

What's Driving U.S. Car Consumers



87%

of customers purchased from dealerships



7%

purchased from online retailers

4 out of the top 5

reasons to not purchase an EV were range and charging related



>343 mi

electric range is expected



77%

of respondents are interested in purchasing Apple's iCar



\$60,000

is the average expected price

1 2 3



80%

of respondents are satisfied with current sales processes

90%



currently drive gasoline or diesel-powered vehicles and do not indicate a high desire to deviate for their next purchase

45%



are excited about autonomous driving technology

32%



expressed fear of the technology

25%



would trade in-car advertising for a discount or voucher



49%



are opposed to in-car advertising altogether