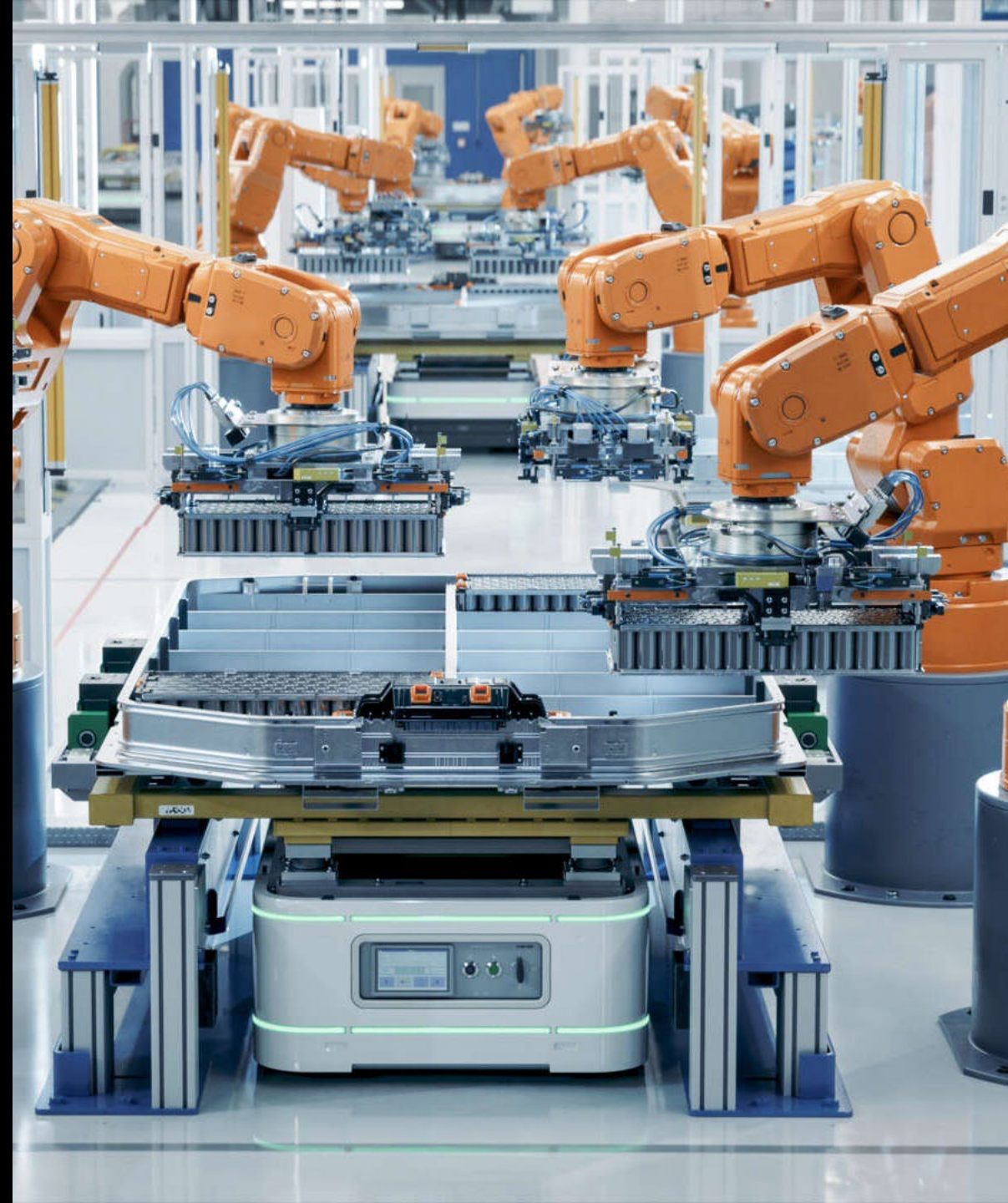


**S&P Global**  
Mobility

# Polk Audiences

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Electrification Impact Q2 2024



# Electrification

**Whether your views on the pace of BEV adoption are optimistic or pessimistic, electrified vehicles are here, and more are on the way.**

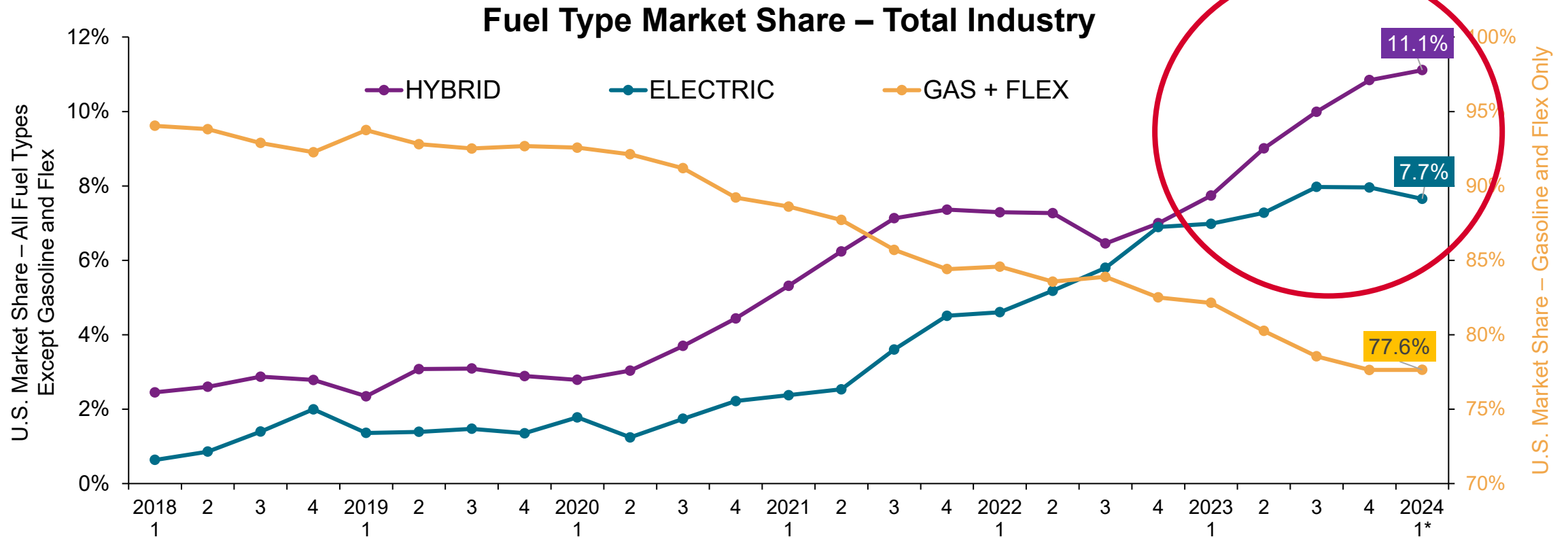
The industry's path to electrification, while bumpy, is progressing, giving consumers more vehicle options and choices than ever before. 2024 and 2025 will see over 130 new launches with more than half being electrified vehicles.

As vehicle supply and the number of available models rise, so does competition for consumer attention. Different vehicle types and buying motivations, increases the importance in utilizing advanced audiences for targeted, dynamic messaging.

Today's car shoppers expect personalization and relevant offers and with over 200 hybrid and EV designed segments, Polk Audiences is helping marketers connect more effectively to consumers.



# Electrification trends: EV share of industry has plateaued while hybrid continues to grow



Q4 2023	
GAS AND FLEX	77.6%
HYBRID	10.8%
ELECTRIC	8.0%

Registration Type: (01) Total

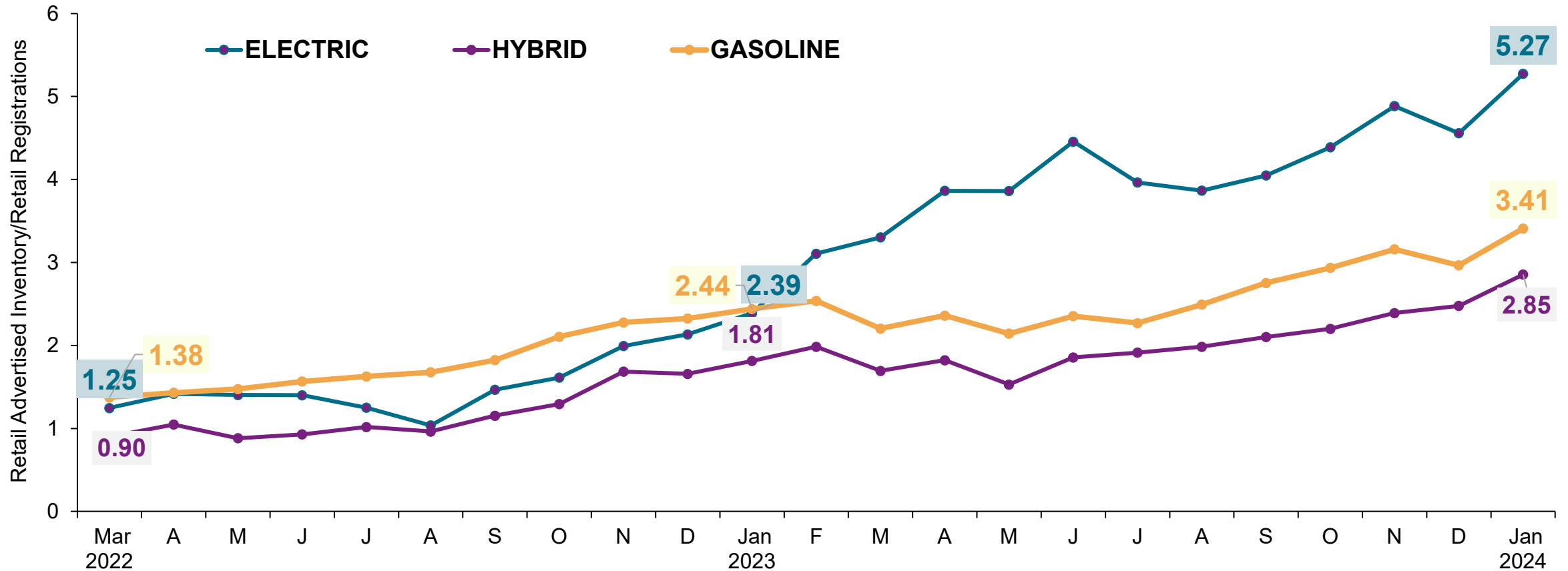
\*Q1 2024 includes Jan data only

Low volume fuel types were included in the calculation but excluded from the chart/box

Source: S&P Global Mobility

# Inventories up across the board with EVs outpacing ICE and Hybrid

National EV inventory now exceeds five months supply



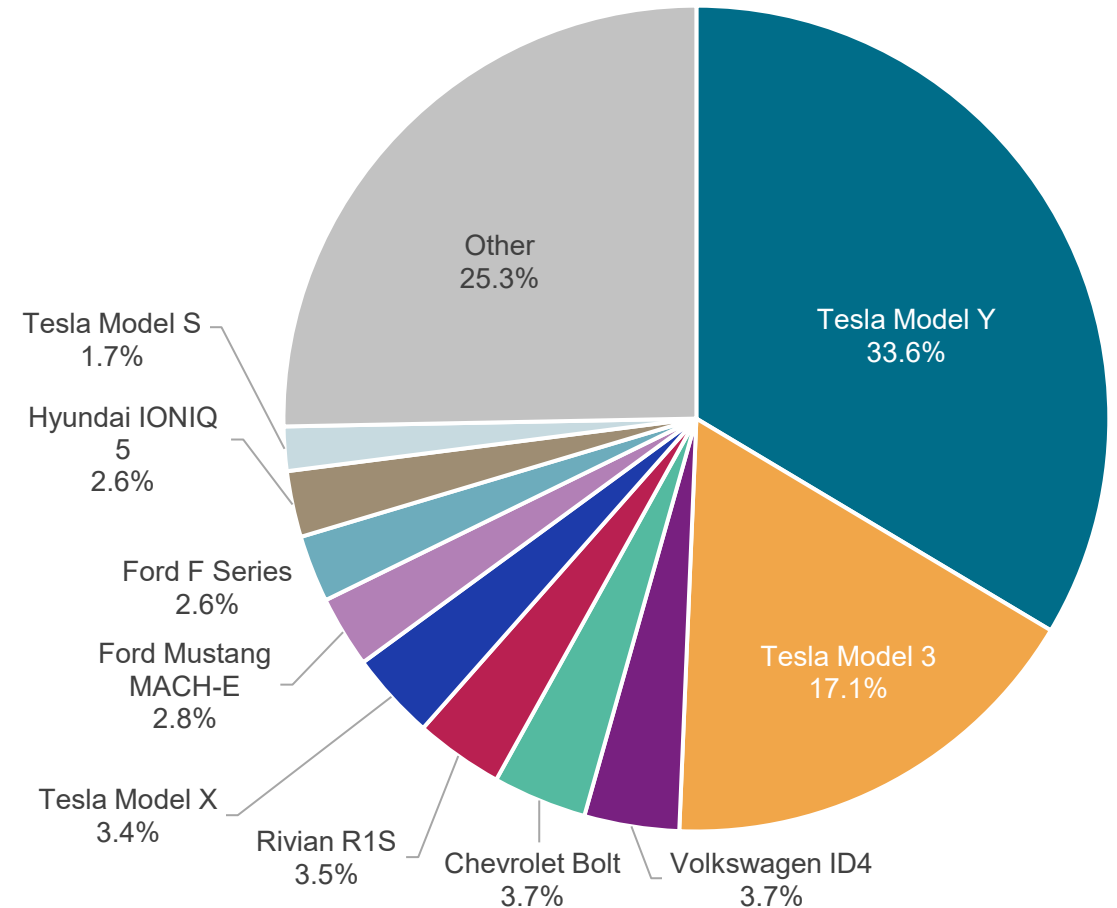
# New EV Sales

Top 10 models account for **75%** of volume

Noticeable changes from year ago (Q4 2022):

- Top 10 models accounted for 85%
- *Other* was 30 models with 15% cumulative share

## Share of EV Market by Model Q4 2023

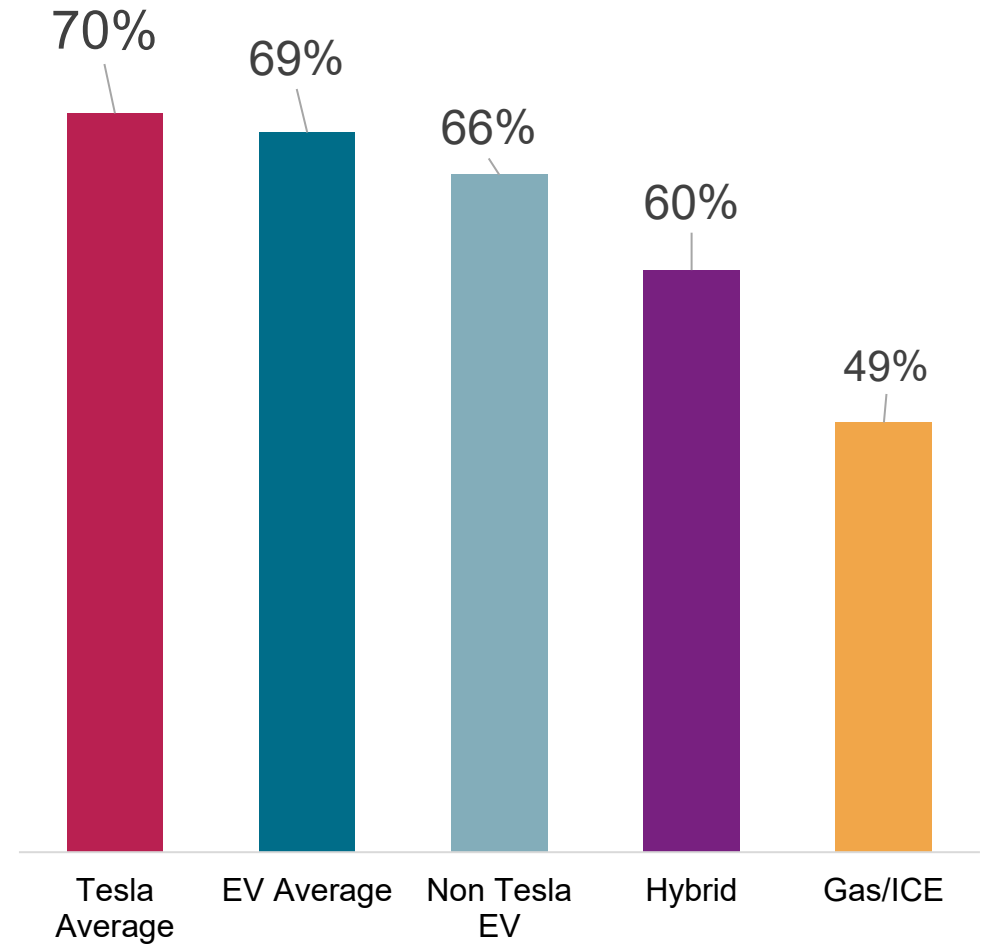


59 Models in Other

Source: S&P Global Mobility, Registration Type: Retail

Electrified vehicles remain a mostly additive purchase

## Percent of return to market households that add to the garage



Source: S&P Global Mobility: New-To-New EV acquisitions in Q2 and Q3 2023

# Polk Audiences: Electrification portfolio

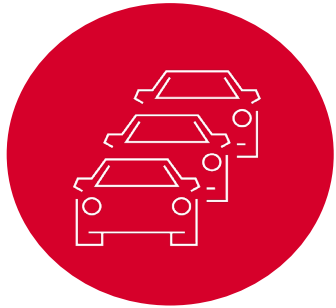
- Electrified taxonomy for entire marketplace
  - Owner audiences
  - In-market audiences
  - For every vehicle segment, make and model
  - Buying motivations
    - New purchase is vehicle addition
    - New purchase to replace current vehicle
- Expanding portfolio
  - +25% more segments versus year ago
  - **New segments for Hybrid shoppers**



**200+  
EV & Hybrid  
segments**

# Exclusive EV and Hybrid in-market buying segments

Target by garage profiles and customer buying motivations



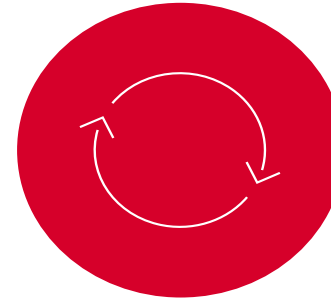
## Vehicle Additions Buying Electrified as:

### Adding to garage

- Add EV to garage and keep existing vehicles
- Add Hybrid to garage and keep existing vehicles
- Owns EV and adding an EV
- Owns Hybrid and adding Hybrid

### First new vehicle purchase

- First vehicle purchase is an EV
- First vehicle purchase is Hybrid



## Vehicle Replacement Buying Electrified to:

### Replace vehicle

- Replace ICE with EV
- Replace EV with EV
- Replace ICE with Hybrid
- Replace Hybrid with Hybrid

Source: S&P Global Mobility: Segment level insights based on CYE 2023 new vehicle registrations; all other data points based on new vehicle households as of January 2024



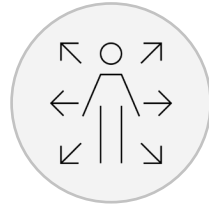
# Extensive Electrification Audience Suite

Built from rich knowledge, robust data sets and industry leading expertise



## Owner Audiences

- Aggregated vehicle information by fuel type
- Vehicle disposal behavior



## Comprehensive Customer Profiles

- Garage profile – vehicles owned
- HH demo and lifestyle attributes



## New Electrification Buying Behavior Profiles

- Full understanding of different EV and Hybrid customers and buying motivations
- Migration patterns by segment, class and fuel type



## Best-in-Class

- Industry leading, proprietary modeling capabilities

**S&P Global**  
Mobility

To learn more and receive a copy of our Electrification segments menu contact your Polk Automotive Solutions representative or

Email  
[mobility@spglobal.com](mailto:mobility@spglobal.com)

