

**J.D. POWER**

**EV: SALES &  
PRICING IN THE US**

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# EV THESIS

The industry sells three very distinct EV classes that stem from unique philosophies for technology, marketing, technology, styling and pricing

One is currently winning in the US, but long-term success requires all three approaches



# EV 1.0

The original EV concept tracing back to the GM EV1, but officially began in December 2010 with Nissan Leaf. Best selling example is Chevrolet Bolt

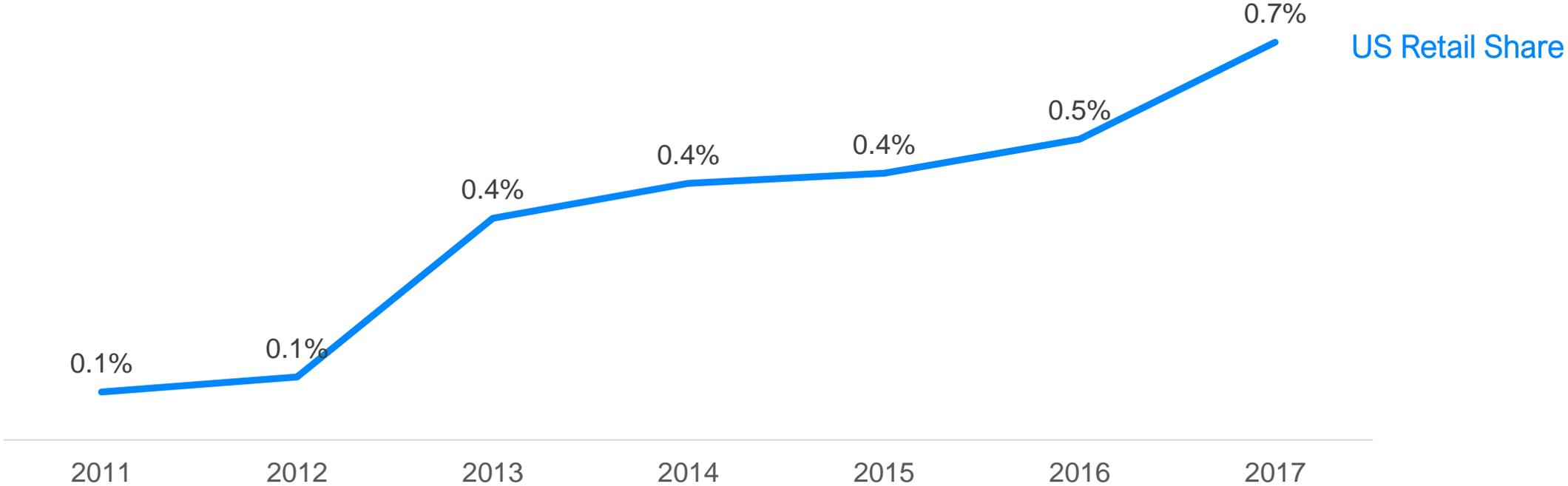
EV 1.0 is identified by body type, typically a no-frills entry hatchback with an electric powertrain

Many entries have adapted existing vehicle platforms to hit aggressive price points at low end of market

These price targets often required compromises on battery technology, so range can be limited



# EV sales started slowly as the industry worked out its approach





# Congratulations **2016MY** EV CLASS OF



**BMW i3**  
*Never leaving this place*



**Chevrolet Spark**  
*Shoulda been nicer to me*



**Fiat 500e**  
*Off to Europe*



**Ford Focus**  
*Missed your chance*



**Kia Soul**  
*A kind and gentle...*



**MB B-Class**  
*Too unique for this world*



**Mitsubishi i-MiEV**  
*See you guys never*



**Nissan LEAF**  
*Oldest and wisest*



**Smart fortwo**  
*Too smart for my own good*



**Tesla Model S**  
*Most Likely to Succeed*



**Tesla Model X**  
*We're fraternal*



**Volkswagen Golf**  
*Class comedian*

# EV 2.0

The dominant EV philosophy in the US auto industry. Introduced with Tesla Model S. Best selling example is Tesla Model 3

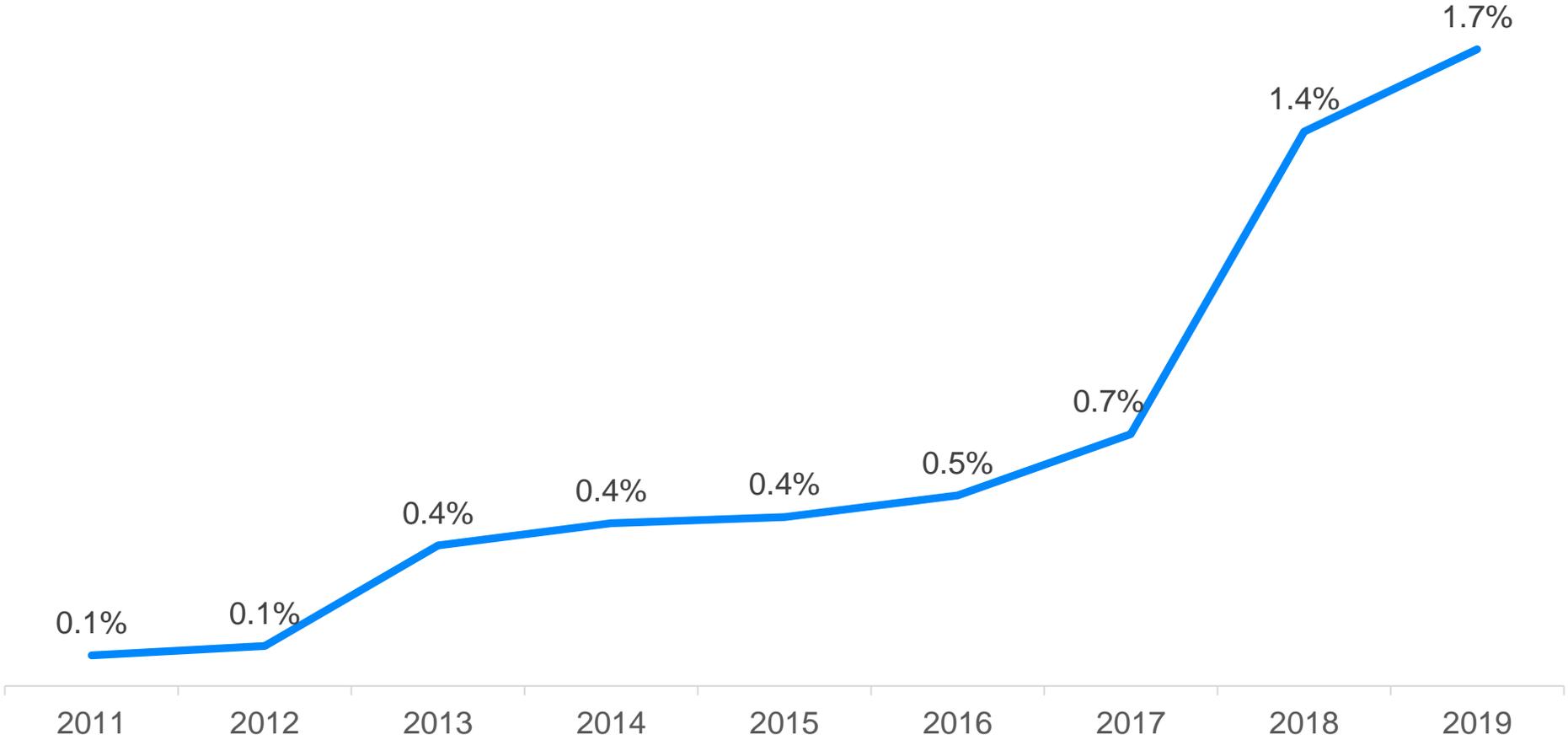
EV 2.0 is identified by style and technology. Premium brands market electric powertrains' performance and the high prices enable sophisticated technology and very long range

Vehicle platforms are EV dedicated with unique brands and models that are flagship products for the automaker

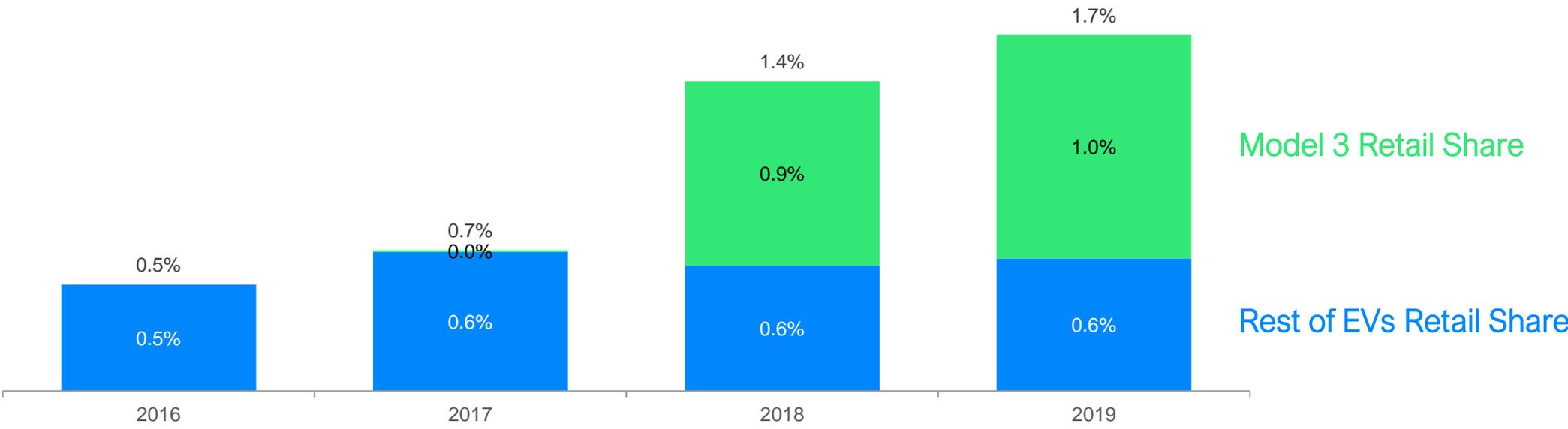
Technological gains are expected to trickle down throughout lineup



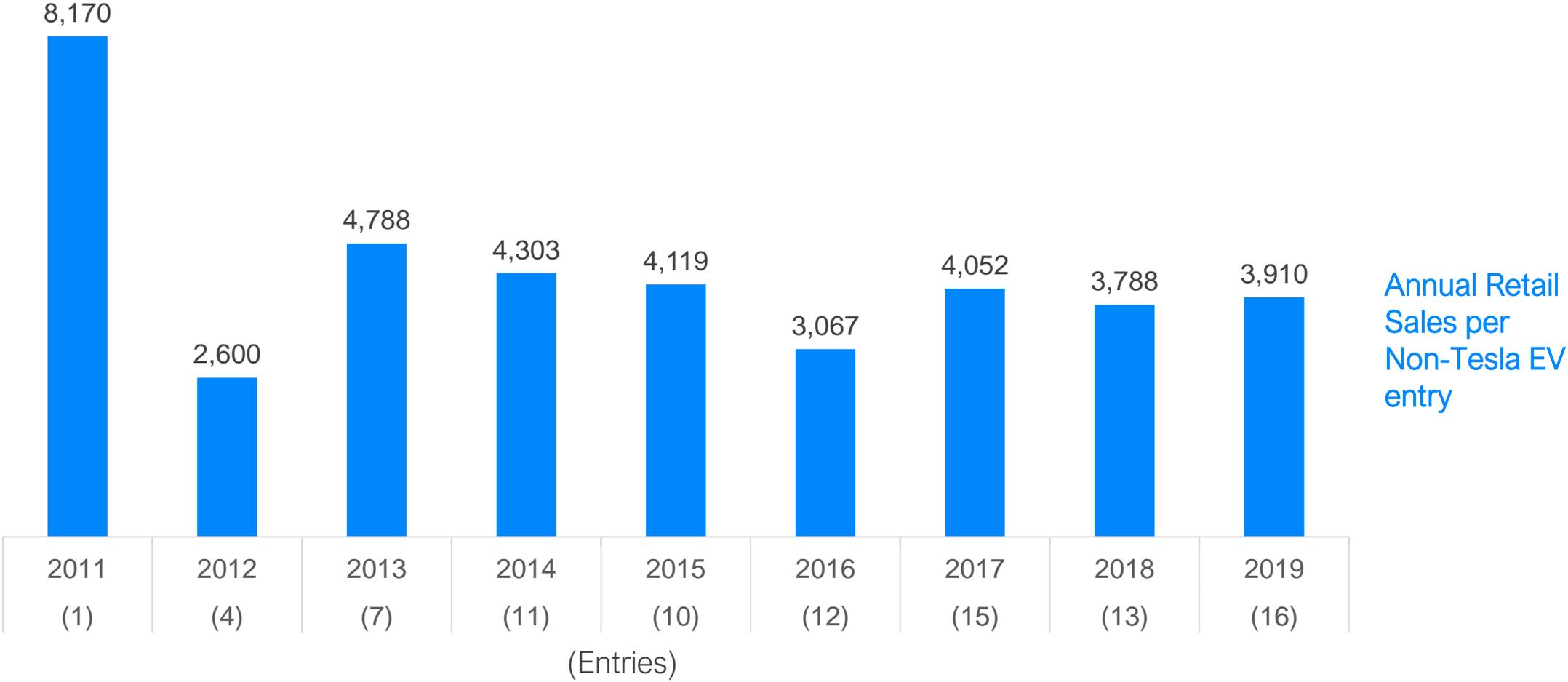
# Launch of Model 3 changed EV sales trajectory in the US



# Model 3 instantly doubled EV retail share



# While Non-Tesla entries struggled for marketplace acceptance



# EV 3.0

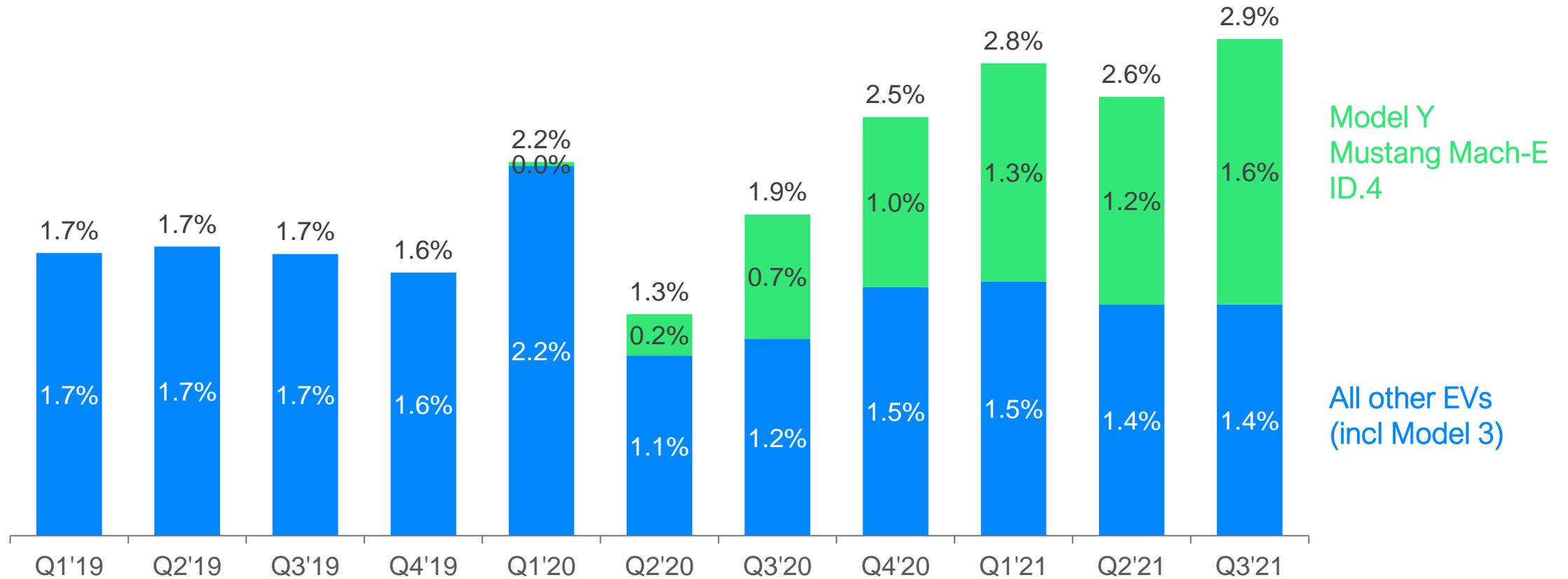
Where the industry needs to land to drive mass adoption of EVs. Ford F-150 Lightning may be the turning point, but Ford Mustang Mach-E and VW ID.4 are already advancing the segment

EV 3.0 is identified by a mainstream segment approach, targeting the highest volume mainstream segments with models for the average consumer

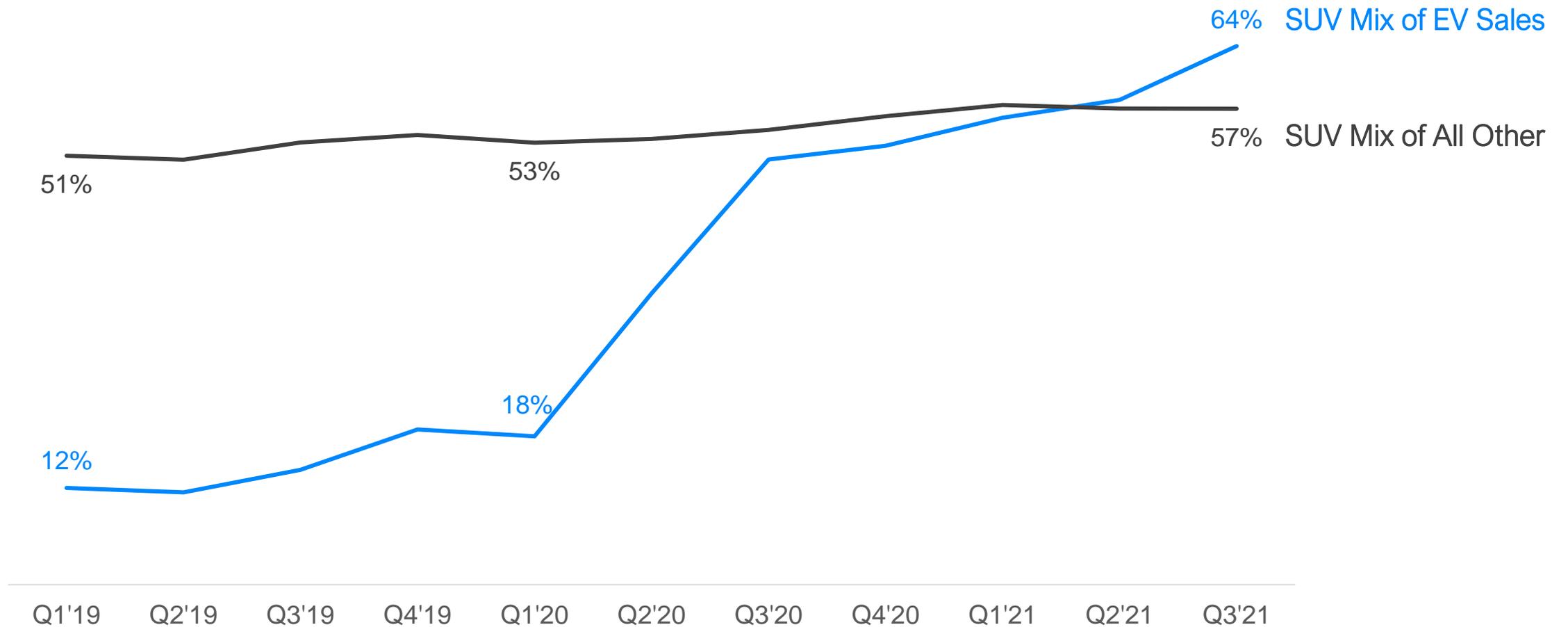
The largest seven segments in the industry have been mostly absent from EV gains. Targeting this space will be critical to EVs gaining traction in the US



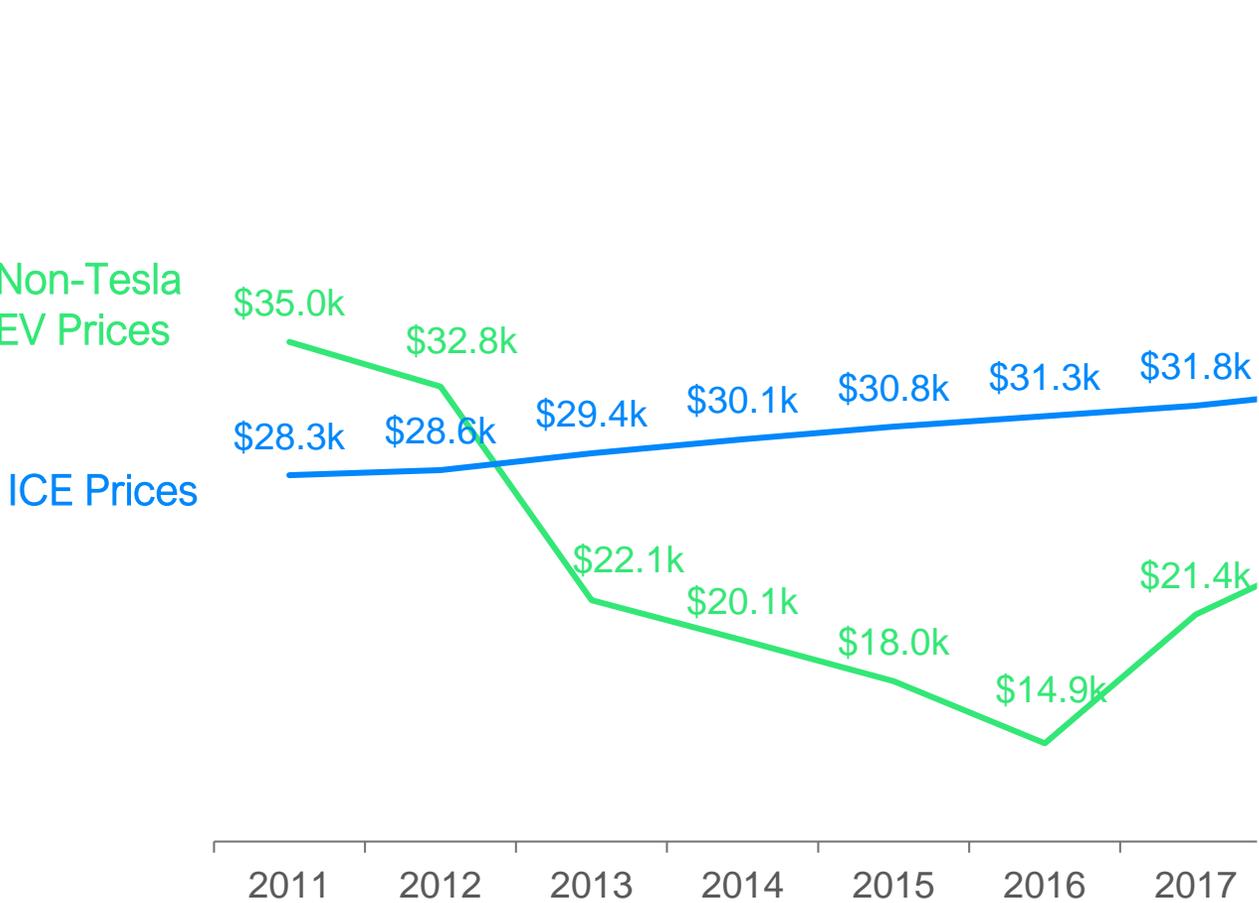
# New products are driving EV growth



# By offering consumers the type of vehicles they want to buy



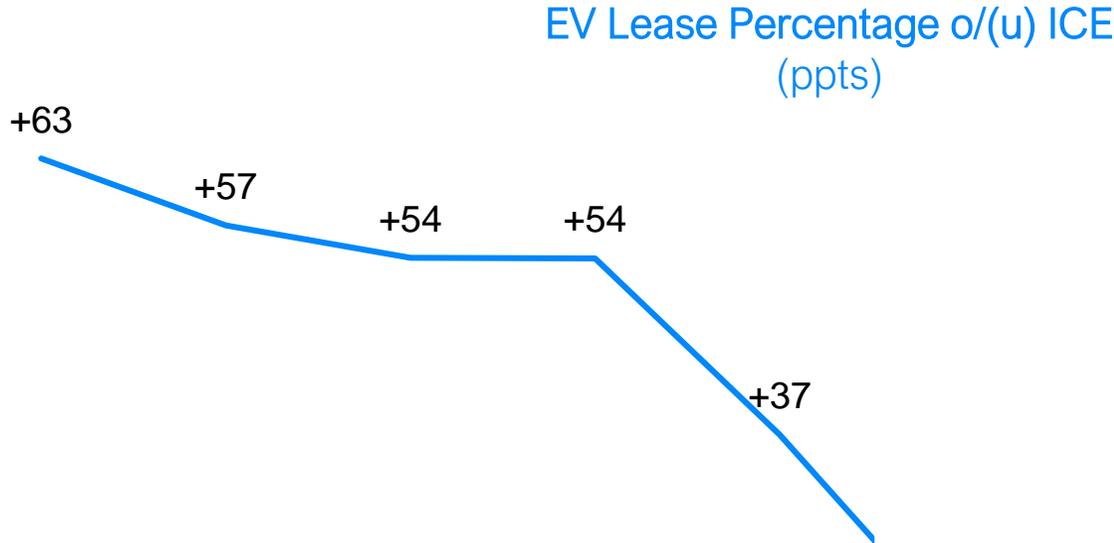
# Transaction prices rebounded by giving people what they want



EV prices up \$11.2k in '21 YTD since '19

EV 1.0 prices much lower than ICE prices

# Sales no longer require extreme incentive tactics



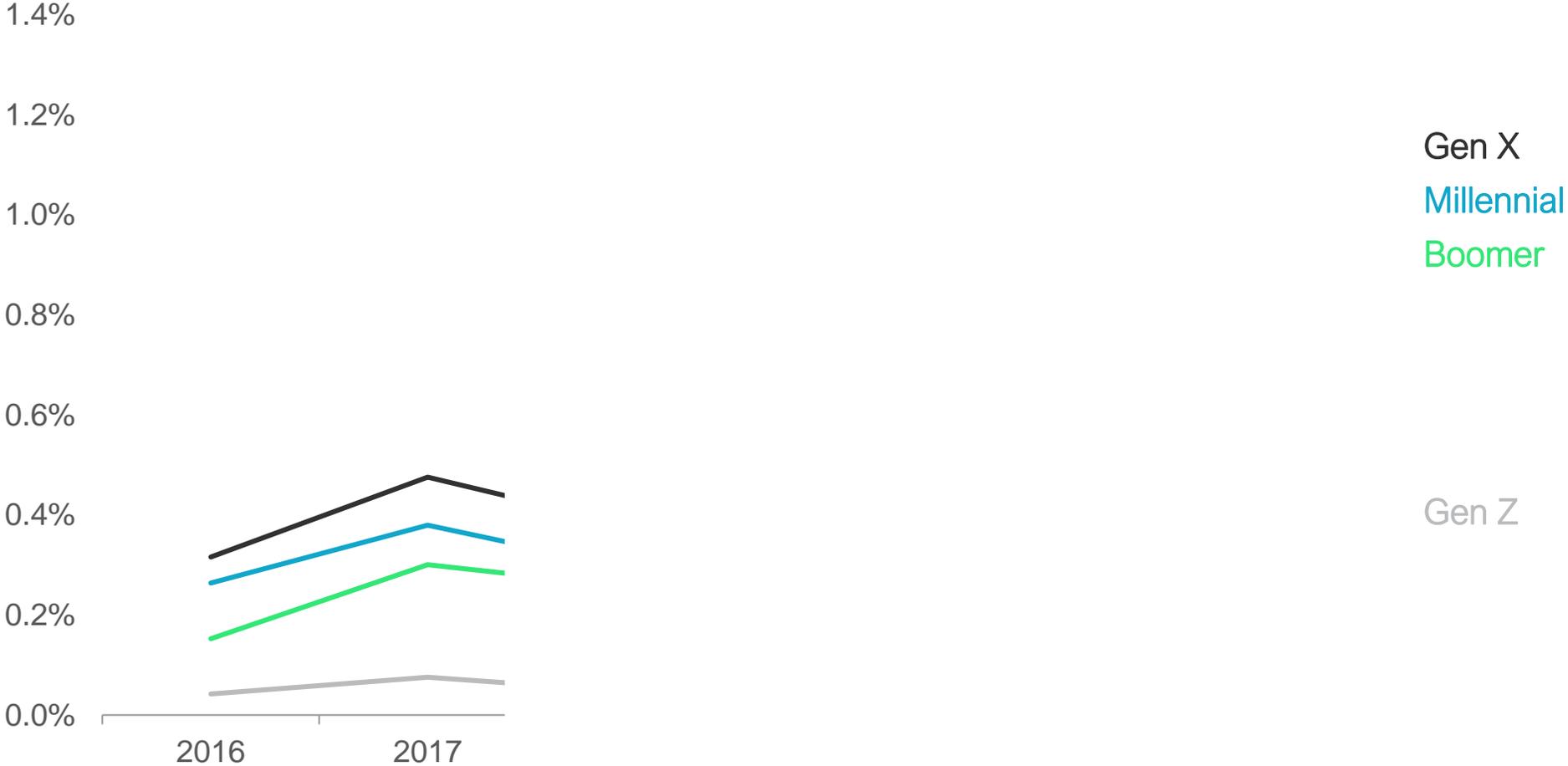
EV 1.0 saw largest disparity in leasing

EV 2.0 and 3.0 saw a change to less leasing closer to ICE

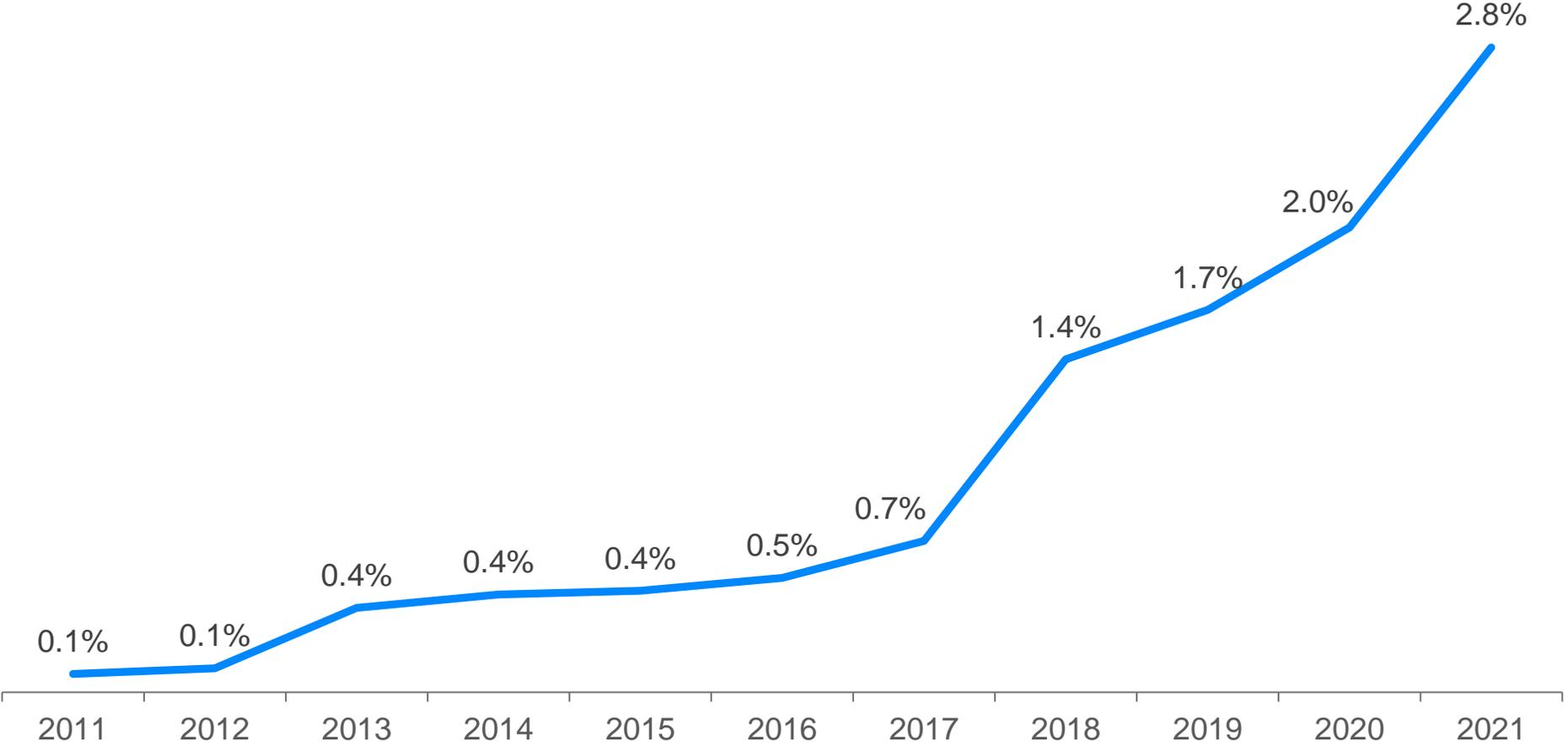
Note: Lease Mix

	2013	2014	2015	2016	2017
EV	87%	82%	82%	84%	66%
ICE	24%	26%	28%	30%	29%

# EV retail share varied across generations

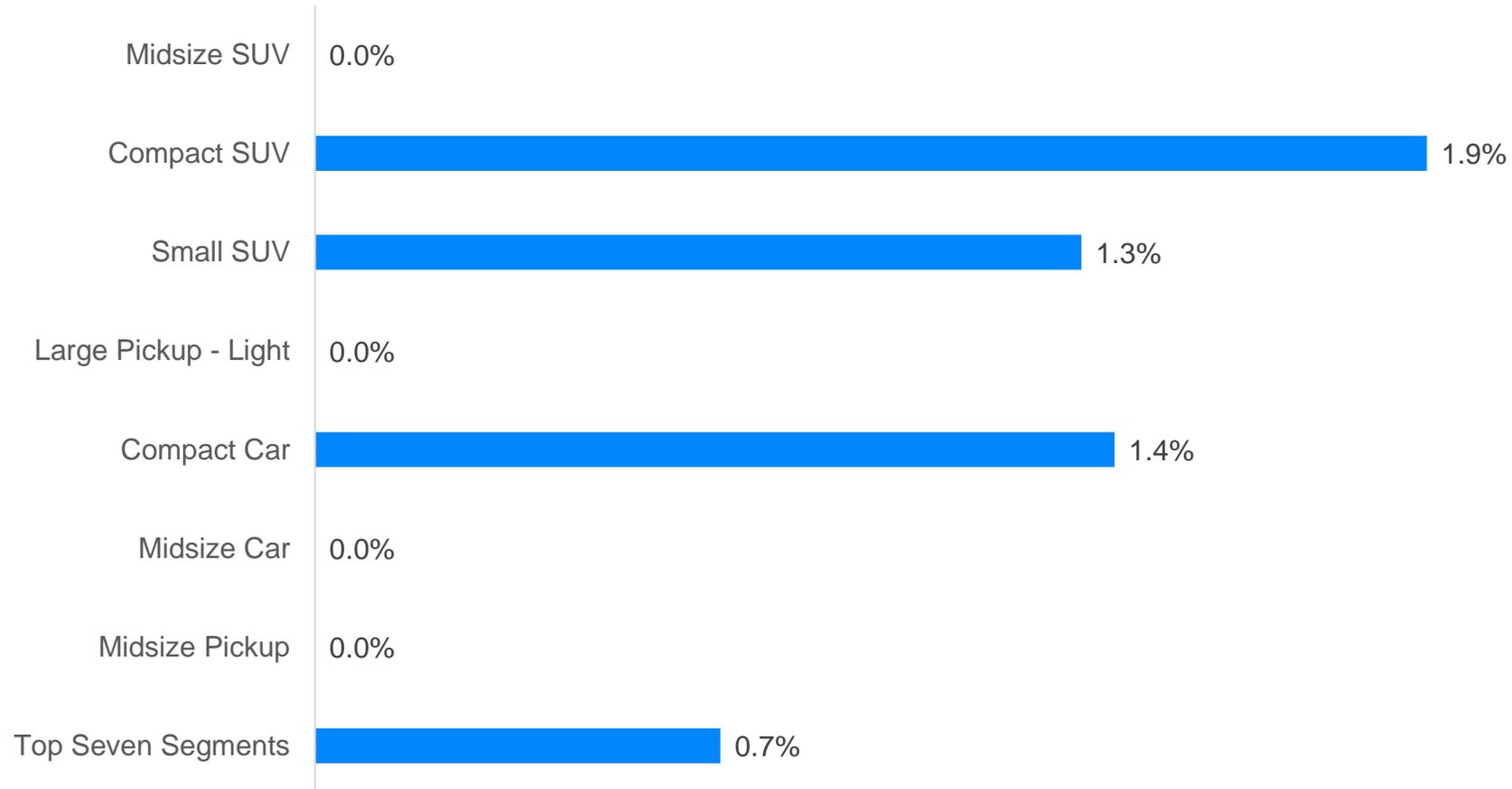


# EV growth in the US now strongest ever



# .... And the EV 3.0 story is just beginning

EV Mix of Top Mainstream Segments (Sept YTD)



# WHAT'S NEXT

After achieving full market acceptance with the biggest mainstream segments in EV 3.0, the industry will again focus on EV 1.0

This time the products will resonate with consumers and EVs will be more accessible to less affluent consumers in a vehicle without compromises



THANK  
YOU

