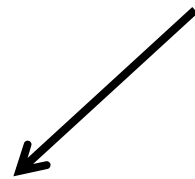


Electric vehicles: the consumer perspective

Frances Sprei

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RANGE



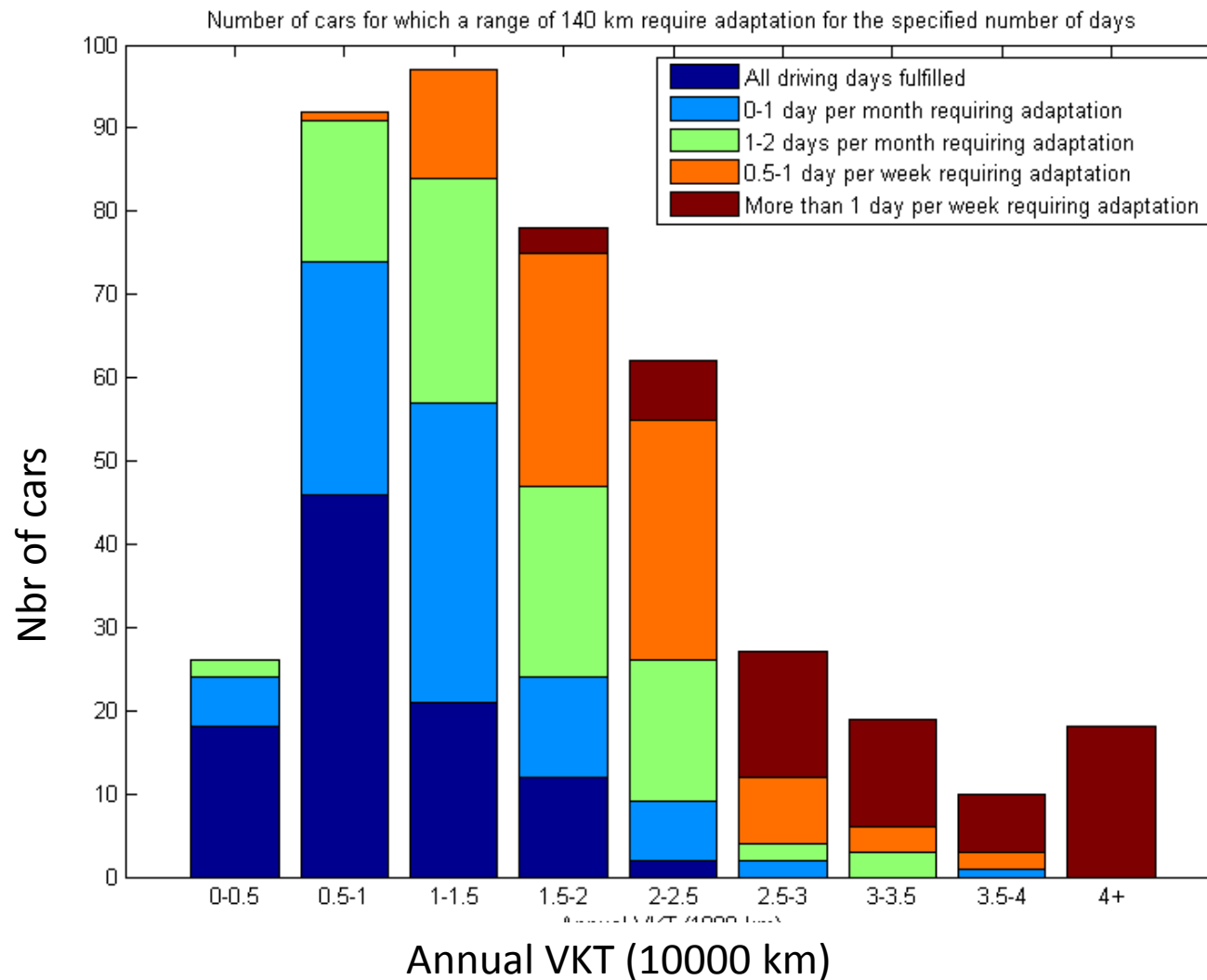
COSTS



RANGE

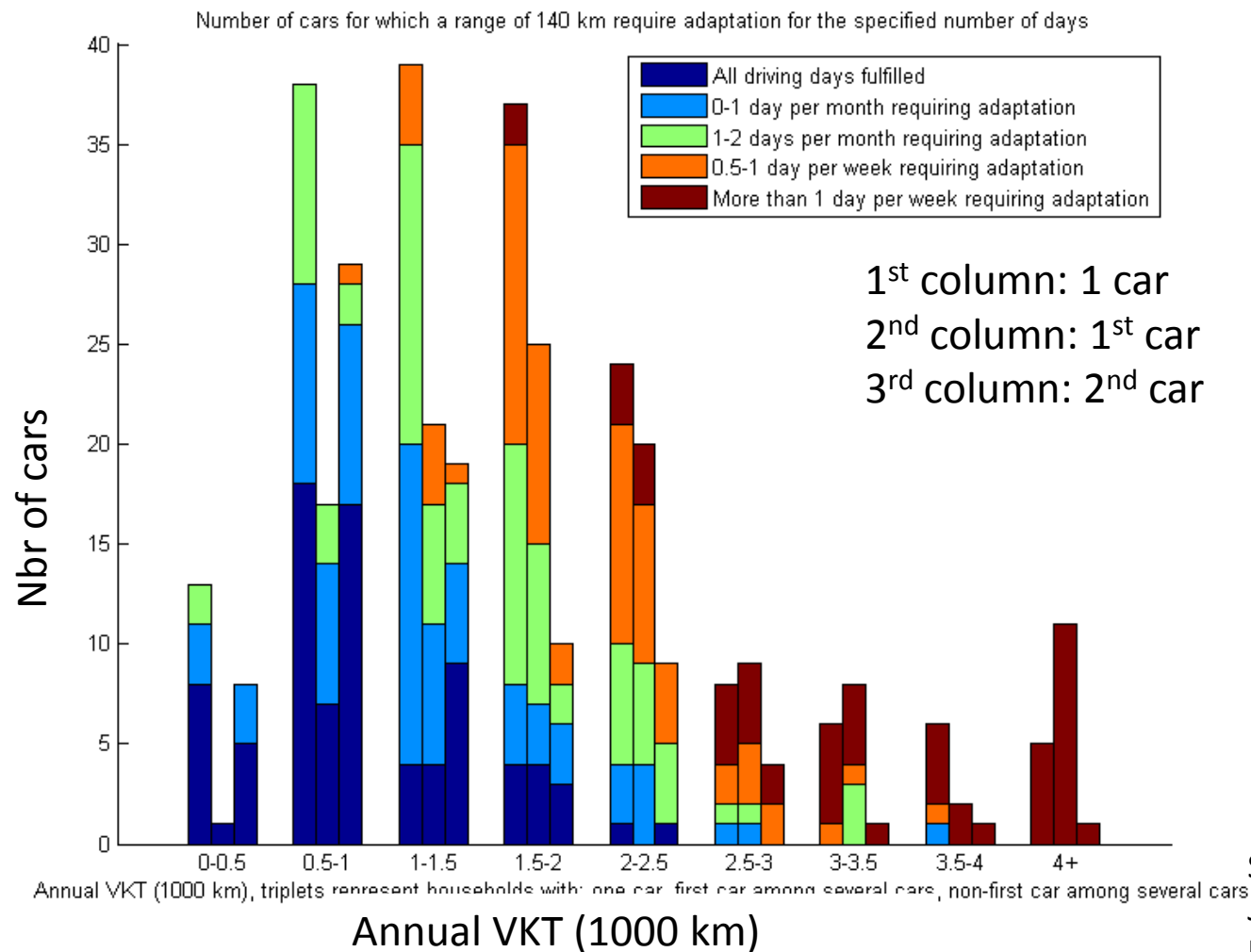
COSTS

Days requiring adaptation – range 140 km



Source: Sprei,
Jakobsson,
Karlsson

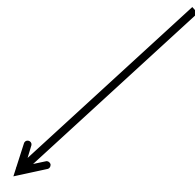
Two-car households - range 140 km



Source: Sprei,
Jakobsson,
Karlsson

Costs: incentives

- Monetary subsidies
- Tax exemptions
- Local incentives:
 - Bus lanes
 - Free parking and charging
 - Road tolls/congestion charging



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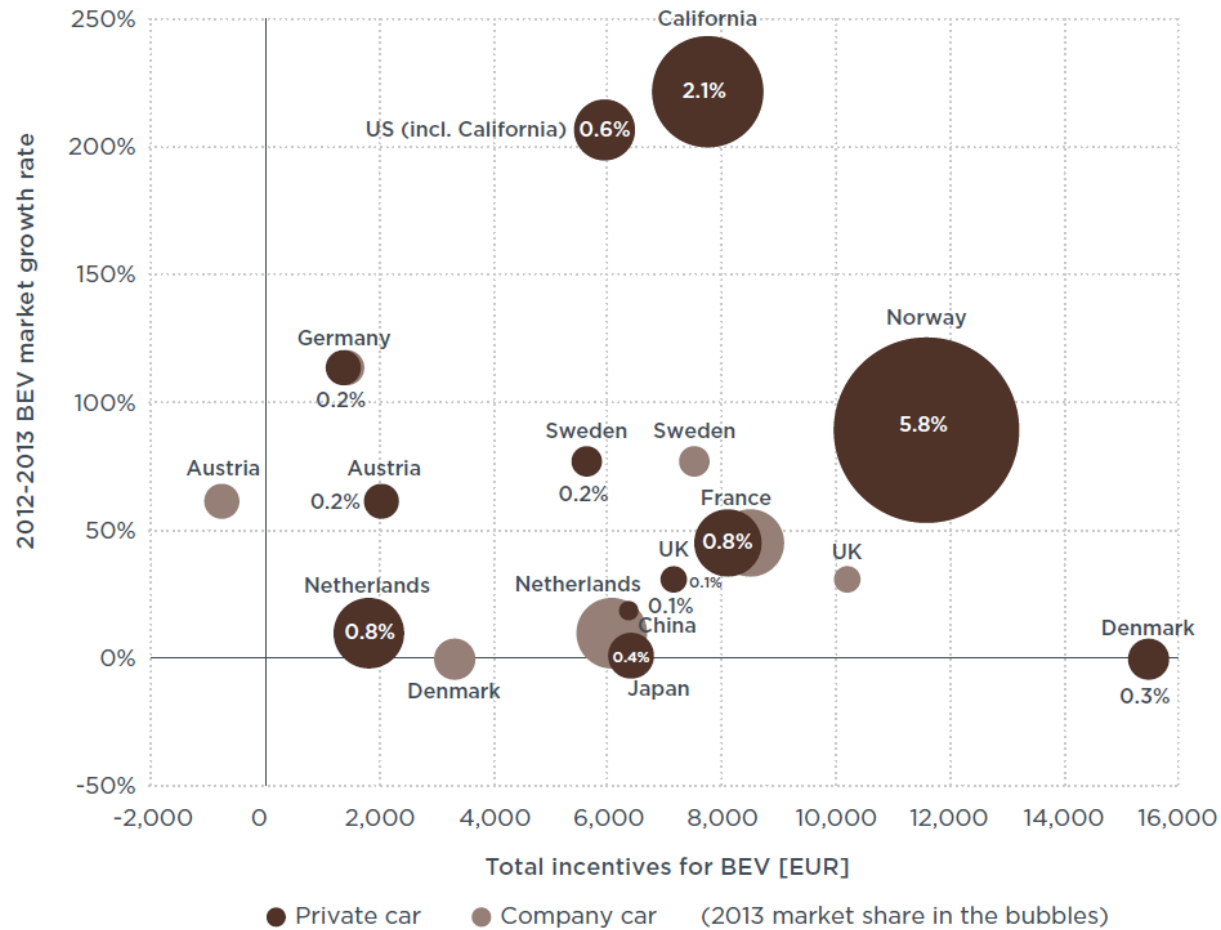
COSTS

Do incentives work?

Yes – but the effect is weak :

- 1000 Euro extra subsidy → 12% increase in EV sales shares (~ 70-300 extra vehicles) (Sprei & Bauner, 2011; Sprei et al 2012)
- Schierzchula et al (2014): **charging stations**, financial incentives and local production. Not a guarantee for high sales
- ICCT (2014): “fiscal incentives matter, but are clearly not the only factor that influences today’s electric vehicle market growth”

Market growth rate vs incentives



Source: ICCT, 2014

THANKS!
QUESTIONS?