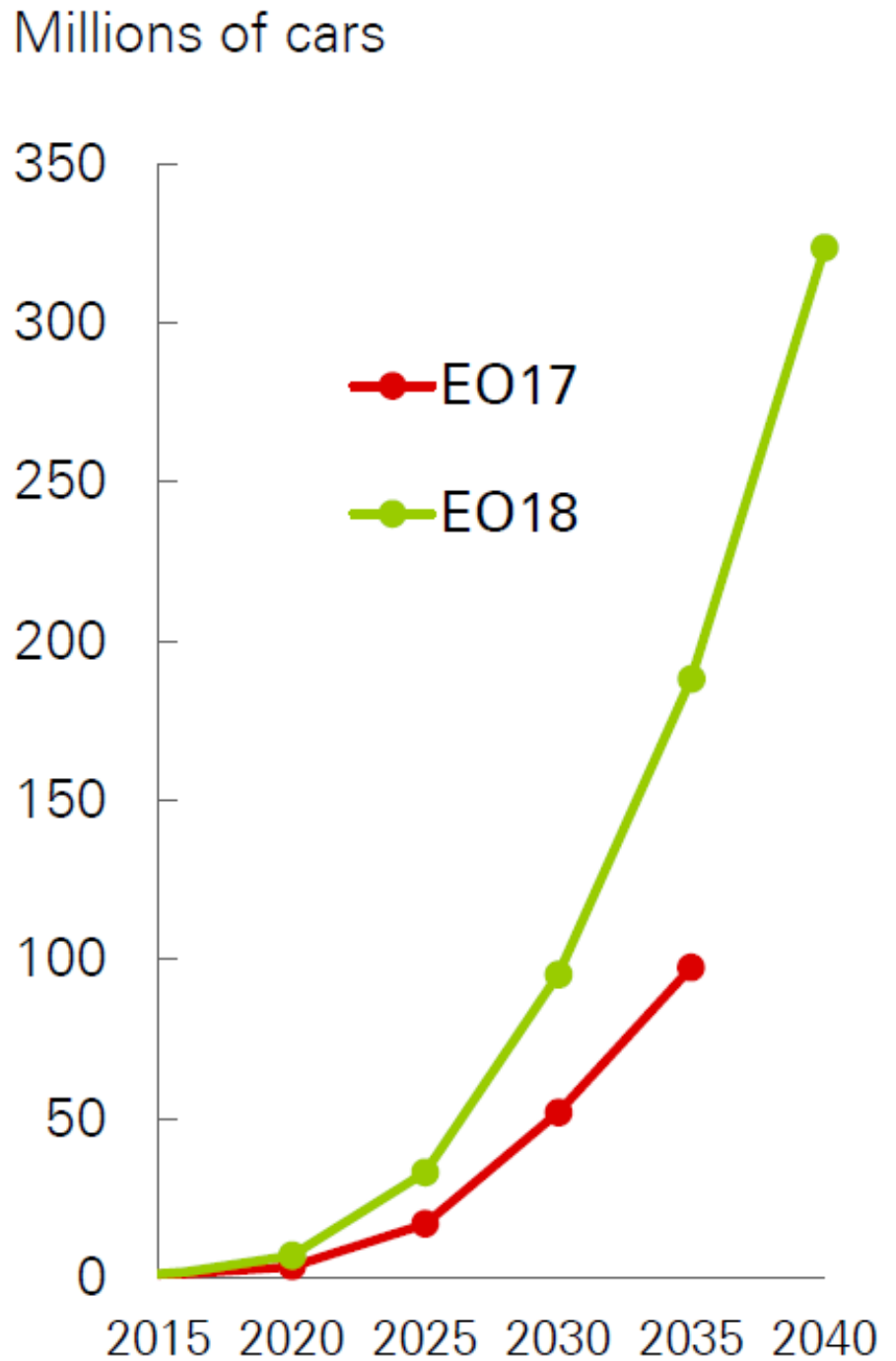


Electrification of Mobility: Expectations and Prospects

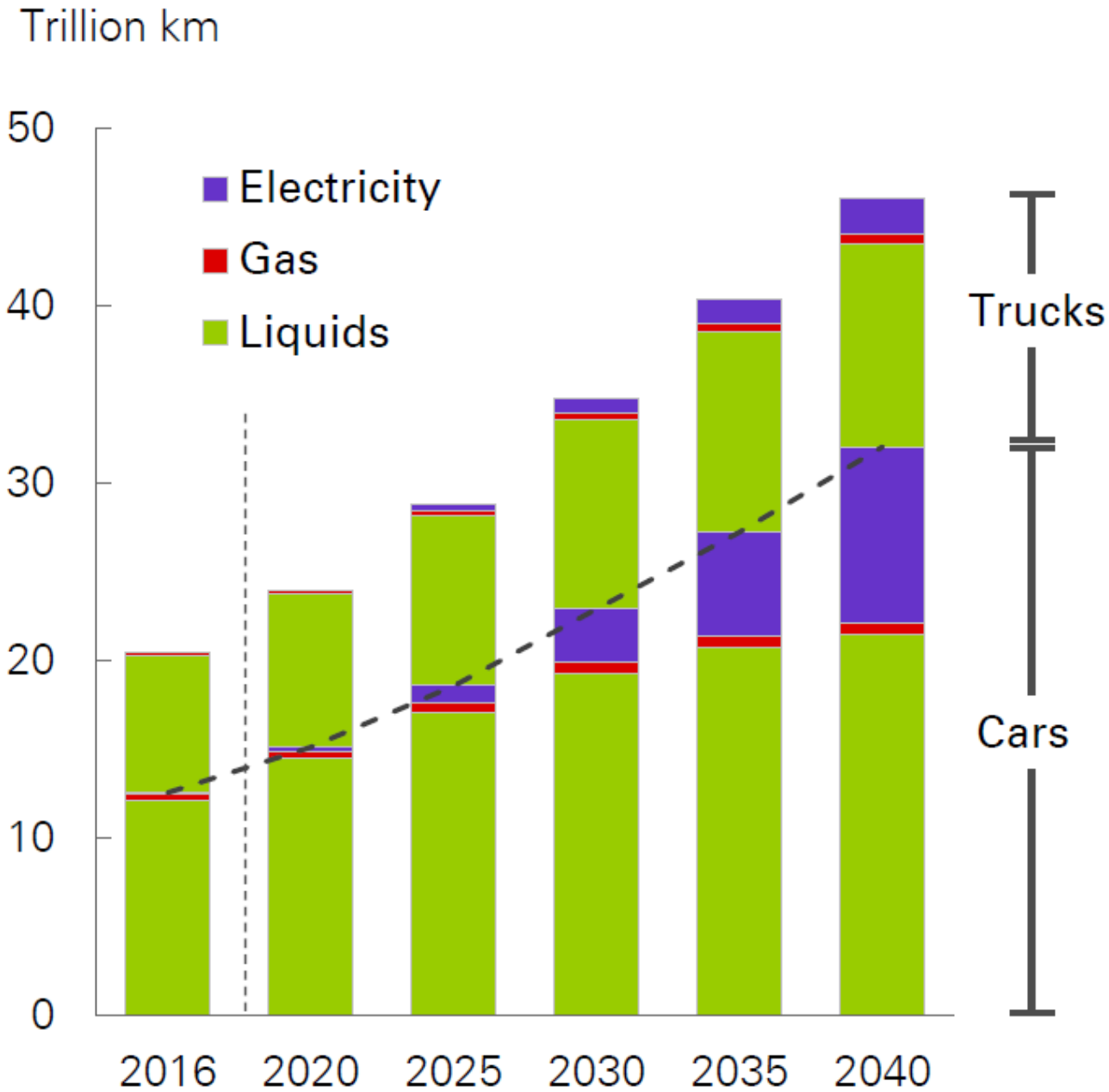
Tim Schwanen



Global number of electric vehicles (incl. hybrids) in BP's reference scenario in 2017 and 2018



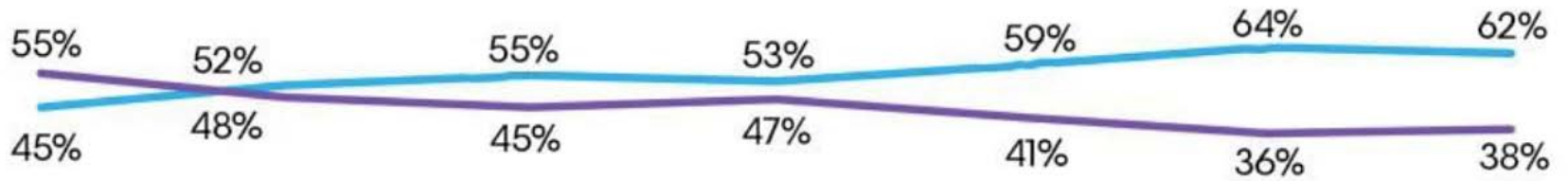
Vehicle kilometres (Vkm) by fuel type



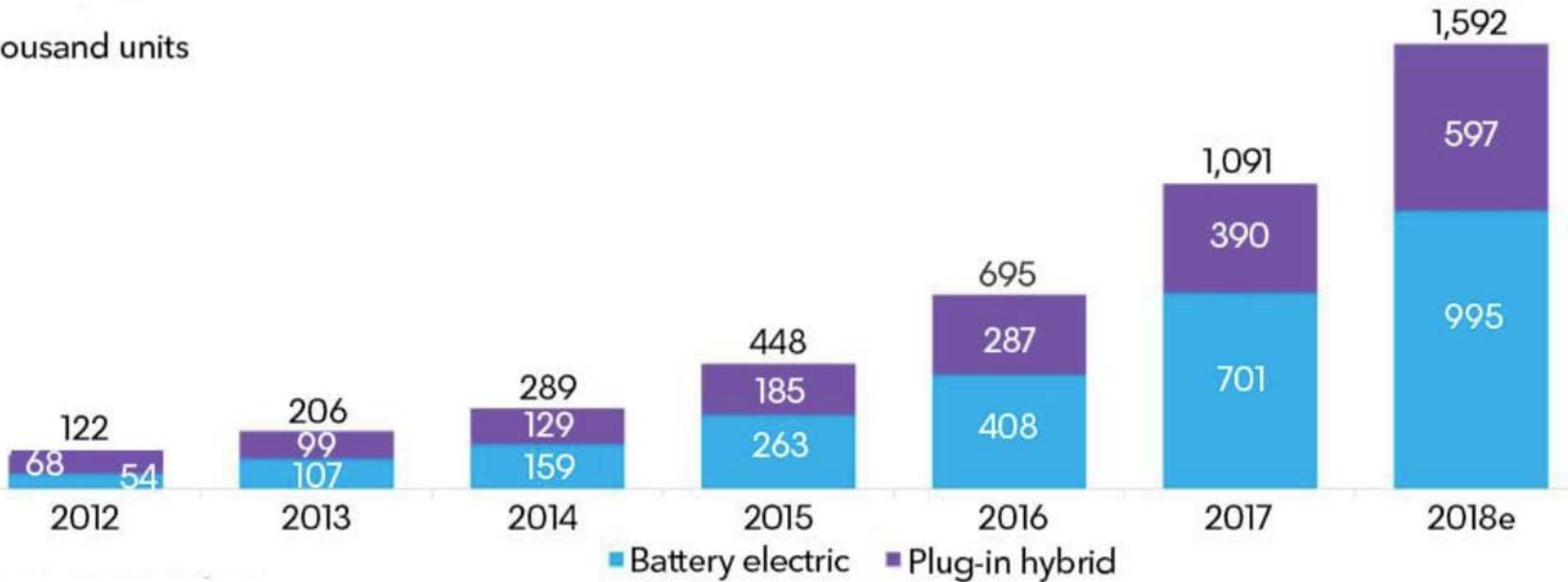
Source: BP (2018: 38)

Global passenger EV sales by type

Share of total new EV sales



Thousand units



Source: Bloomberg New Energy Finance

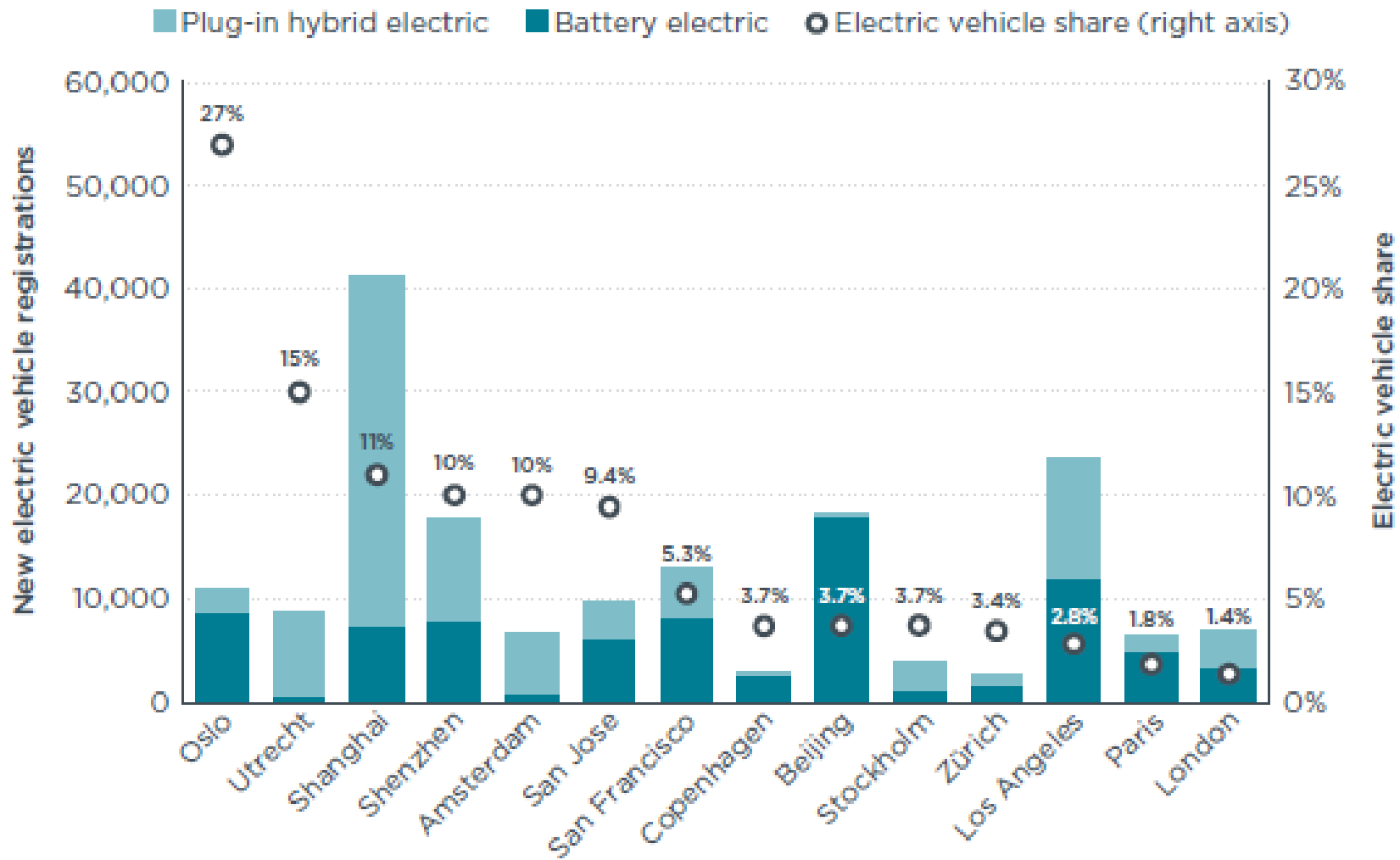


Figure 1. Electric vehicle new registrations and share of new vehicles in 2015 in high electric vehicle uptake markets. (new vehicle registration data from IHS Markit and IHS Automotive)

The Observer Electric, hybrid and low-emission cars

Green number plates 'could boost sales of electric cars' in UK

Behavioural insights unit proposes new colour for registration plates to help 'normalise the idea of clean vehicles'

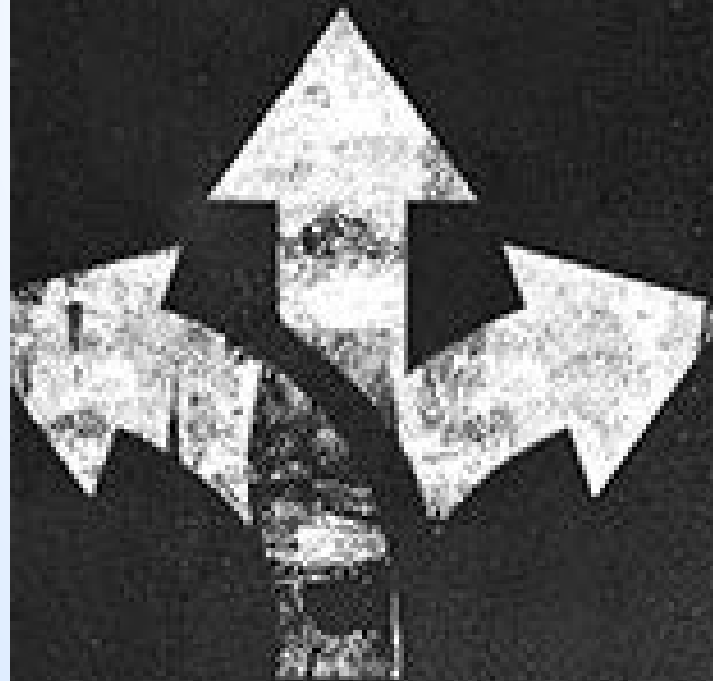


Source: www.theguardian.com

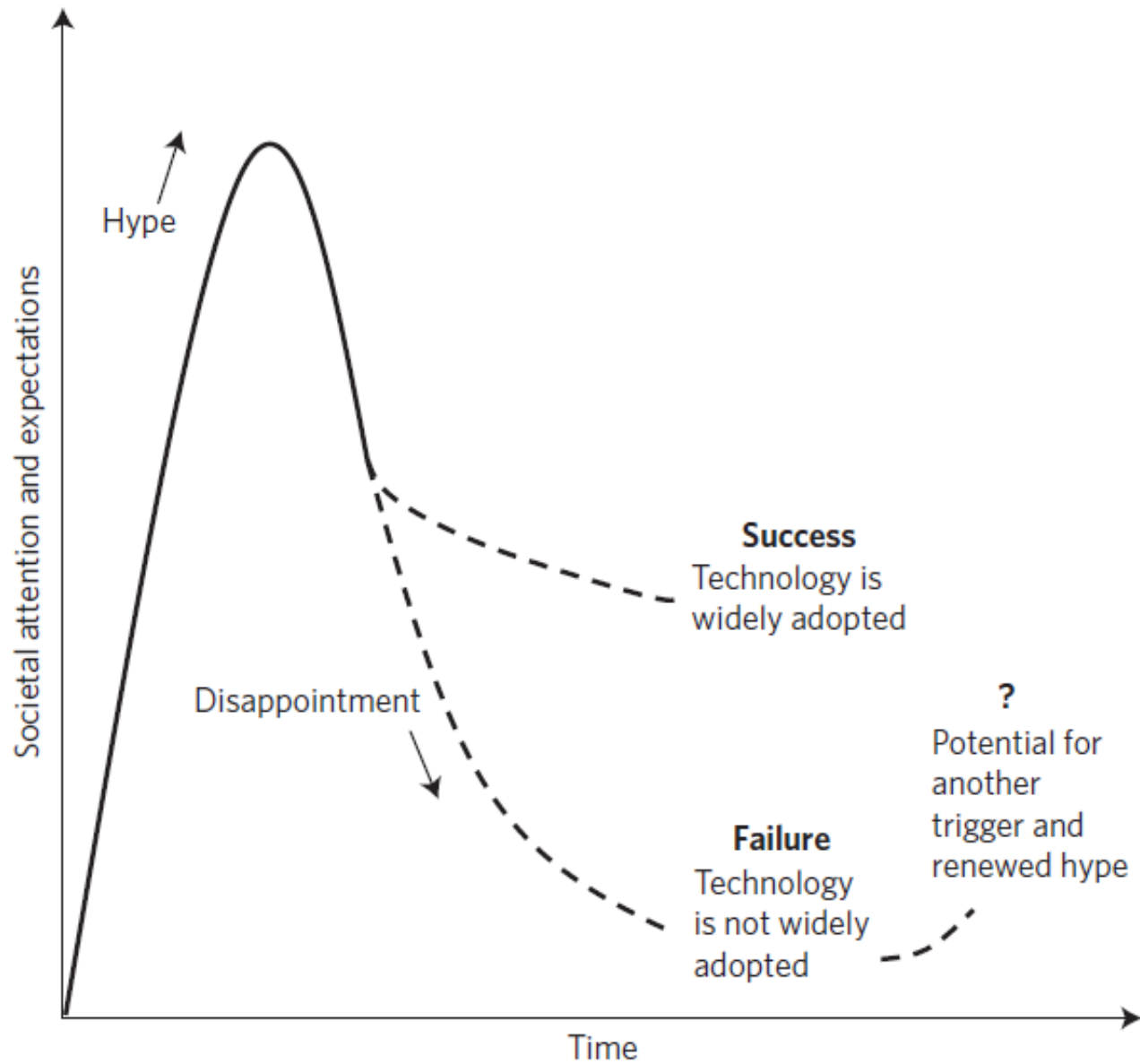
THREE REVOLUTIONS

STEERING AUTOMATED, SHARED,
AND ELECTRIC VEHICLES TO A
BETTER FUTURE

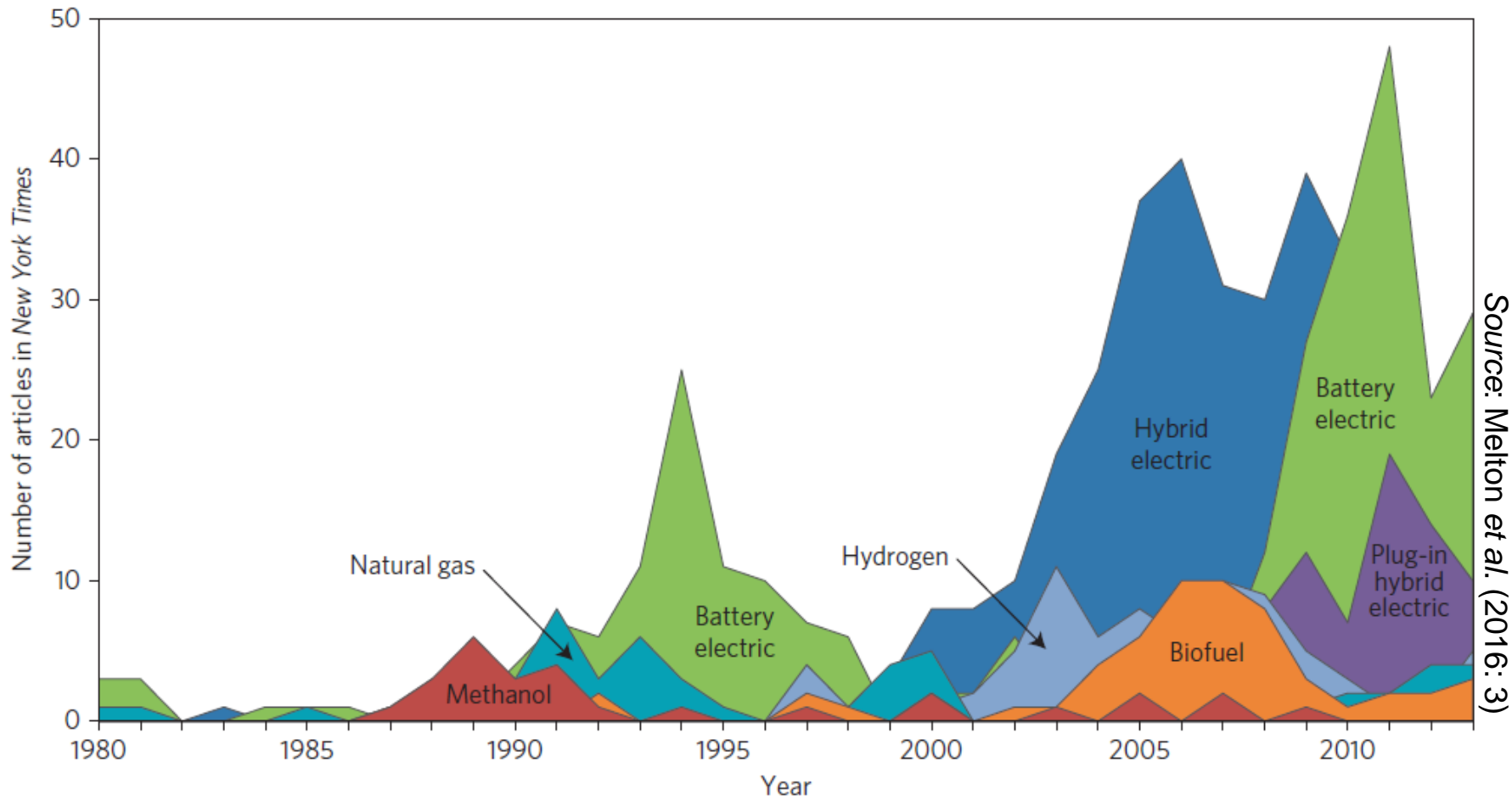
DANIEL SPERLING



ORD





Source: Melton et al. (2016:1)



Source: Melton et al. (2016: 3)

Dismissive and deceptive car dealerships create barriers to electric vehicle adoption at the point of sale

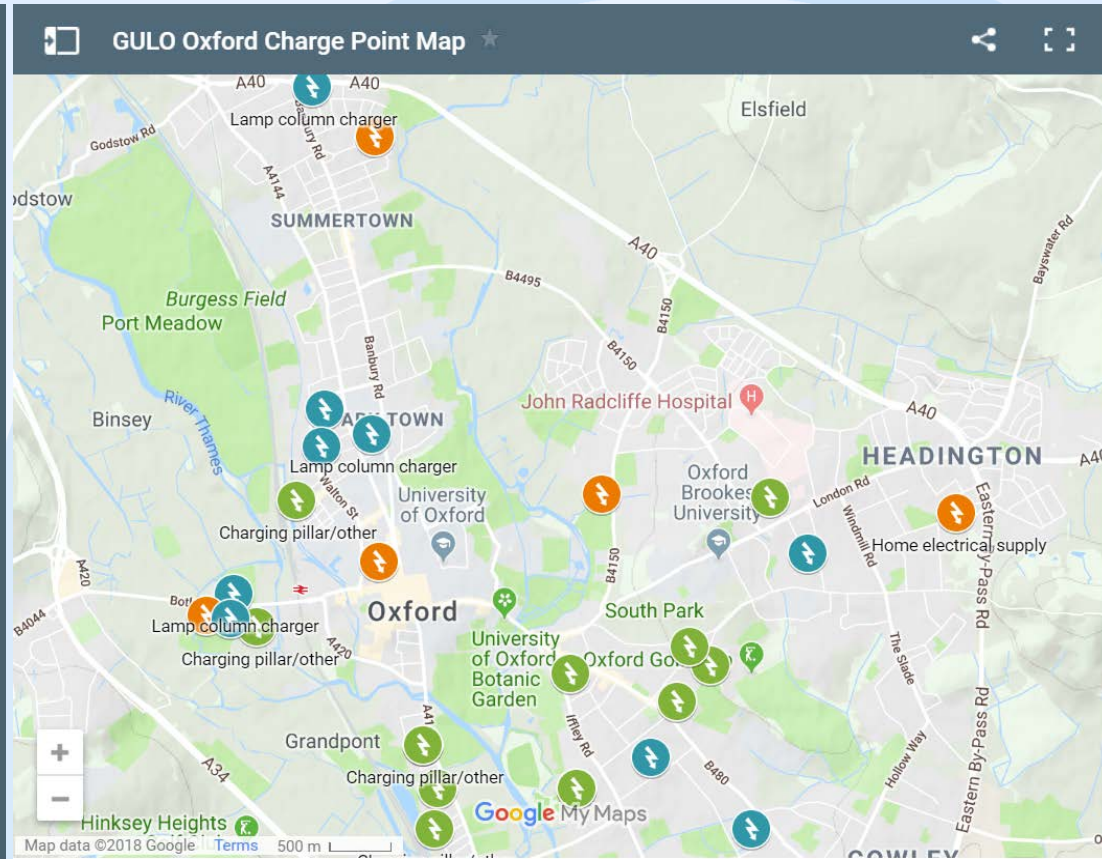
Gerardo Zarazua de Rubens ^{1*}, Lance Noel¹ and Benjamin K. Sovacool ^{1,2}

As most consumers do not have pre-existing knowledge of electric vehicles (EVs), and current market conditions favour petrol and diesel vehicles, car dealership experiences may strongly influence EV purchasing decisions. Here, we show that car dealerships pose a significant barrier at the point of sale due to a perceived lack of business case viability in relation to petrol and diesel vehicles. In 126 shopping experiences at 82 car dealerships across Denmark, Finland, Iceland, Norway and Sweden, we find that dealers were dismissive of EVs, misinformed shoppers on vehicle specifications, omitted EVs from the sales conversation and strongly oriented customers towards petrol and diesel vehicle options. Dealers' technological orientation, willingness to sell and displayed knowledge of EVs were the main contributors to likely purchase intentions. These findings combined with expert interviews suggest that government and industry signalling affect sales strategies and purchasing trends. Policy and business strategies that address barriers at the point of sale are needed to accelerate EV adoption.

Source: Zarazua de Rubens et al. (2018: 501)



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tim.schwanen@ouce.ox.ac.uk

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