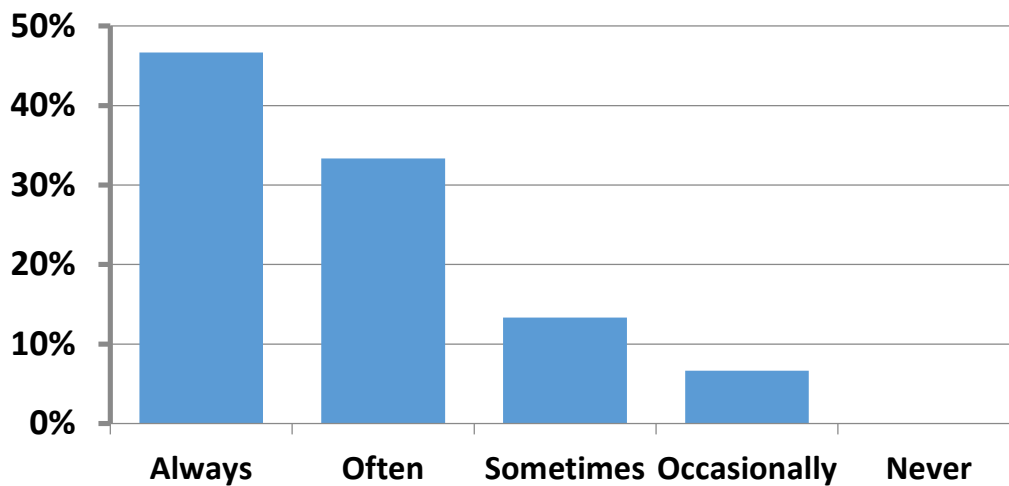


**Your take-home message:**

**Market opportunity exists for businesses that adopt electric vehicles.**

*“I am more likely to buy goods and services from a business that uses electric vehicles”*



**What makes you click?**

Discussion and comments can be posted at [www.flipthefleet.org/discussion](http://www.flipthefleet.org/discussion)

**Business vision, ethics and integrity:** “they are walking (driving) the talk” • “I support those forward thinkers who have made a conscious decision to make the change for good, even if it costs more to do business as a result!” • “a company using electric vehicles is forward thinking” • “By reducing emissions, such a firm at best would be placing a value on human survival and, at worst, cutting its costs so it can offer competitive pricing”

**Just one of many purchase criteria:** “My support for businesses is mainly based around value for money, but their own “values” are also important to me” • “I will in future always choose a company such as a delivery company, or taxi company that uses EVs. However in cases where expertise is important I will have to choose the relevant company irrespective of whether they use EVs in their fleet” • “A fleet of EVs is even more sensible than private EVs but it also adds another criteria to a large list of green credentials by which we make informed decisions about consumption” • “Perhaps a fairer question is - if all else was equal, would you rather buy services from a business with EVs?”.

**The market is our main chance:** “Government leadership to encourage EV uptake is weak, so businesses have an especially important role in driving change in NZ”

**Fleets persuade:** “Govt emphasis on fleets was smart” • “Nothing will build more confidence than seeing commercial EV fleets on the road” • “Staff compete to get the EVs rather than ICEs from the car pool and talk of buying one for home”

**Businesses need to get in quick:** “Early adopters should be rewarded because their market edge will erode once EVs become more common”.

**This was Flip The Fleet’s 1-click Survey #2:** It was sent on 10 December 2016 to 32 Electric vehicle owners who are testing Flip The Fleet’s software • 15 people responded by 19 December • 8 explained the reasons for their choice.

Contact us to suggest the next “1-click survey” and make Flip The Fleet your own project!

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