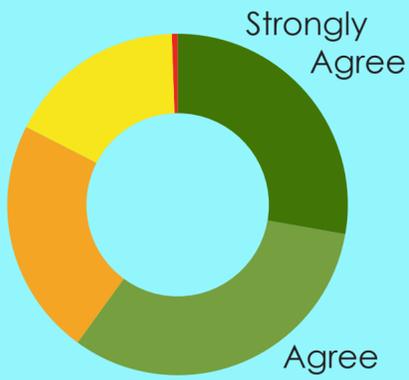


Men miss the Vroom-Vroom



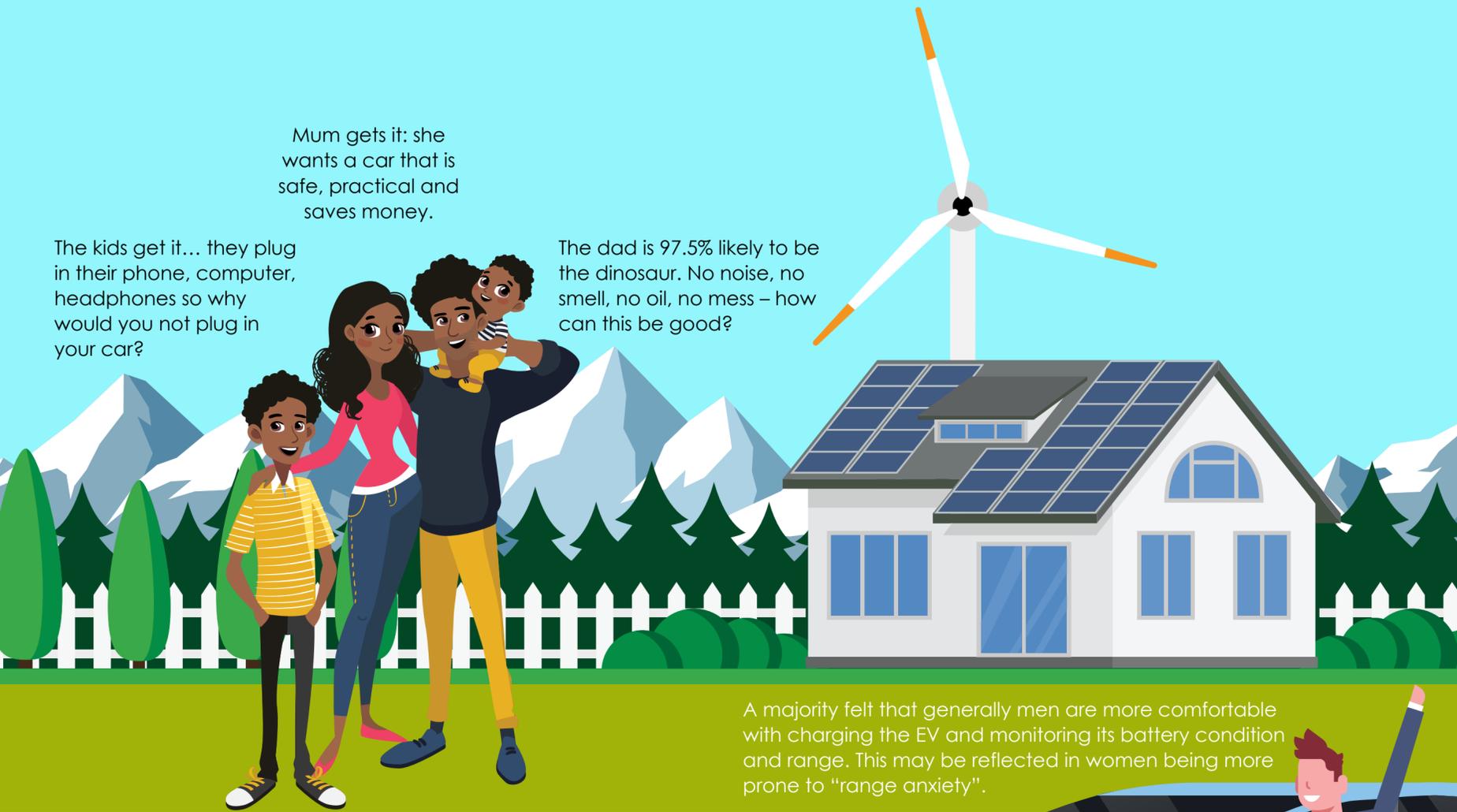
Over 60%

of respondents agreed that the sexes were equally likely to switch, but they varied widely on why.

Mum gets it: she wants a car that is safe, practical and saves money.

The kids get it... they plug in their phone, computer, headphones so why would you not plug in your car?

The dad is 97.5% likely to be the dinosaur. No noise, no smell, no oil, no mess – how can this be good?



A majority felt that generally men are more comfortable with charging the EV and monitoring its battery condition and range. This may be reflected in women being more prone to "range anxiety".

“

Put a man or a woman behind the wheel for a test drive, and they are sold in a minute. It's a fast, quiet and comfortable ride. Later you can fill in that they are also good for your purse and the planet.



“

Women tend to be more conscious of conservation and such like. Men tend to be the ones who would still like an E-type.



Cars are no longer just men's talk. If we don't get more inclusive in our advertising and messaging, there is a real risk that we will talk past a key part of the buying public – the women out there who are leading the switch to electric.



Survey Definition

Our seventeenth 1-click survey proposed that " Women and men are equally likely to switch to electric vehicles." The poll was sent on 14 March 2018 to 537 electric Vehicle (EV) owners and 45 Plug-in Hybrid (PHEV, including Range Extenders) owners who have enrolled in the Flip the Fleet project.

- 313 EV and 19 PHEV owners responded by 19 March 2018
- 112 respondents provided comments for their choice