

## Eyes On: Greener Roads

United States Edition

ALTHOUGH AMERICANS ARE LESS CONCERNED ABOUT EMISSIONS THAN OTHER COUNTRIES, THEY ARE INTERESTED IN BUYING AFFORDABLE ELECTRIC VEHICLES (EVs) TO ENABLE CLEANER, GREENER ROADS.

### CONCERNED ABOUT CARBON EMISSIONS?



WHEN ASKED IF THEY CONSIDERED EMISSIONS RELATED TO THEIR BUSINESS OR PERSONAL TRAVEL, RESPONDENTS REPLIED:

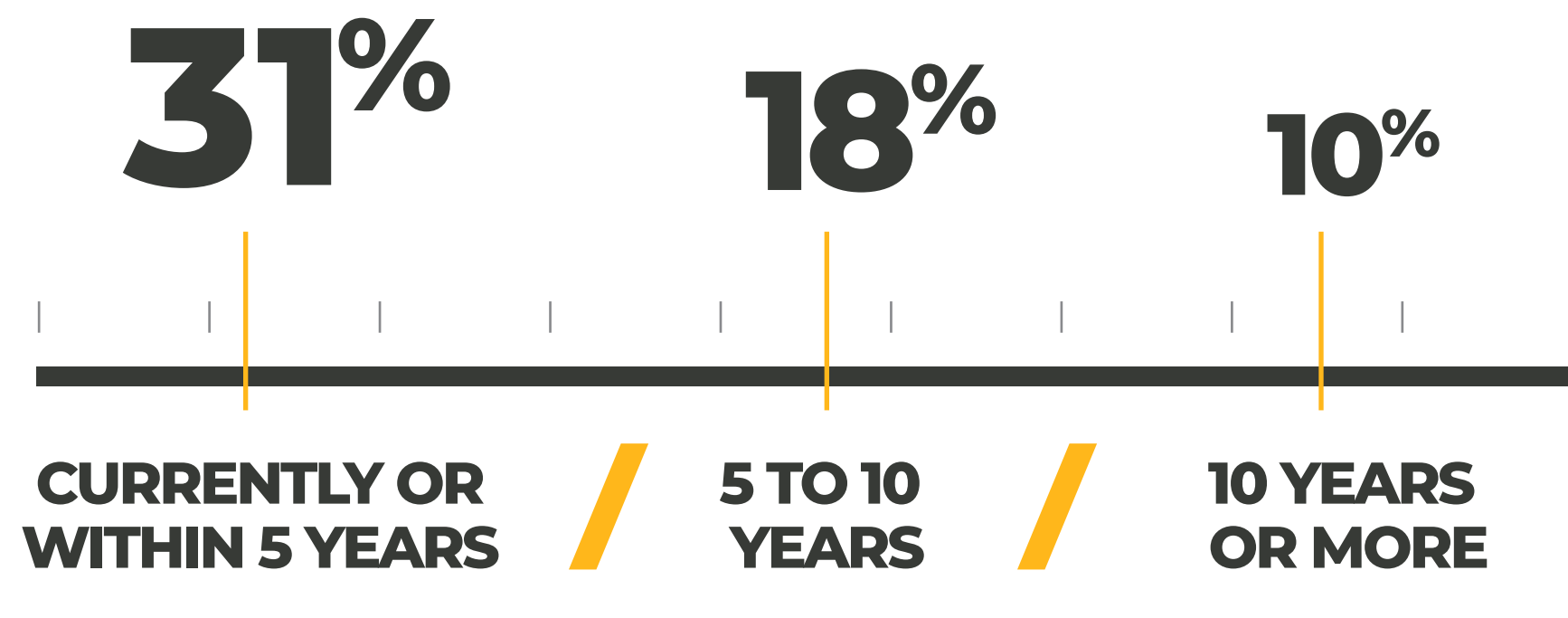


Less than half of Americans consider emissions when they travel. This lies in stark contrast with most of the world's respondents. In India and China, 89% and 85% of respective respondents reported thinking about emissions when traveling.

### GOING GREEN A TIMELINE



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



**39%**  
ONLY IF GASOLINE, PETROL AND DIESEL VEHICLES ARE NO LONGER AVAILABLE

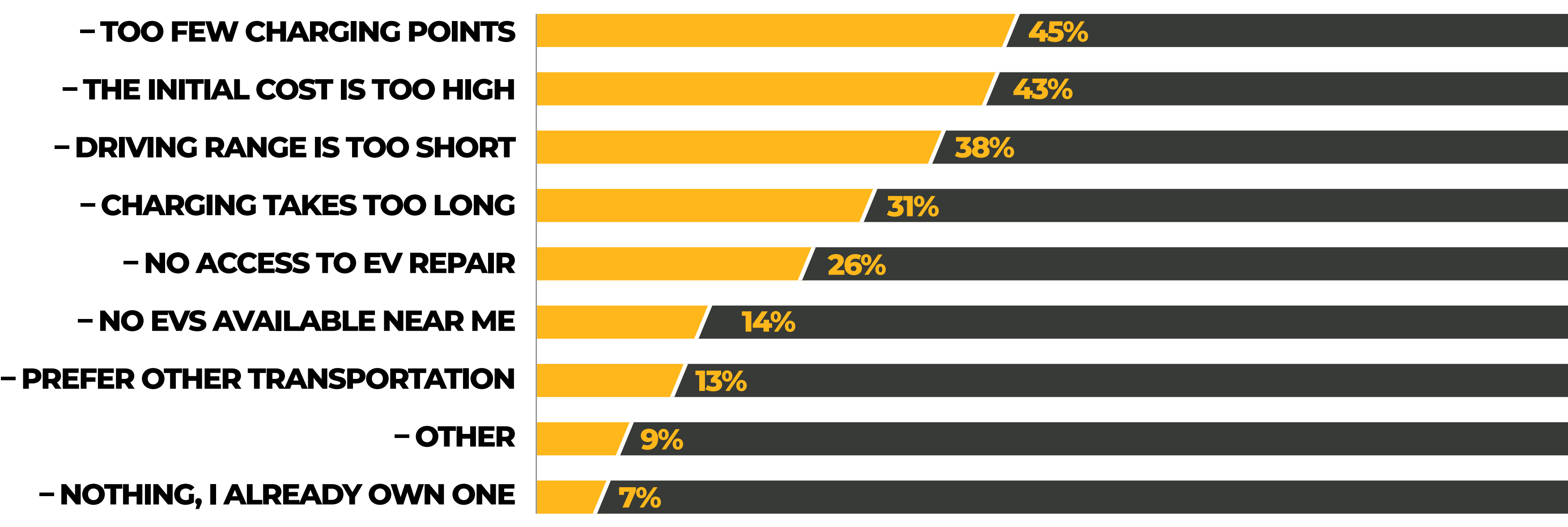
American respondents are split when it comes to when they'll consider purchasing an EV. Nearly one-third of those surveyed already own an EV or plan to buy one within five years. Conversely, 39% of respondents would only buy an EV if gas-powered vehicles were no longer available.

Global findings reveal more optimism for EVs — just 6% of Chinese respondents and 4% of Indian respondents will wait to buy an EV until gas-powered vehicles cease production.

### ROAD BLOCKS TO PURCHASING



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

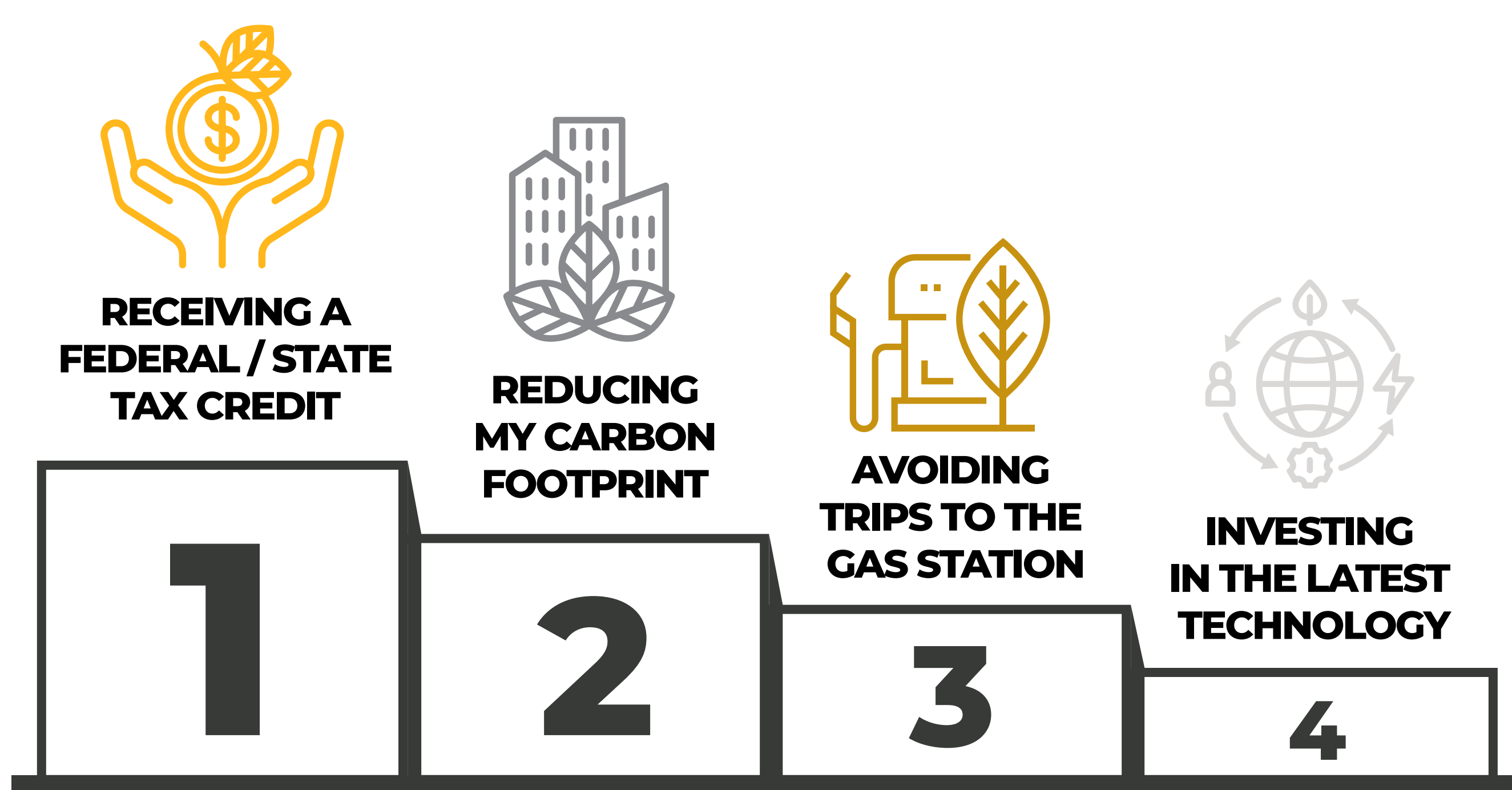


Nearly half (45%) of Americans have some concerns about too few charging stations. Close behind (43%) are concerns about the initial upfront high cost of an EV.

### INCENTIVES FOR CHANGE



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

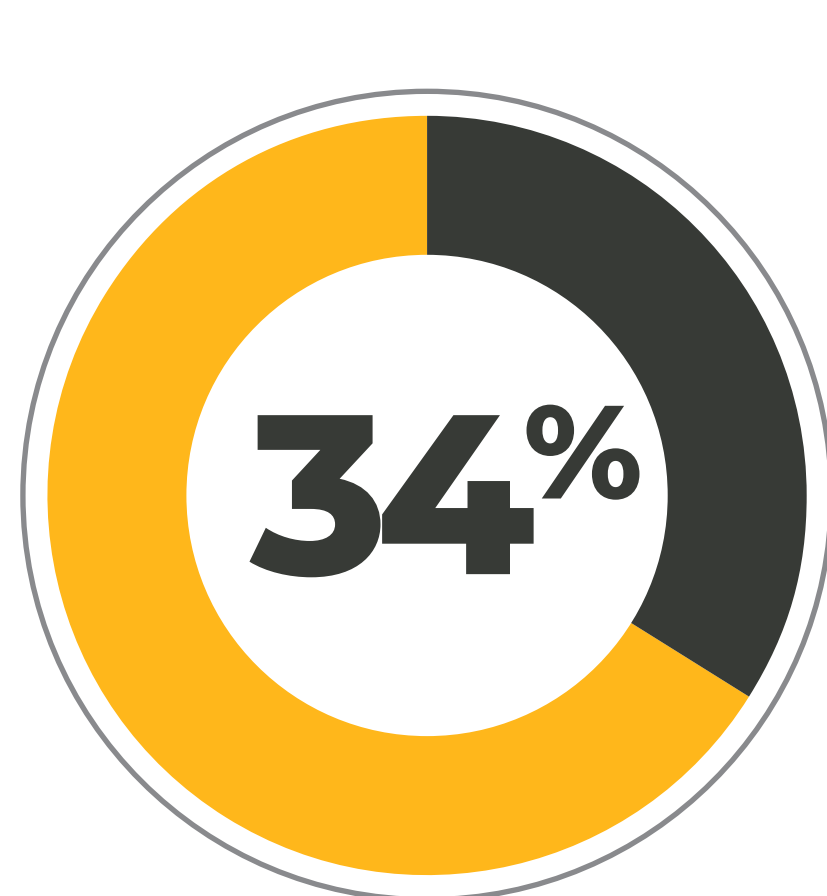


American respondents are most likely to buy an EV if the government offers a federal/state tax credit. Examining global opinion, Japanese and U.K. respondents exhibit the same belief, while the rest of the regions surveyed are most concerned with carbon footprint reduction.

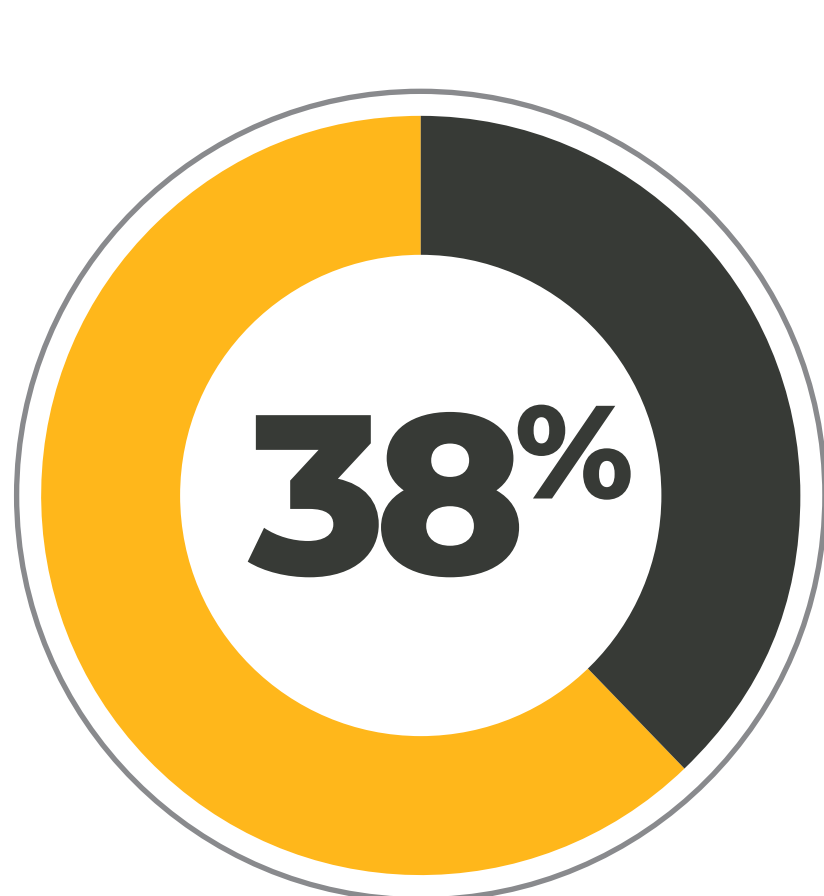
### A TAXING DECISION



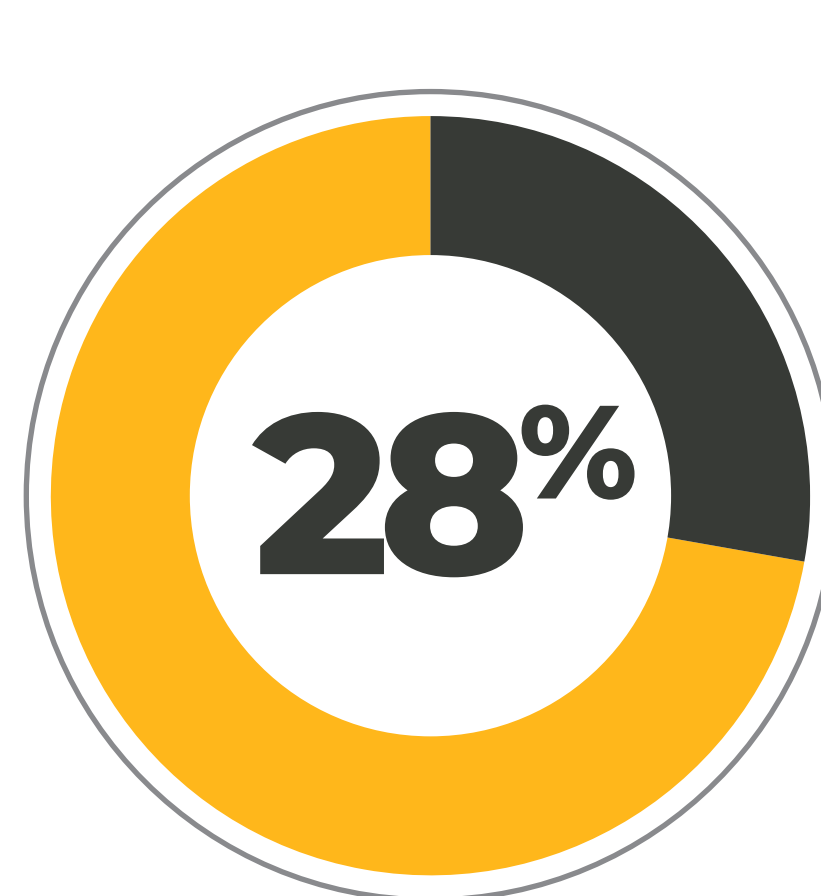
AMERICANS ARE FAIRLY DIVIDED WHEN IT COMES TO TAX CREDITS INFLUENCING THEIR DECISION TO PURCHASE AN EV.



WOULD PURCHASE AN EV WITHOUT A TAX CREDIT



WOULD NOT PURCHASE AN EV WITHOUT A TAX CREDIT



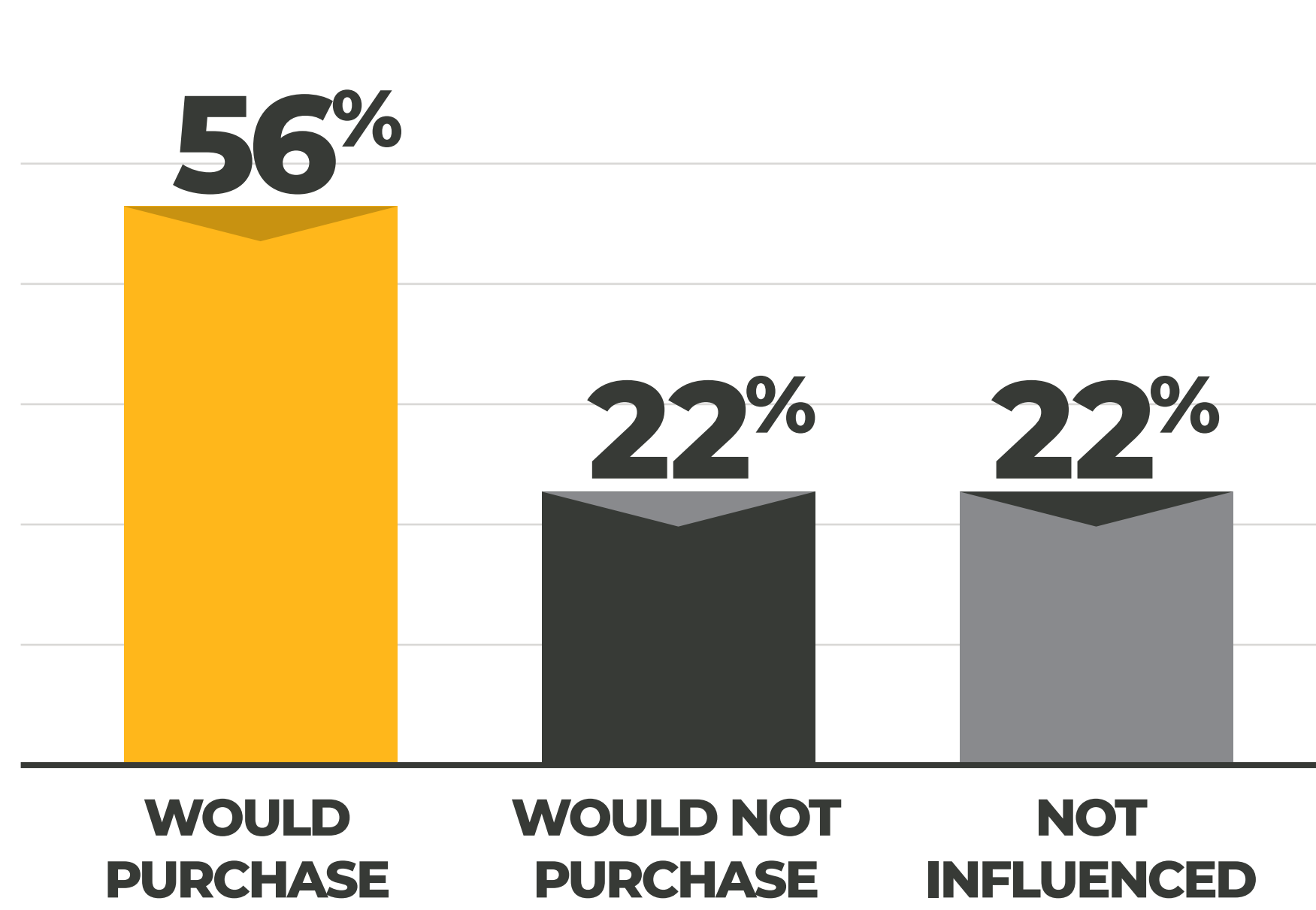
A TAX CREDIT WOULD NOT INFLUENCE THE DECISION

Most other countries were split as well, with the exception of China and India, where 65% and 77% of respective respondents would still purchase an EV without 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 GAS-POWERED VEHICLE, RESPONDENTS REPLIED:



Most Americans would consider an EV as their next vehicle if the price matched gas-powered vehicles, though they are less likely to factor price than other regions. India illustrates the most contrast, with 87% of respondents saying they would purchase an EV if they were the same price as other cars.