

**PRESS RELEASE** (embargo lifts on 12th January at 00:00 CEST)  
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## New consumer study shows that the EV transition is inevitable

*The Platform for Electromobility – representing more than 45 organisations from industry, civil society and cities, and across all transport modes – today releases a report carried out by Element Energy on consumer’s perception on the shift to electric vehicles (EV). The study, which surveyed 14,000 new car buyers across Europe shows that consumers are ready to move to electric.*

### European consumers want electric vehicles

A new study shows that electric vehicles will become the most demanded powertrain across Europe by 2025. The results demonstrate that there has been a profound change in the preferences of consumers, with more than two-thirds now indicating that they own, or have thought about buying, an electric vehicle.

Upfront cost was identified as the most important factor in consumer purchase decisions. Once price parity with internal combustion engine vehicles is reached, the market will switch rapidly in favour of electric vehicles. These findings confirm the importance of new regulations on CO2 standards for cars and vans in Europe. Ambitious regulation for the CO2 emissions of new passenger cars and vans will support the market uptake of electric vehicles and, in the view of the Platform for Electromobility, the revised regulation<sup>1</sup> should set significantly higher targets and interim ones to meet consumer demand.

*“The shift to electric vehicles is happening faster than industry and legislators expected. We all need to respond appropriately to ensure we meet the demands of consumers. It is our common responsibility to ensure that everyone in Europe, wherever they live, can switch to electric vehicles as early as they want.”* said Amélie Pans, the new chair of the Platform for Electromobility.

### E-fuels are not an option for consumers

The study showed that consumers will reject cars running on e-fuels in favour of electric vehicles. Even with optimistic scenarios for the cost of e-fuels, their introduction would increase vehicle running costs and provide new car buyers with a greater incentive to switch to electric vehicles.

*“We see in this report that e-fuels do not benefit consumers and they don’t want it. Governments should instead focus investment towards achieving the near-term purchase price parity of mass-market electric vehicles”* added Mrs Pans.

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## **The uptake of electric vehicles needs to be supported by a charging network**

The study shows that although today perceived access to charging is not a barrier to electric vehicles demand, if the deployment of public charge points does not keep pace, the switch to electromobility could be undermined.

*“The revisions of the EU Alternative Fuels Infrastructure and Energy Performance of Buildings Directives have come at the right time. Ensuring a strong charging network with easy access to public and private charge points is key to ensure everyone benefits from electromobility”* concluded Mrs Pans.

\*\*\*\*ENDS\*\*\*\*

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### **Source**

Survey on 2,000 new or nearly new car buyers in each of the countries (14,052 in total, in Germany, France, United Kingdom, Spain, Italy, Poland and the Netherlands) conducted in 2021.

### **More about the Platform for Electromobility**

The Platform is a European alliance of over 45 producers, infrastructure managers, operators, transport users, cities and civil society organisations from across industries and transport modes. The Platform advocates the acceleration of electrification of all modes of transport, focusing on its numerous benefits, such as emission reduction, efficiency gains, support for technological innovation, jobs and growth through value creation in Europe as well as reducing Europe’s energy dependence from fossil fuel imports. The vision of the Platform for electromobility is a sustainable, multimodal transport system in which people and goods are predominantly moved across land in Europe using sustainable electricity. For more information, please visit the platform website:

<https://www.platformelectromobility.eu/>

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### **Annex – List of Members of the Platform for Electromobility**

3M, Allego, Alstom, AVERE, Bellona Europa, CER, CHAdeMO, Chargepoint, Danfoss, ECOS, EGEC, Electric Vehicles Promotion Foundation, EIM, Enel X, ENTSO-E, Eurelectric, EUROBAT, Eurocities, EuropeOn, European Copper Institute, European Cyclists Federation, EV100, EVBox, FreeNow, GreenWay, Hitachi Energy Powergrids, Motus-e, Northvolt, Polis, RECHARGE, Renault-Nissan, smartEN, SolarPower Europe, Transport & Environment, Tesla, UFE, UITP, UNIFE, Vattenfall, Volvo, WindEurope, XBM Materials