

DOCKETED

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PERSPECTIVES ON THE EV EXPERIENCE

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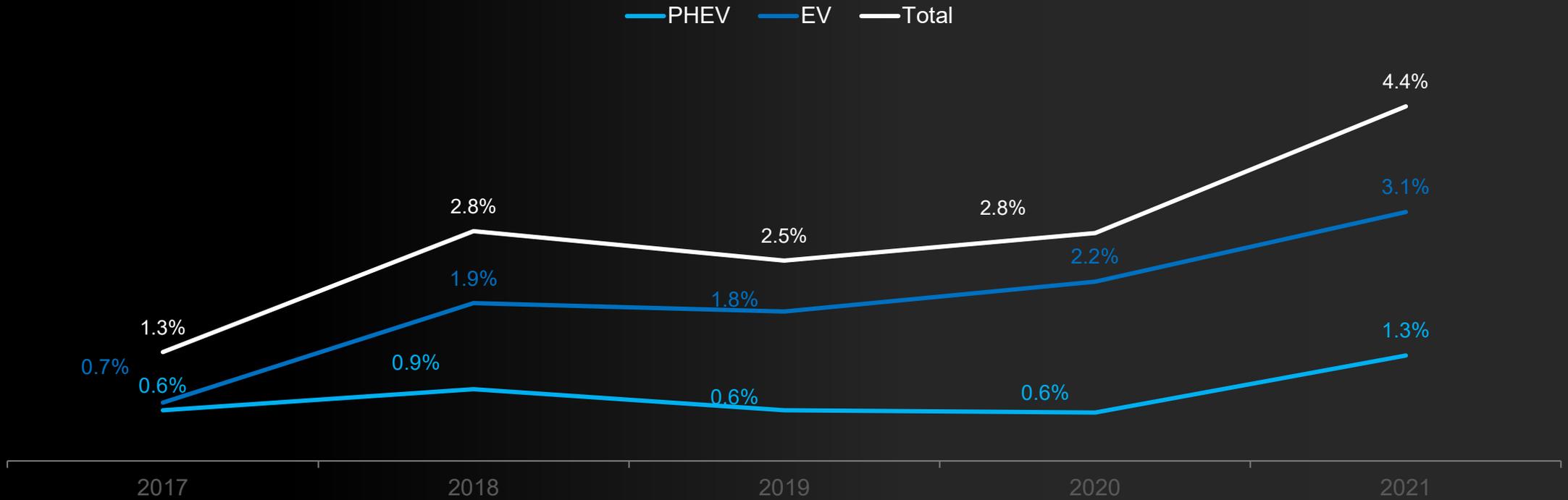
Managing Director of the Electric Vehicle Experience (EVX)

J.D. POWER

November 10, 2021

The EV rocket has yet to launch—but it's definitely left the hangar.

EV SHARE OF RETAIL MARKET

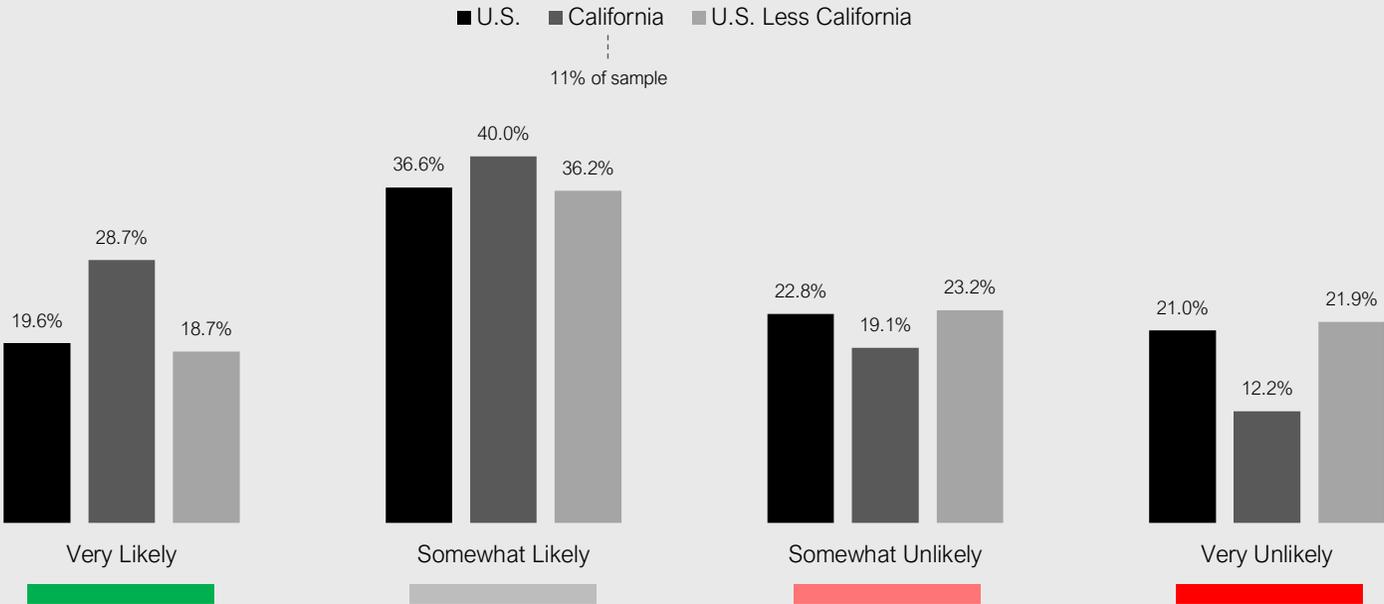


Source: U.S. Market New Energy Vehicle Update—September 2021 | Power Information Network

1

Two in.
Two out.
Six in between.

Likelihood to Consider a BEV for Next Purchase or Lease



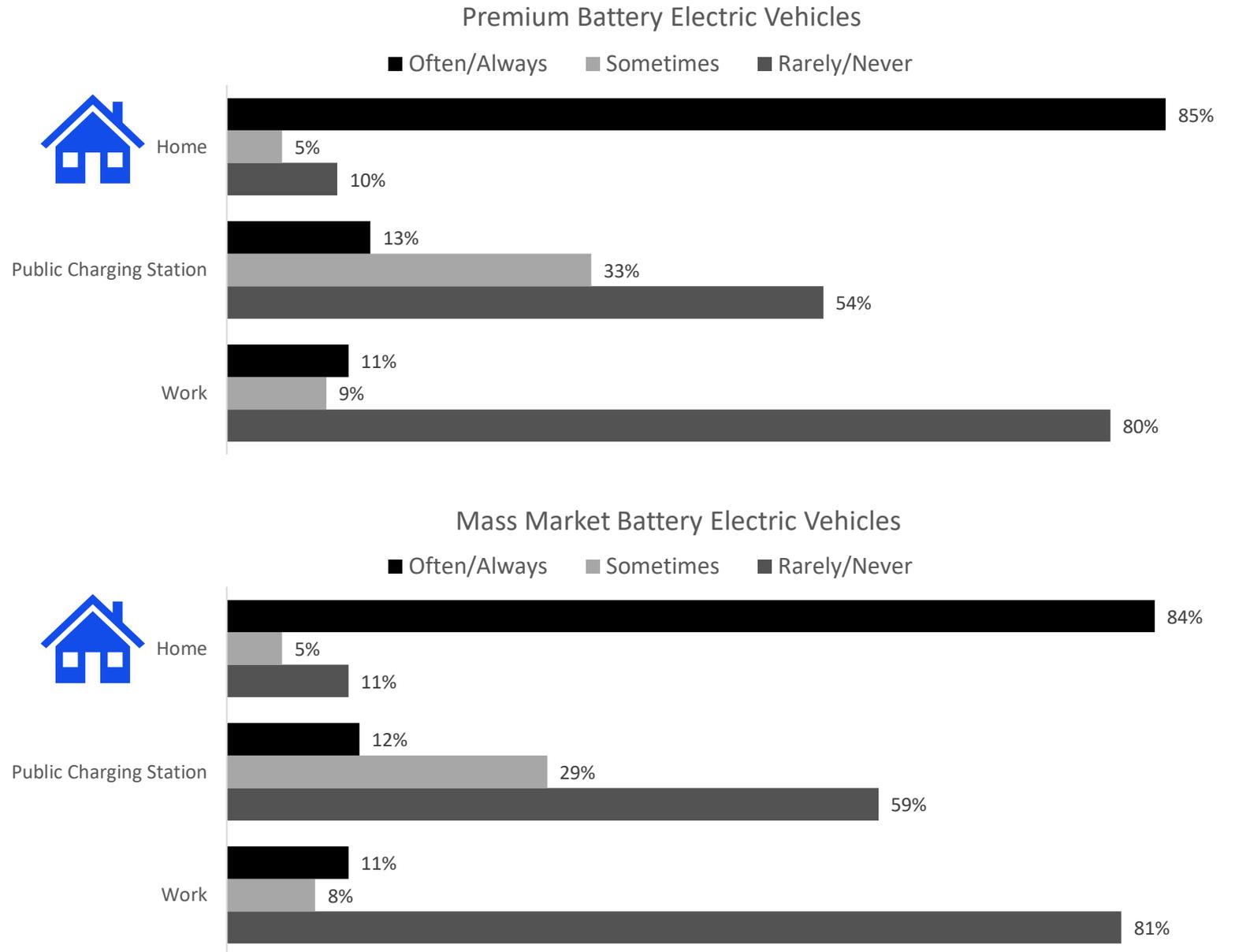
Source: 2021 J.D. Power U.S. Electric Vehicle Consideration (EVC) Study



2

Most charging (~85%) takes place at home for both Premium and Mass Market BEV owners.

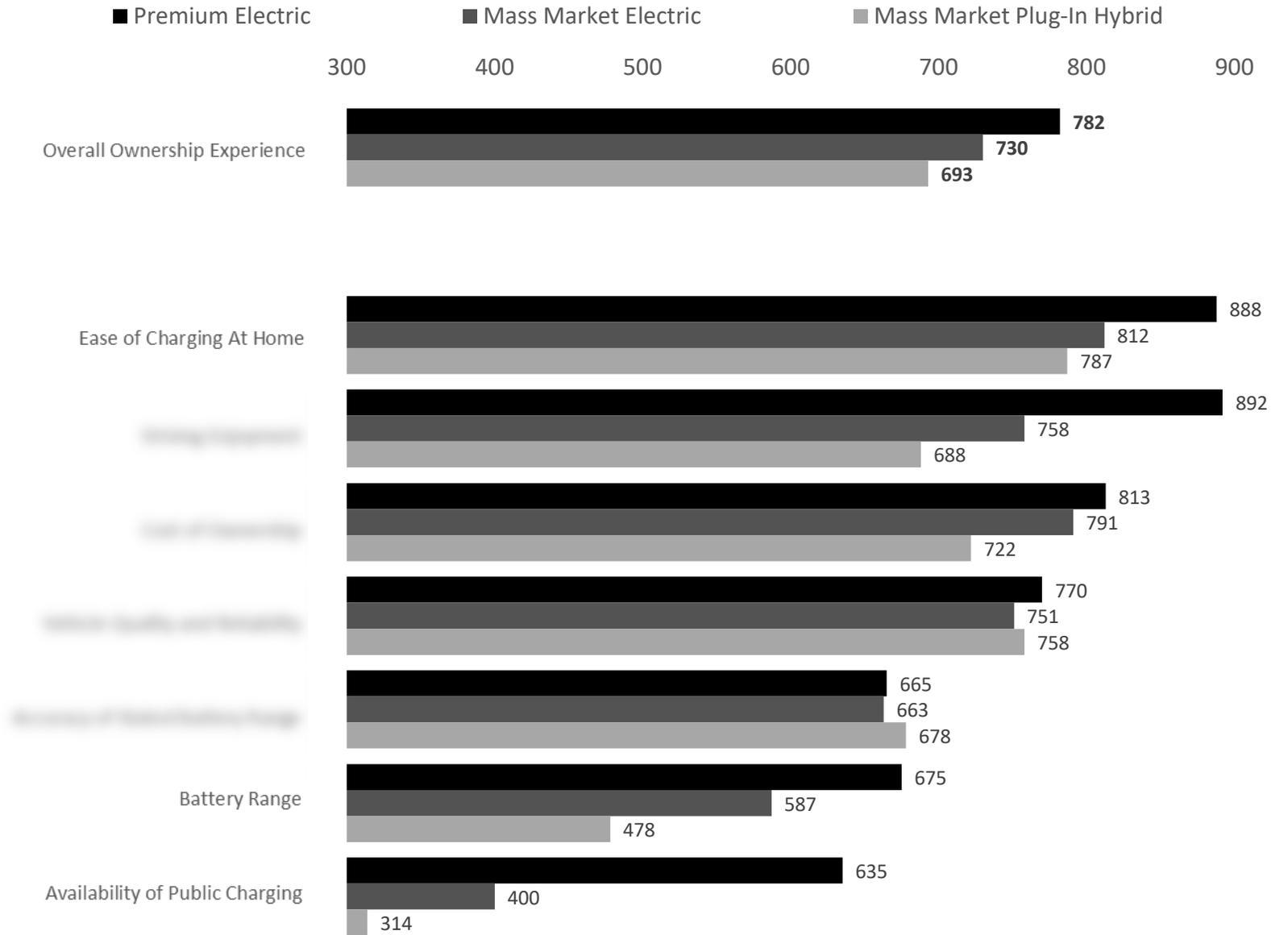
Charging Location Frequency



3

Public charging availability & battery range concerns are the least satisfying aspects of ownership.

Satisfaction Index Score by Vehicle Segment

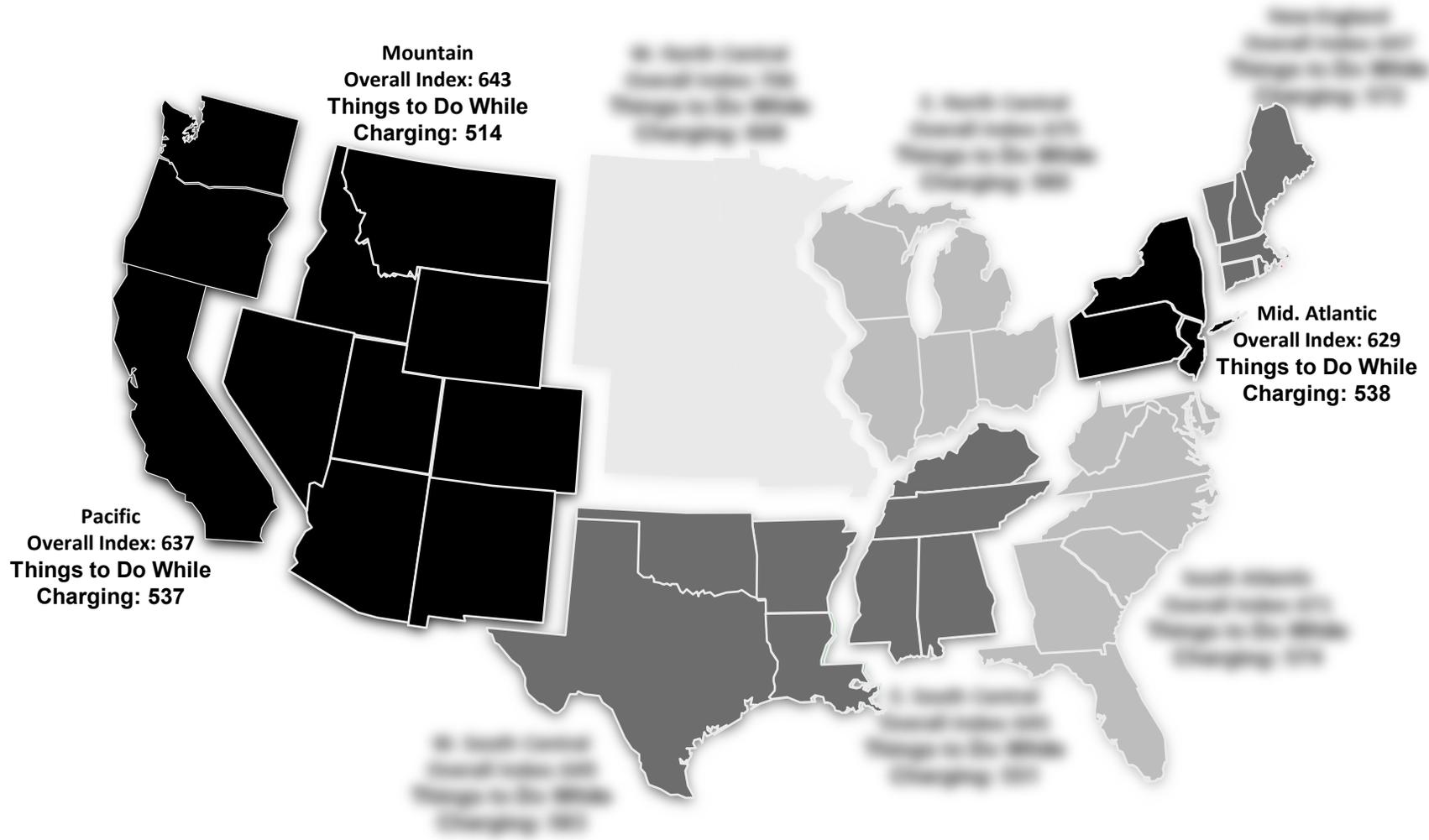


4

Coast to coast does not equal the most –

The EV hotbed corridors of the Pacific and Mid-Atlantic regions have the lowest satisfaction

BEV Public Charging Satisfaction Index Scores by Region

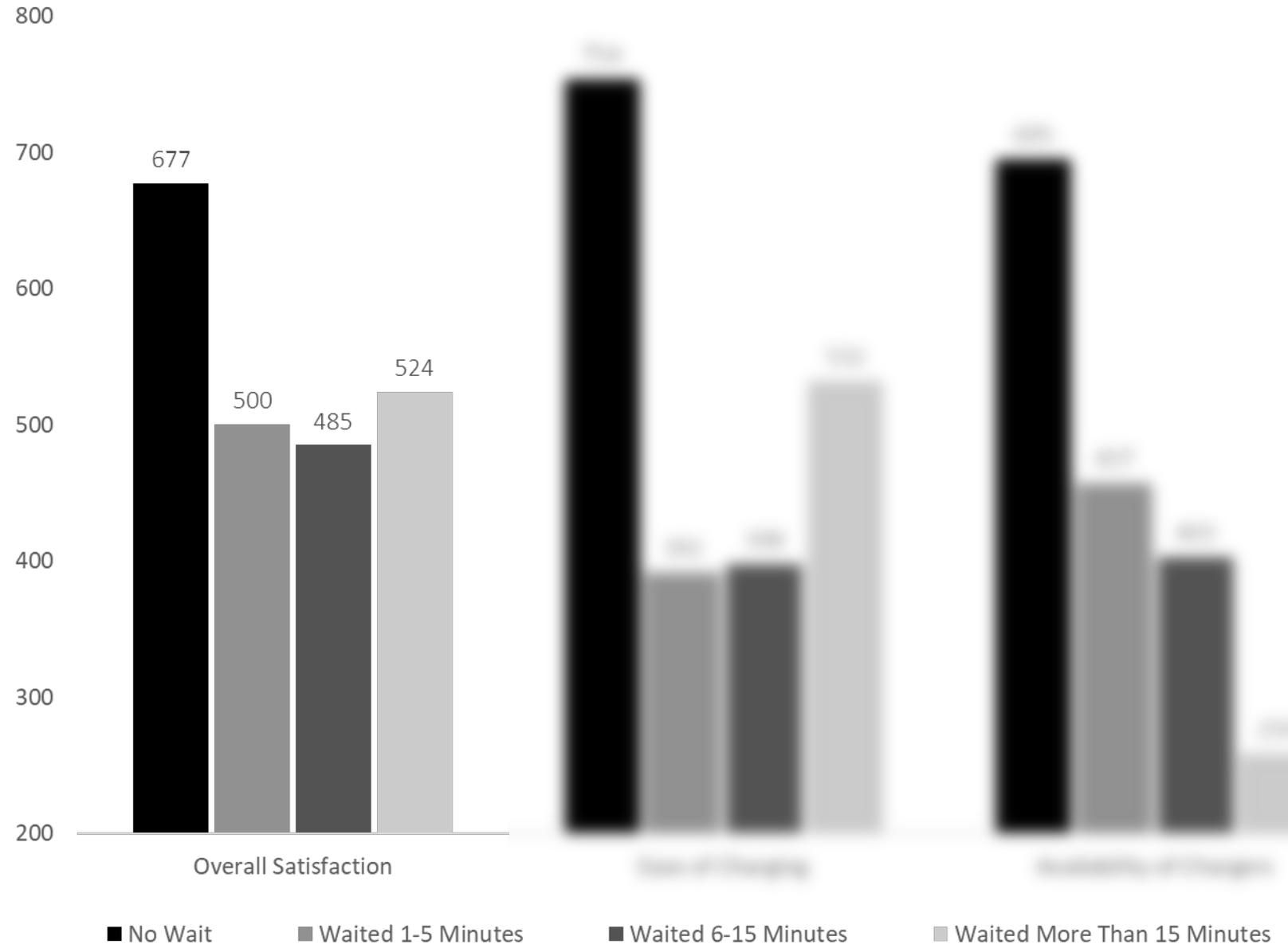


Source: 2021 J.D. Power U.S. Electric Vehicle Experience Public Charging (EVX-PC) Study

5

Any wait is too long - satisfaction drops drastically when customers have to wait before charging

Charging Satisfaction by Wait Time





Thank you!

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