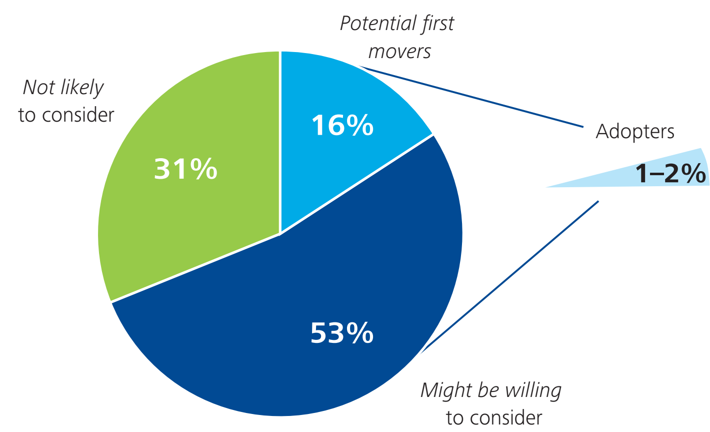
Gaining traction
Will consumers ride the electric vehicle wave?

European analysis

Figure 1. Segmenting European consumers on electric vehicle adoption



- A subset of the *potential first movers* and the *might be willing* to consider segments will actually purchase... This will make up the early adopters.

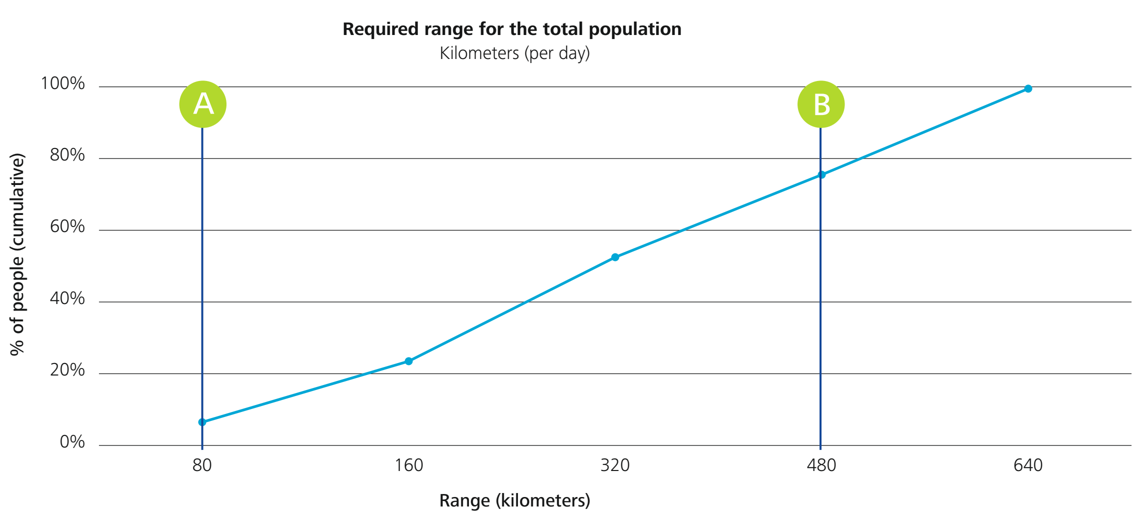
Source: DTTL Global Electric Vehicle Survey, 2011

Profile of consumer segments

Potential first movers	Might be willing to consider
• Male, Generation Y (18 to 34 years old) • Very knowledgeable about electric vehicles (EVs) • Highly concerned about the environment • Politically active • Trendsetters • Tech savvy • View EVs much higher in positive dimensions such as being cool, convenient, safe, stylish, and good value • Sensitive to governmental incentives and gas mileage/cost to charge considerations	• Concerned most with the environment and dependence on foreign oil • View EVs as 'green and clean' they also feel they are expensive to buy • This group has almost an equal representation of male/female and had a more even age distribution • Less educated about EVs, only eight percent felt they were very knowledgeable about EVs

Source: DTTL Global Electric Vehicle Survey, 2011

Figure 2: Going the distance — European consumer expectations on electric vehicle range

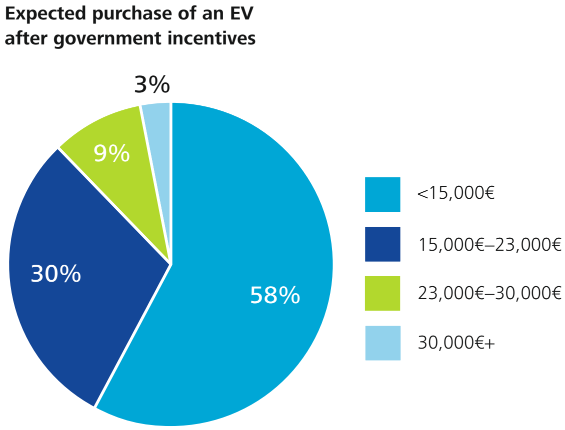


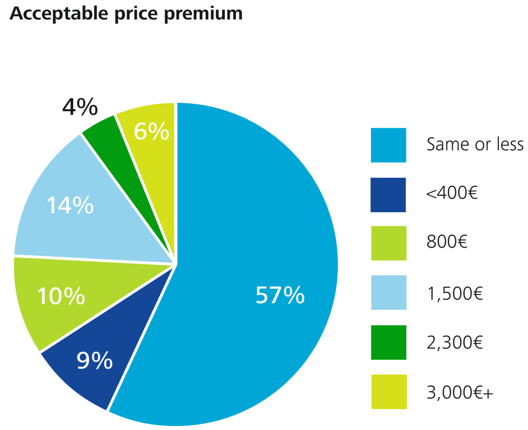
A = Typical driving distance (for 80 percent of all respondents)
B = Consumer expectations on range (for 74 percent of all respondents)

- Seventy four percent of the total European consumers surveyed would expect an electric vehicle to travel 480 kilometers on a full battery before needing to recharge the battery

Source: DTTL Global Electric Vehicle Survey, 2011

Figure 3: Paying a premium — European consumer expectations on electric vehicle prices





Source: DTTL Global Electric Vehicle Survey, 2011

- Over half (58 percent) of the *might be willing to consider* consumer segment expect to pay less than 15,000€ net of government incentives
- Over half (57 percent) of the *might be willing to consider* segment expects to pay the same or less for an EV, with another nine percent only willing to pay up to a 400€ price premium

Global Electric Vehicle research

Deloitte Touche Tohmatsu Limited (DTTL) Global Manufacturing Industry group conducted a global survey to explore consumer adoption of electric vehicles (EVs). The online survey captures the views of more than 10,000 consumers across the Americas, Asia and Europe. Within Europe, 4,760 consumers in seven countries — Belgium, France, Germany, Italy, Spain, Turkey and UK — were surveyed from 28 January to 10 February 2011. To qualify for the survey, potential respondents had to be 18 years of age or older and to have a driver's license. The survey asked respondents, among other things, how likely they would be to consider buying or leasing an electric vehicle when they buy or lease their next vehicle (assuming that electric vehicles were readily available) and how likely they were to actually buy or lease an electric vehicle. The research analyzed the characteristics and opinions of three groups based on their purchase interest: *Potential first movers* are consumers who are most likely to buy or lease an EV; *Might be willing to consider* are consumers who are interested, but less likely to consider an EV; and *Not likely to consider* consumer who would not be interested in buying or leasing an EV.

Country level data was normalized by the total adult population for each country to be representative of a pan-European demographic sample, adjusting for both differences in sample size at a country level as well as eliminating potential country biases in the computations not represented in the broader European demographic. As a result, countries with larger adult populations (of driving age) had a greater influence and contribution to defining the pan-European statistical results. The overall margin of error for the pan-European results is + 1.4%.

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