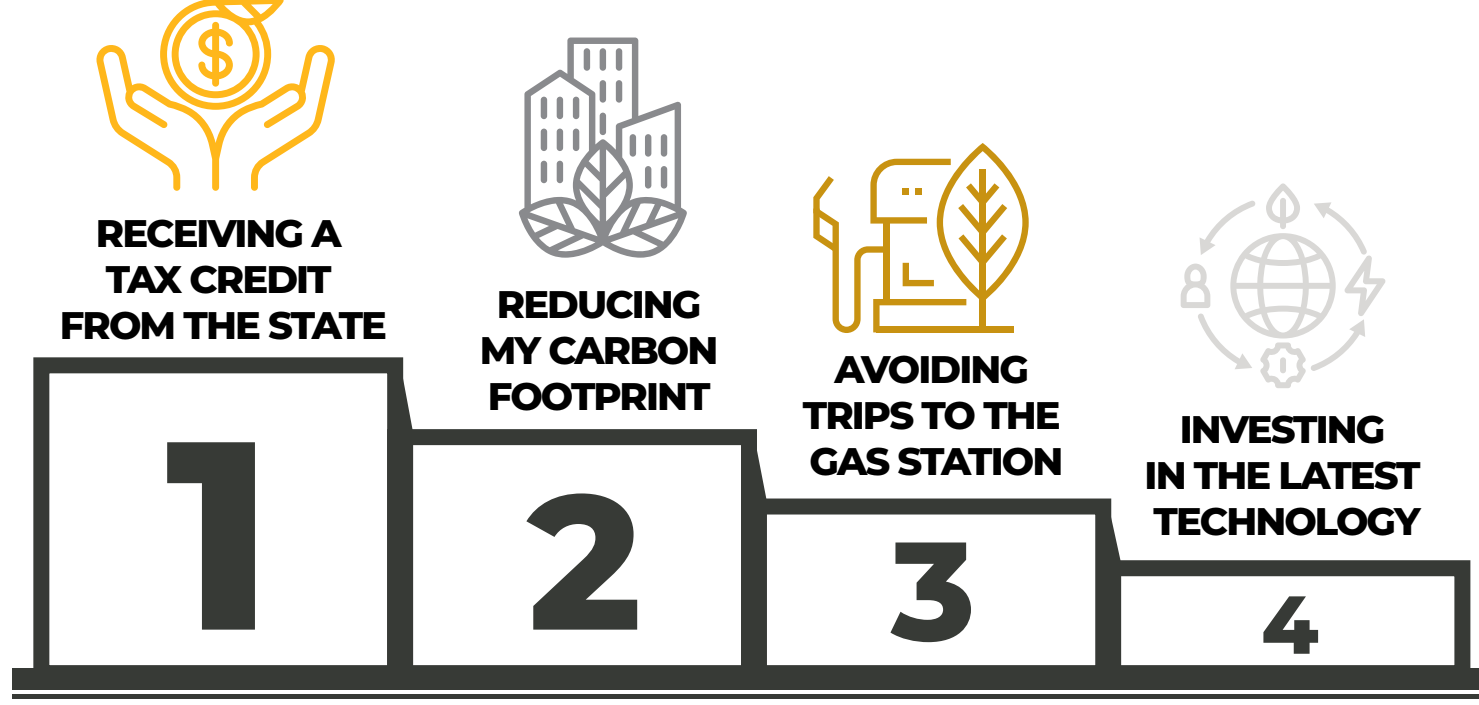
Nearly half (46%) of Indian respondents and 43% of Chinese respondents reported too few charging stations as their top concern. 30% of Japanese respondents say the initial upfront high cost of an EV is a barrier.

## INCENTIVES FOR CHANGE

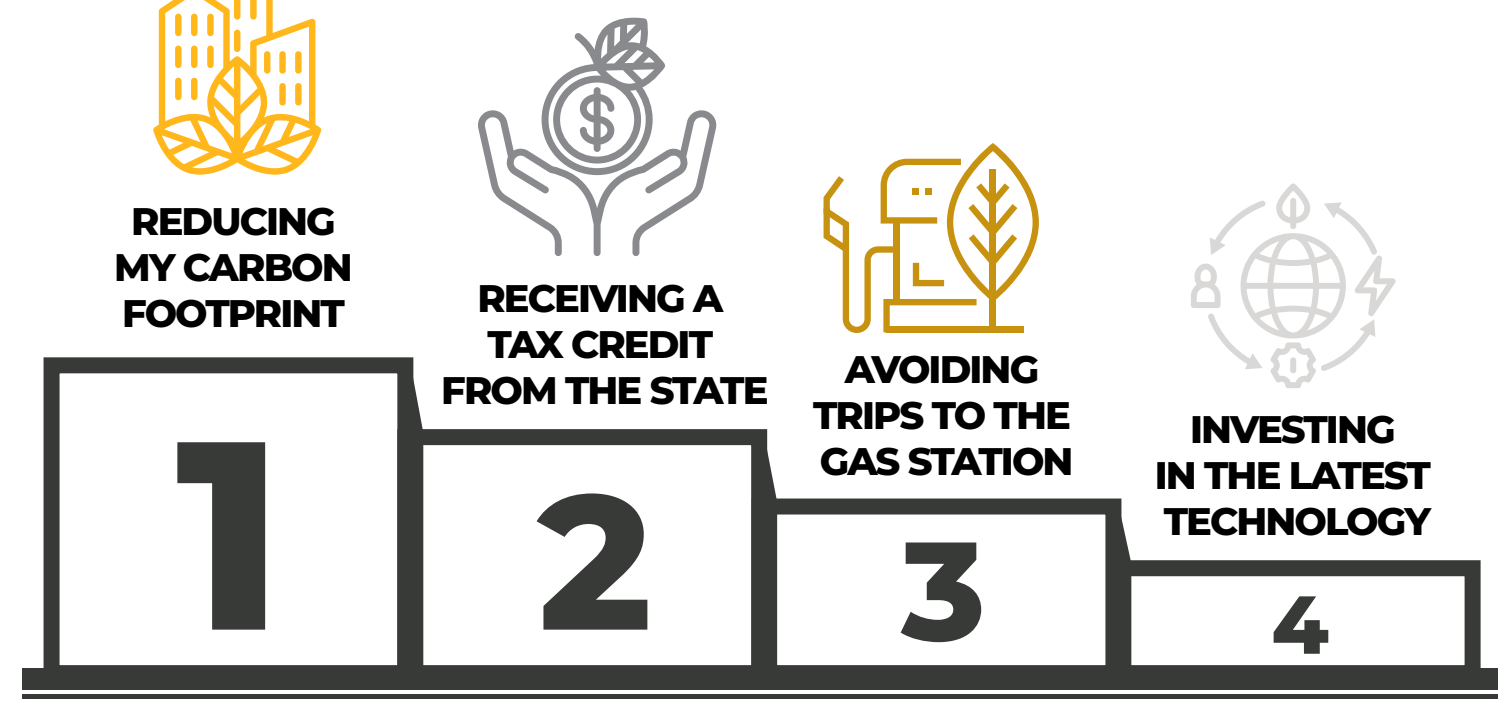


WHEN ASKED TO RANK IN ORDER OF IMPORTANCE WHICH FACTORS WOULD MOST INFLUENCE THEIR DECISION TO PURCHASE AN EV, RESPONDENTS REPLIED:

### JAPAN



### INDIA



### CHINA

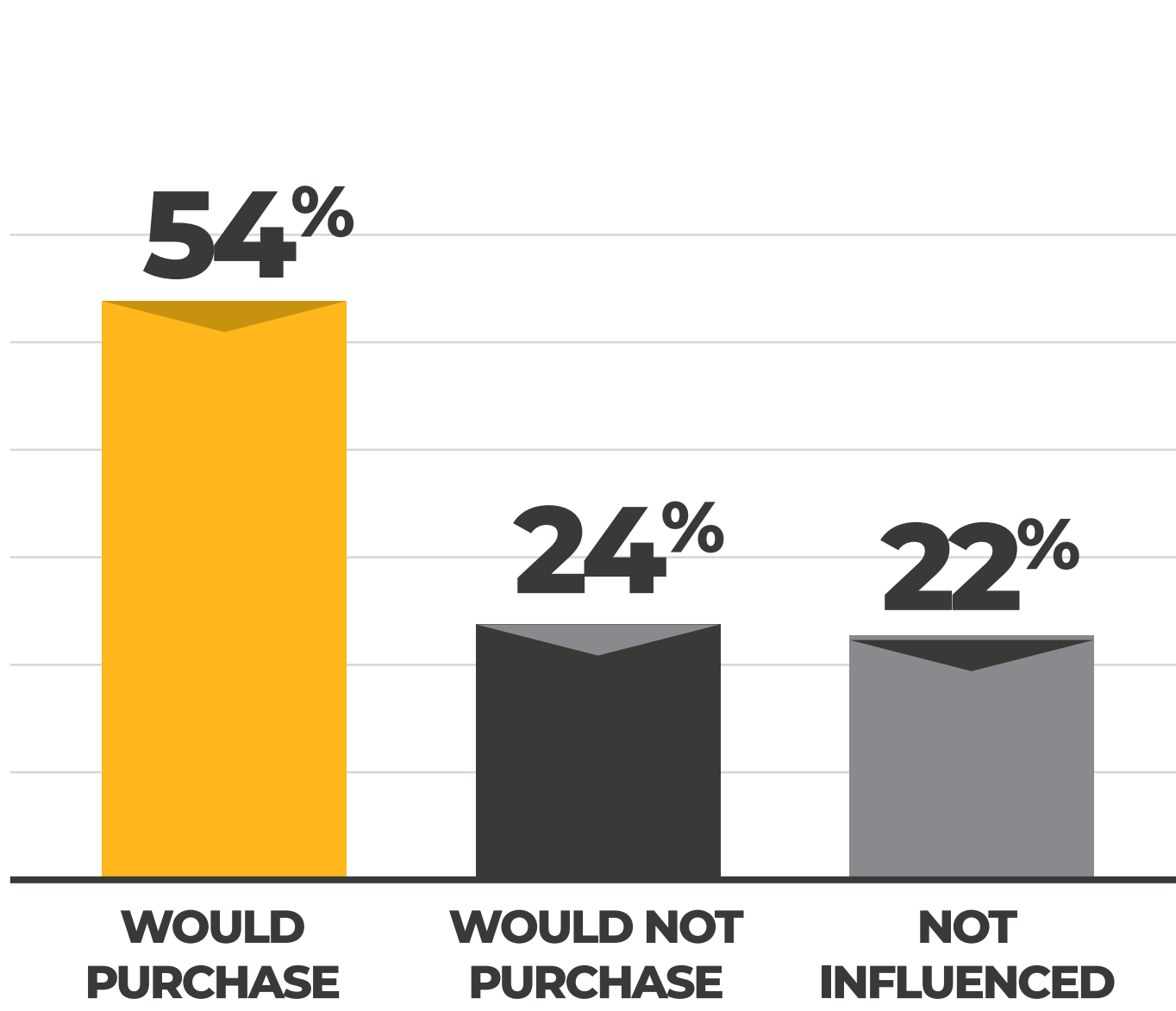


Indian and Chinese respondents are most likely to buy an EV to reduce their carbon footprint. Conversely, those surveyed in Japan would be most motivated to purchase an EV if the government offered a tax credit.

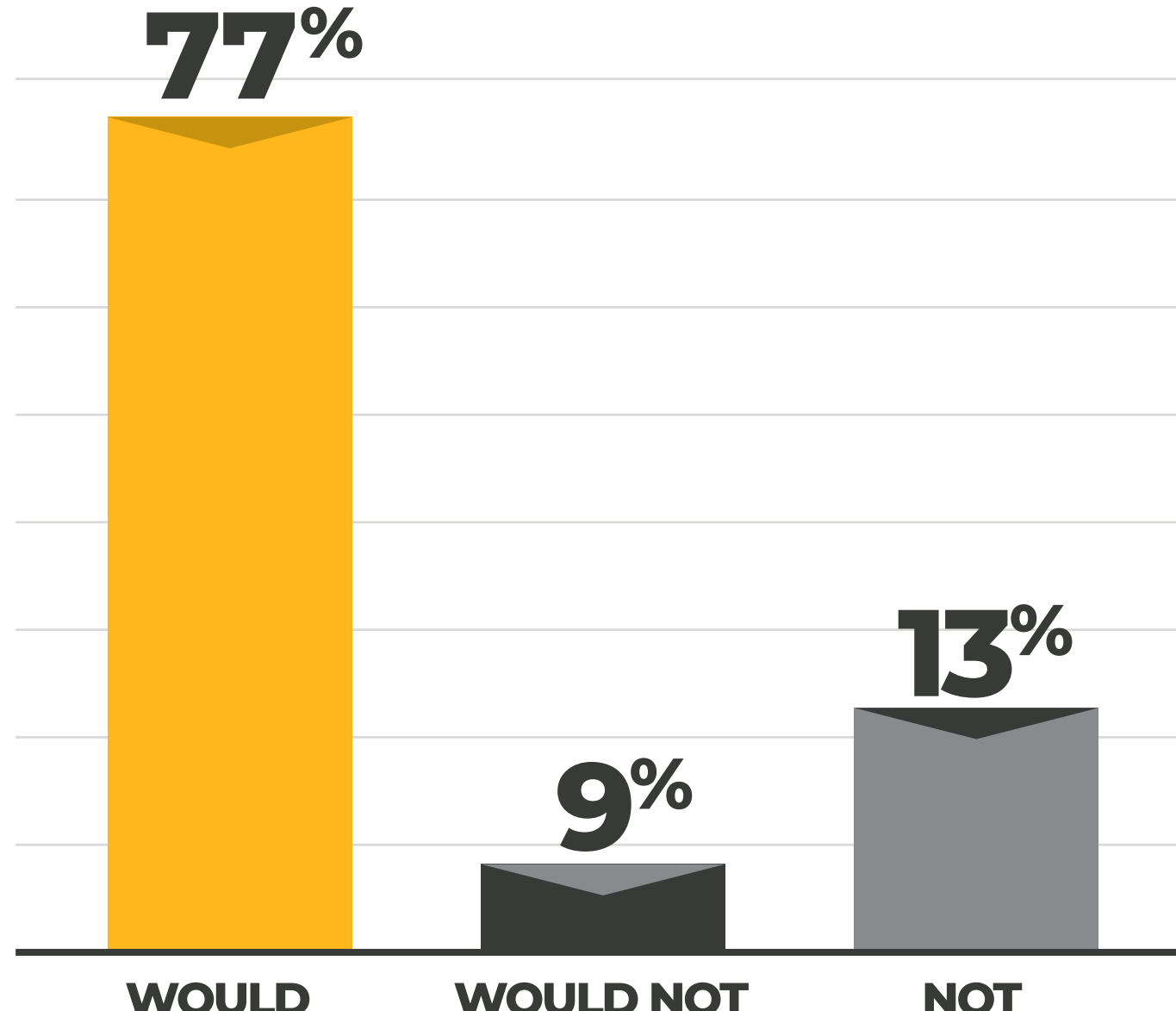
## IF THE PRICE IS RIGHT

WHEN ASKED IF THEY WOULD BUY AN EV AS THEIR NEXT VEHICLE IF IT COST AS MUCH AS A PETROL-POWERED VEHICLE, RESPONDENTS REPLIED:

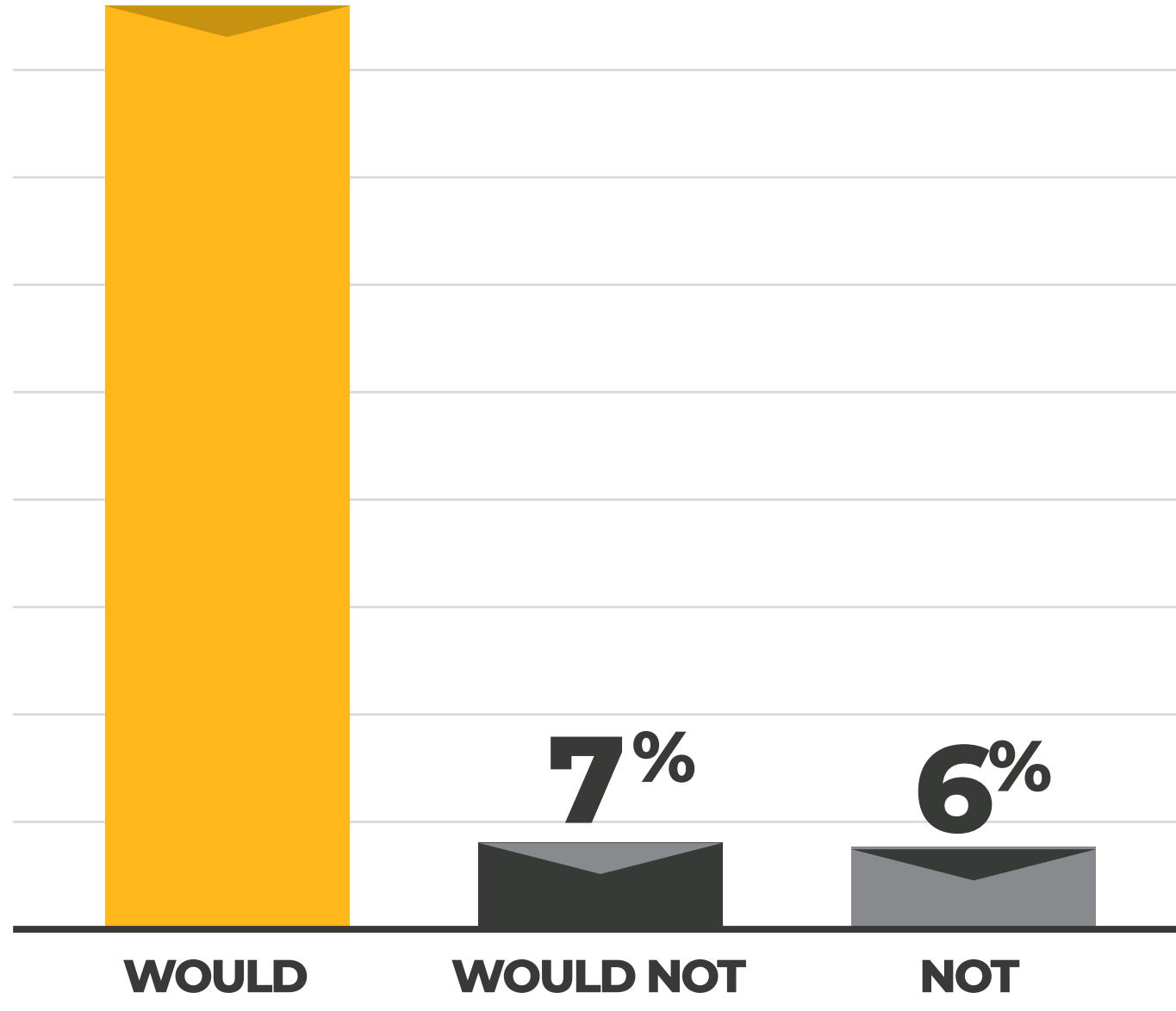
### JAPAN



### CHINA



### INDIA



Most Japanese, Chinese and Indian respondents would consider an EV as their next vehicle purchase if its price matched gas-powered vehicles. Across the three countries, 87% of Indian respondents are most interested in EVs while nearly one-quarter of those surveyed in Japan prefer gas-powered vehicles.