

## Eyes On: Greener Roads

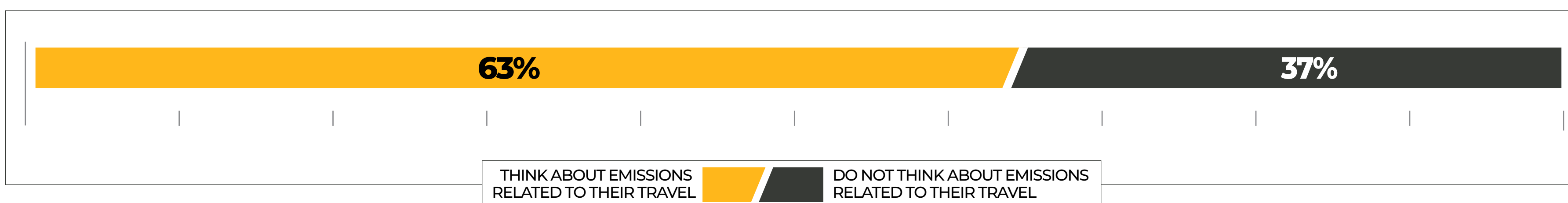
Global Edition



**MOST CONSUMERS ARE MINDFUL OF THEIR EMISSIONS AND INTERESTED IN BUYING AFFORDABLE ELECTRIC VEHICLES (EVs) TO ENABLE CLEANER, GREENER ROADS.**

Countries surveyed include the United Kingdom, United States, DACH (Austria, Germany and Switzerland), France, Sweden, Japan, China and India.

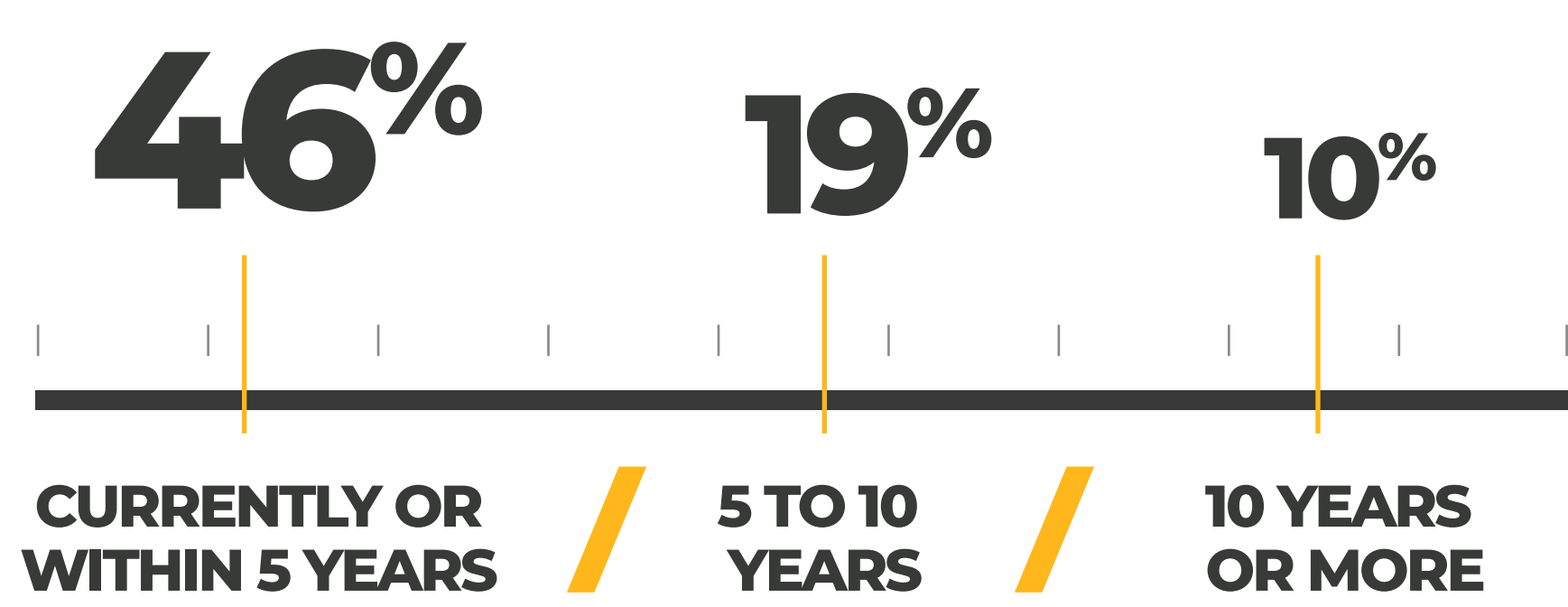
### CONCERNED ABOUT CARBON EMISSIONS?



Most of the world's respondents consider emissions when they travel. However, the global average (63%) falls well below the 89% of respondents from India and 85% from China who keep emissions in mind when traveling. Meanwhile, the U.S. is the country where most respondents (61%) do not think about their emissions.

### GOING GREEN A TIMELINE

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

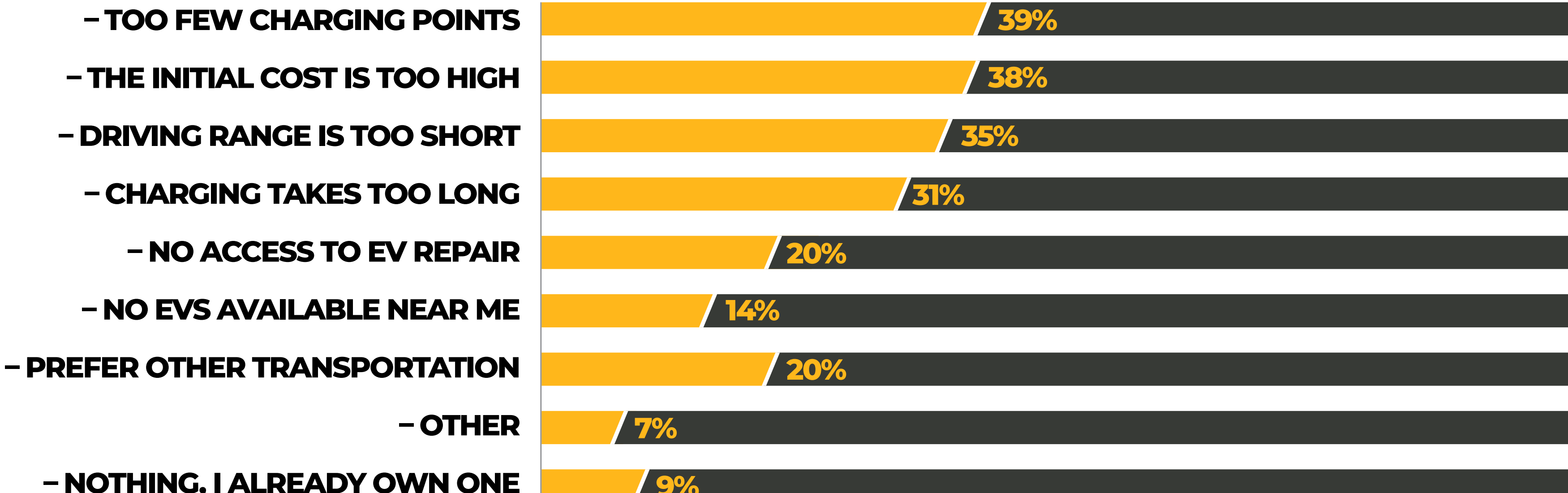


**25%**  
ONLY IF PETROL AND DIESEL VEHICLES ARE NO LONGER AVAILABLE

Most of the world is enthusiastic about EVs with 65% of global respondents expecting to own an EV (or already own one) within 10 years. The U.K. and U.S. showed less excitement —39% of respondents in both countries said they would only purchase an EV if gas, petrol and diesel vehicles are no longer available. Just 4% of Indian respondents and 6% of Chinese respondents share this sentiment.

### ROAD BLOCKS TO PURCHASING

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

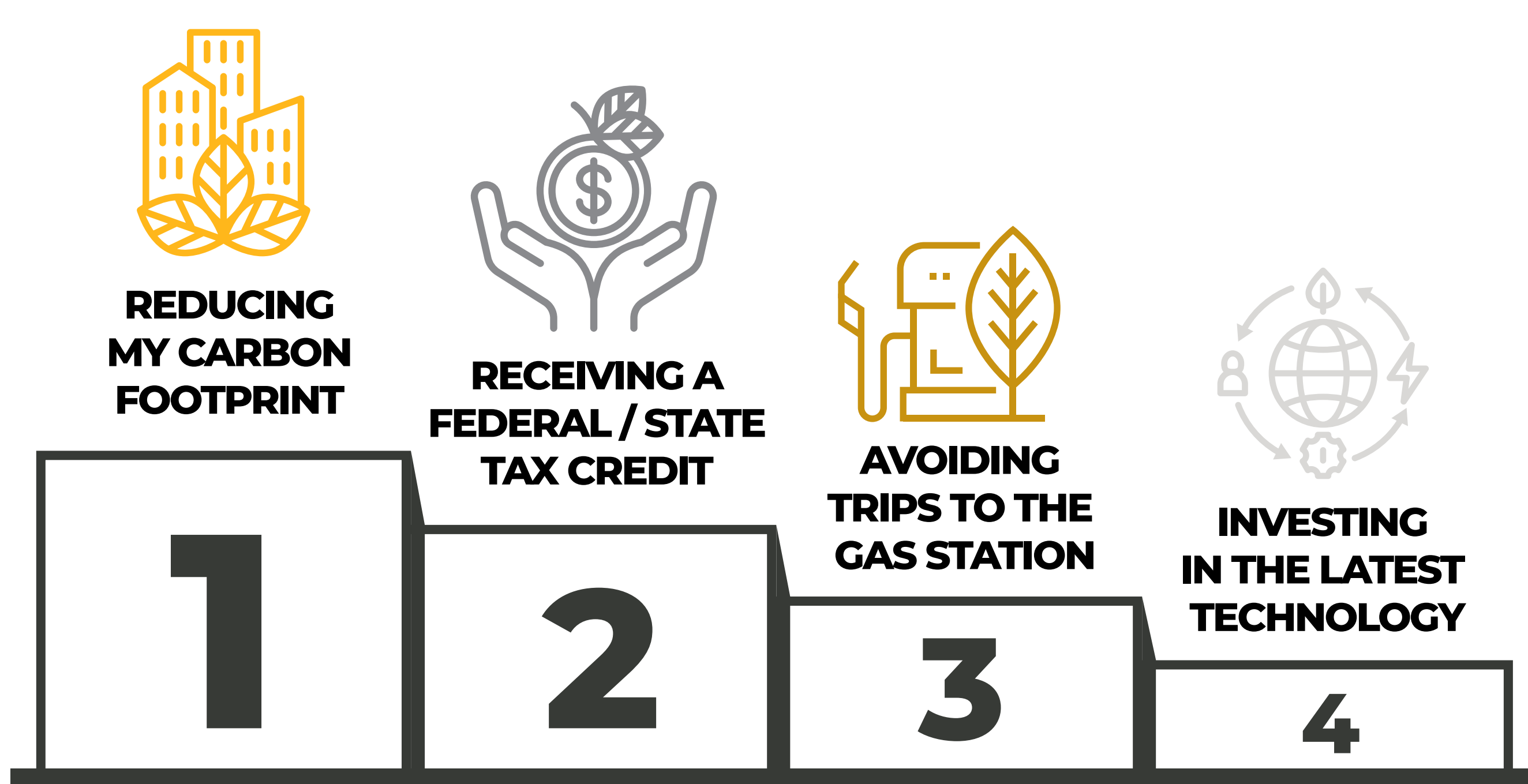


The lack of charging points emerged as the most common barrier to purchasing an EV, with 39% of respondents selecting this option, followed closely by the upfront cost of EVs at 38%.

The lack of charging stations is a bigger problem in some regions than others. 53% of U.K. respondents expressed this concern, while only 29% of respondents in France and Japan worry about charging infrastructure.

### INCENTIVES FOR CHANGE

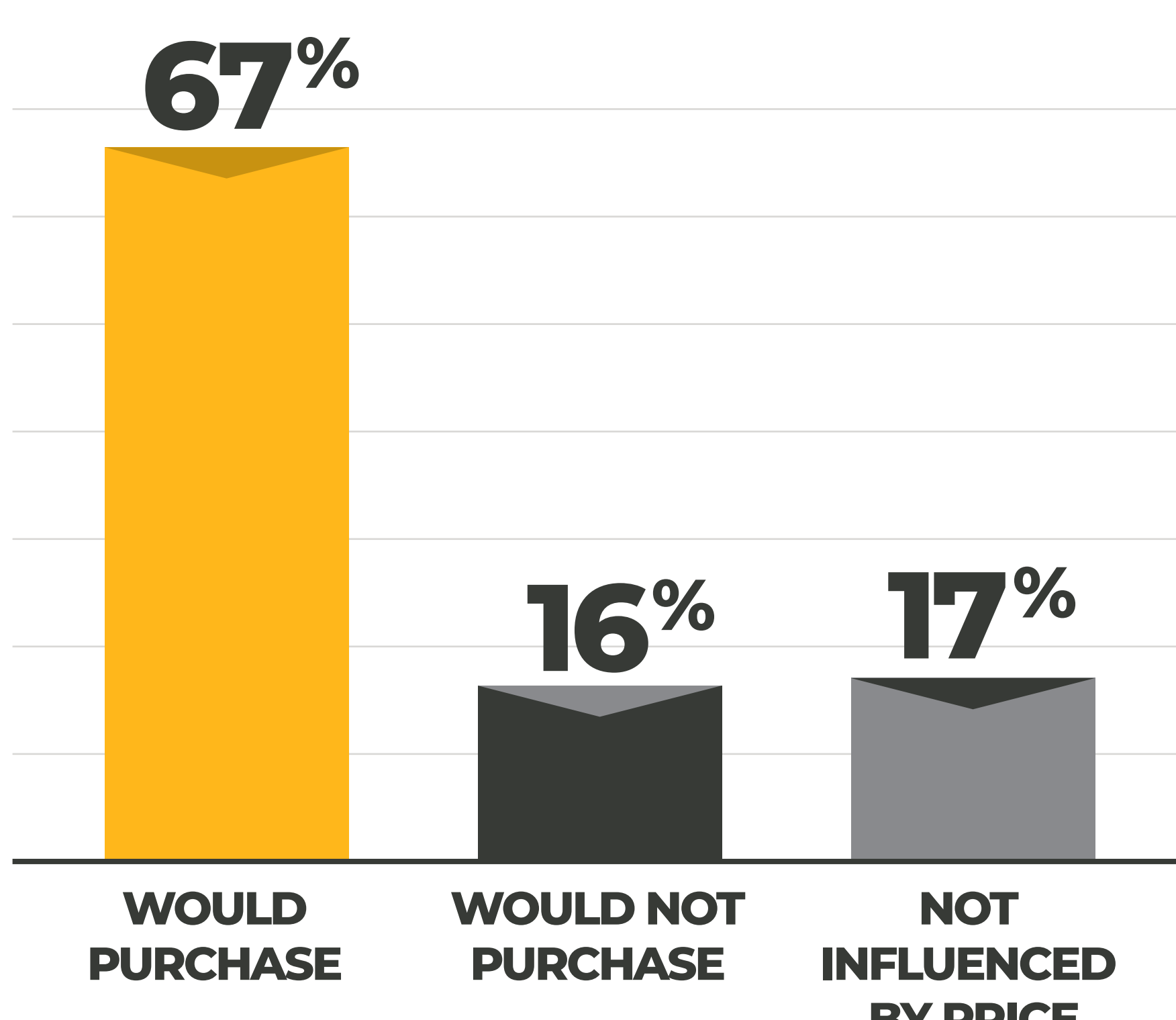
WHEN ASKED TO RANK IN ORDER OF IMPORTANCE WHICH FACTORS WOULD MOST INFLUENCE THEIR DECISION TO PURCHASE AN EV, RESPONDENTS REPLIED:



The majority of global respondents rank reducing their carbon footprint as the most important factor when purchasing an EV, but some regions have other priorities. Those surveyed in Japan, the U.S. and U.K. rank tax credits as the most important factor.

### IF THE PRICE IS RIGHT

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



Price matters! Two-thirds of global consumers would consider buying EVs if prices matched gas-powered vehicles. Indian and Chinese respondents were more likely to be swayed by price, with 87% and 77% of respondents saying they would choose electric if costs were equal.