

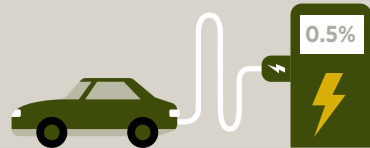
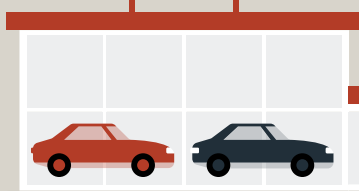
Alternative Vehicles: The disconnect between Stated Interest & Actual Behavior

51%

Of potential car buyers
said they would consider
an **all-electric vehicle**
for their next purchase...



dealership



Yet electric vehicles
represented only

0.5%

of all light duty vehicles
sold in 2016

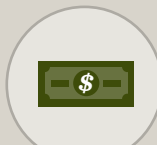
Factors influencing the
gap between interest and
actual purchases were...



Low gas prices



Lack of recharging
infrastructure



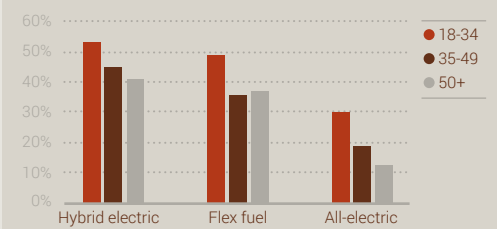
Battery replacement
costs



Range
anxiety

*This disconnect
was even larger for
younger buyers*

Those aged 18-34
were significantly
more interested in
electric vehicles
than older drivers



81%

of consumers not interested
in electric vehicles cited high
vehicle costs as a reason.



Read the full report here: fuelsinstitute.org