


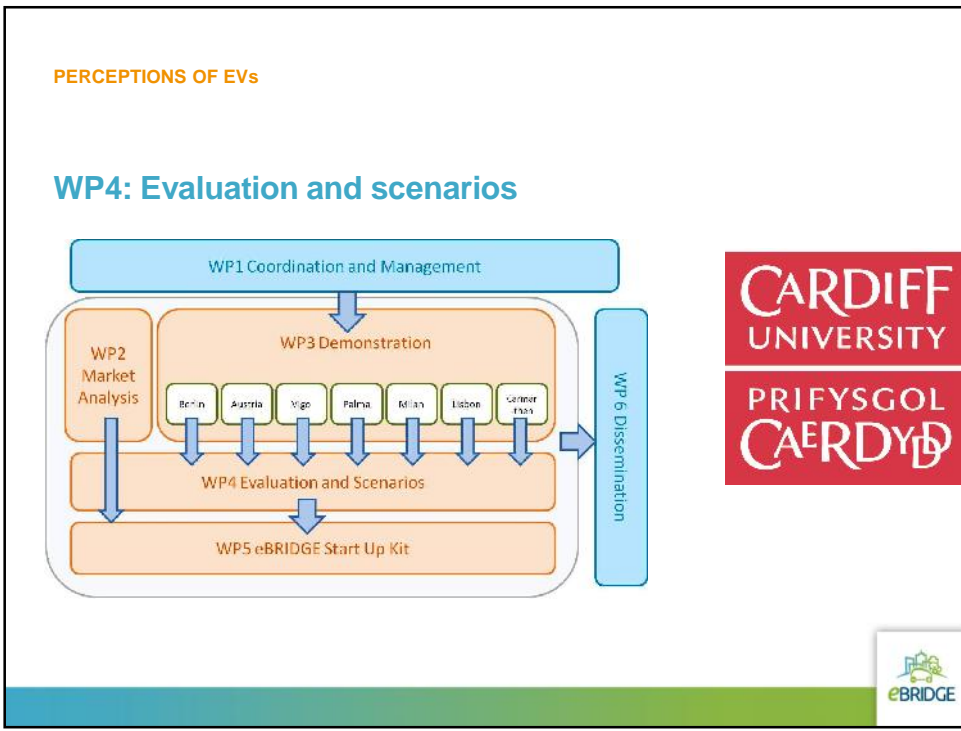

Focusing on the EV user

Berlin, 8th October, 2014

Dr. Dimitrios Xenias
Cardiff University



ebridge-project.eu



THE USER

The EV user

“Is there a typical EV user?”

- [male]
- [middle aged]
- [higher education status]...

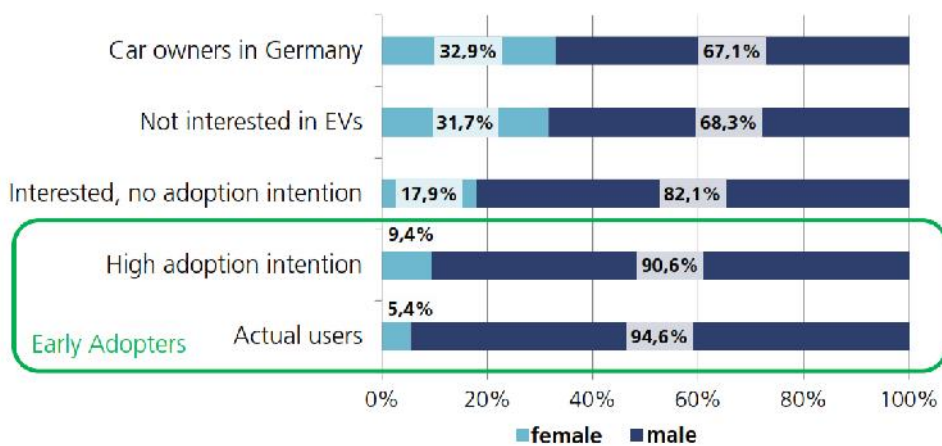


'La jamais contente' 1899 – 100mph speed record



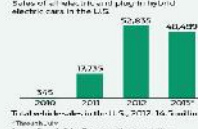
THE USER

- Much (significantly) more men as early adopters



THE USER

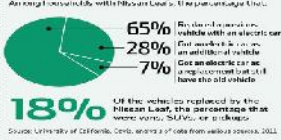
THE ELECTRIC MARKET



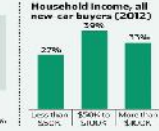
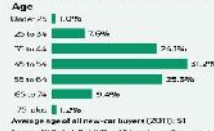
WHERE THEY ARE



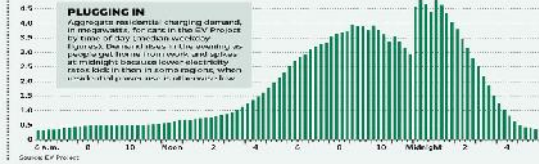
THEIR PLACE IN THE FLEET



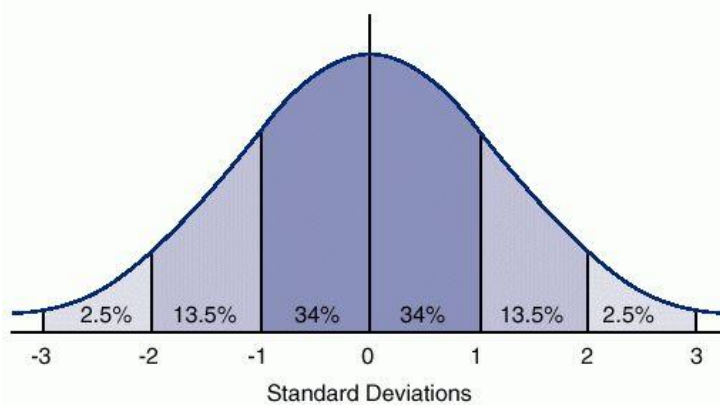
WHO'S DRIVING | Demographics of participants in the EV Project (owners of Leafs and Volt's)



HOW THE CARS ARE USED

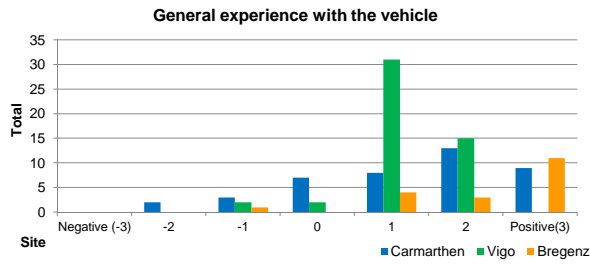


THE USER



THE USER

WP4: Evaluation and scenarios

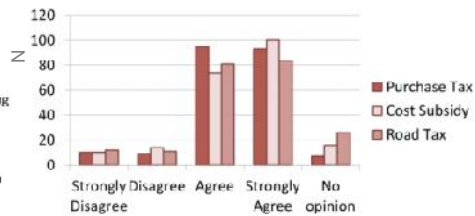
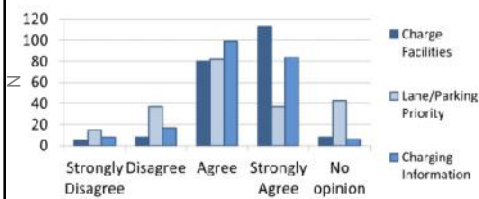
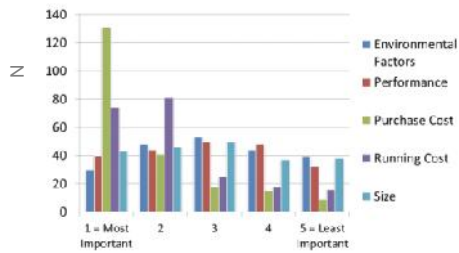


THE USER

ENEVATE project

234 questionnaires with EV users in 9 countries

High acquisition costs is main barrier

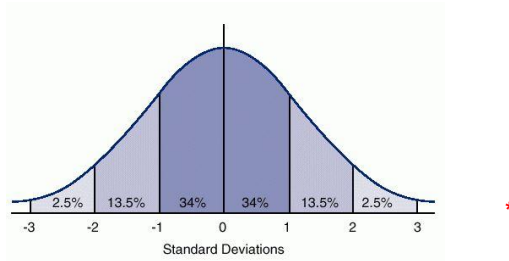


Davies et al., 2012

THE USER

“Is there a typical EV user?”

DOES IT MATTER?



THE USER

People need functional, dependable transport.
NOT necessarily an EV!

Focus on majority and their travel needs!



THE USER

Needs:
flexibility,
affordability,
good for the environment,
dependable,
reliable,
cheap to run

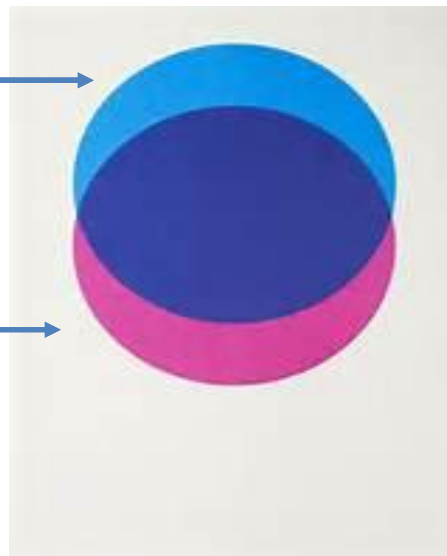
Barriers:
limited autonomy,
cost,
safety,
Silent etc etc



THE USER

Things the bike can't do
e.g.
Ride long distances in
countryside

Things the car can't do
e.g.
Go through dense traffic



THE USER

Things the bike can't do →

e.g.
Ride long distances in
countryside



Things the car can't do →

e.g.
Go through dense traffic



THE USER

For some things you may need a car
(Like living in a rural area)

**Some rural fleets adapted to the needs of
their users; they are successful.**

**It is not due to their users demographics -
they cover a real need.**

**Cities may need a different model – hitherto
attempts haven't really worked.**



EXPECTATIONS FROM EVs

Revolution on the way

Table 6.

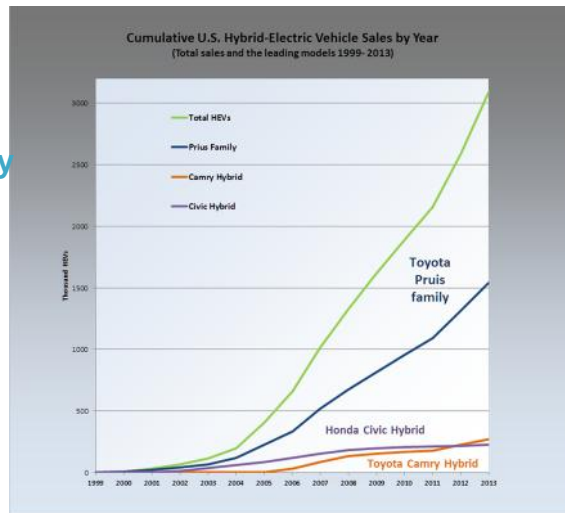
YEAR	TOTAL U.S. SALES OF ELECTRIC VEHICLES
1978	200
1979	500
1980	1,700
1981	1,700
1982	2,300
1983	2,000
1984	2,500
1985	10,000
1987	20,000
1990	60,000
1992	130,000
1993	300,000
2009	600,000

Source: Dickson and Watson (1977), Table 1.



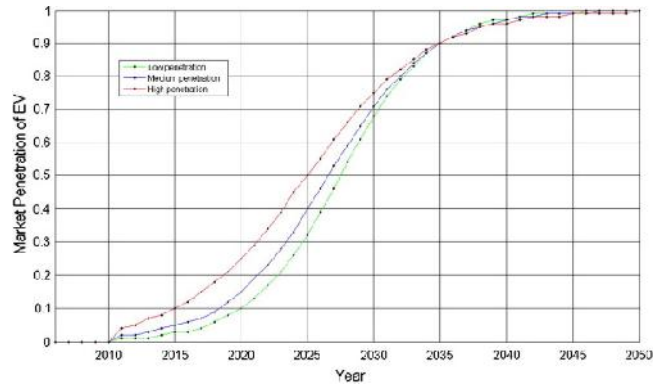
EXPECTATIONS FROM EVs

Revolution on the way



EXPECTATIONS FROM EVs

Revolution on the way



IS THERE A PLACE FOR EVs?

Should cars be abolished?

Cars – whether electric or not – have a role to play in the city transport fabric. But only as part of an integrated transport system.



IS THERE A PLACE FOR EVs?

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THE USER

Is it worth it?

Fleets show some potential for penetration (but are also costly to acquire).

Biggest change is **sharing**, changing the dominant paradigm.

'Shared economy' revamp-produce less consume less.

Potential for behavioural spillover and some **real change**.



...what are YOUR thoughts?



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