



The path to Electric Vehicles

Insights on the consumers and products that will lead the way

US EV Landscape: Tectonic shifts in just seven years



Here comes the early majority

The impact to the retail market will be significant:

- EV market share has doubled in last two years
- OEMs building over 220 new or major refresh HEV/ EV nameplates between 2022-2025
- EV model growth expected to grow +800% from 2020-2027

EV growth

California the clear leader while the southeast shows biggest growth signals

- California's year over year increases alone would rank as #2 state for EV sales
- Southeast region, driven by Florida, +118% in new mainstream EV registrations. Southeast also home to 11 of the nation's top 20 fastest growing cities
- 70% of mainstream EV return-to-market shoppers buy another EV or Hybrid



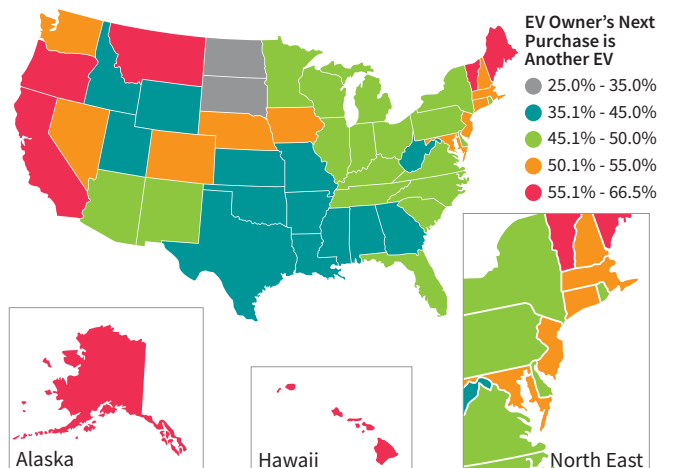
82%

of respondents open to the idea of purchasing an EV in 2021, doubled from 41% in 2019



71%

of mainstream EV purchases are new additions to the household vs. replacement vehicles



15

Number of states that account for 83% of the nation's EV vehicles

24%

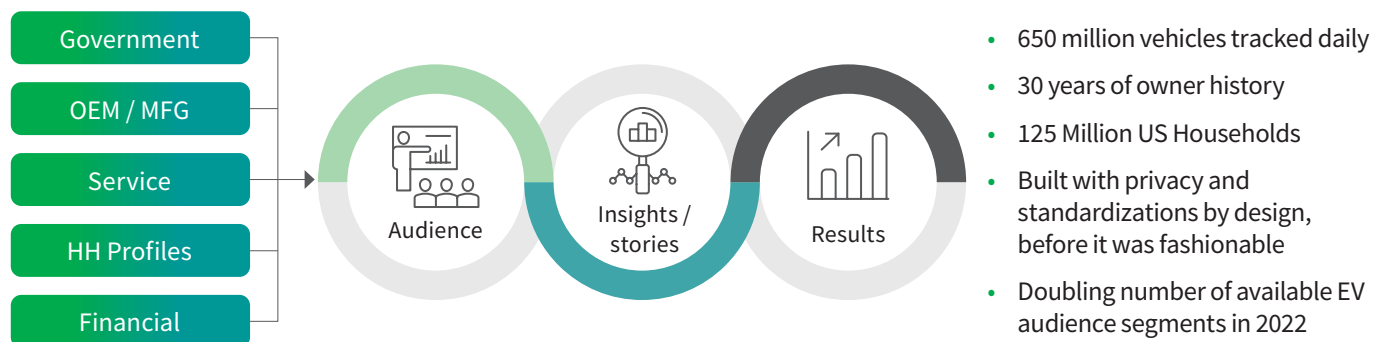
EV owners that regularly use public/semi-public charging stations

2028

Year the US surpasses one million public/semi-public charging stations

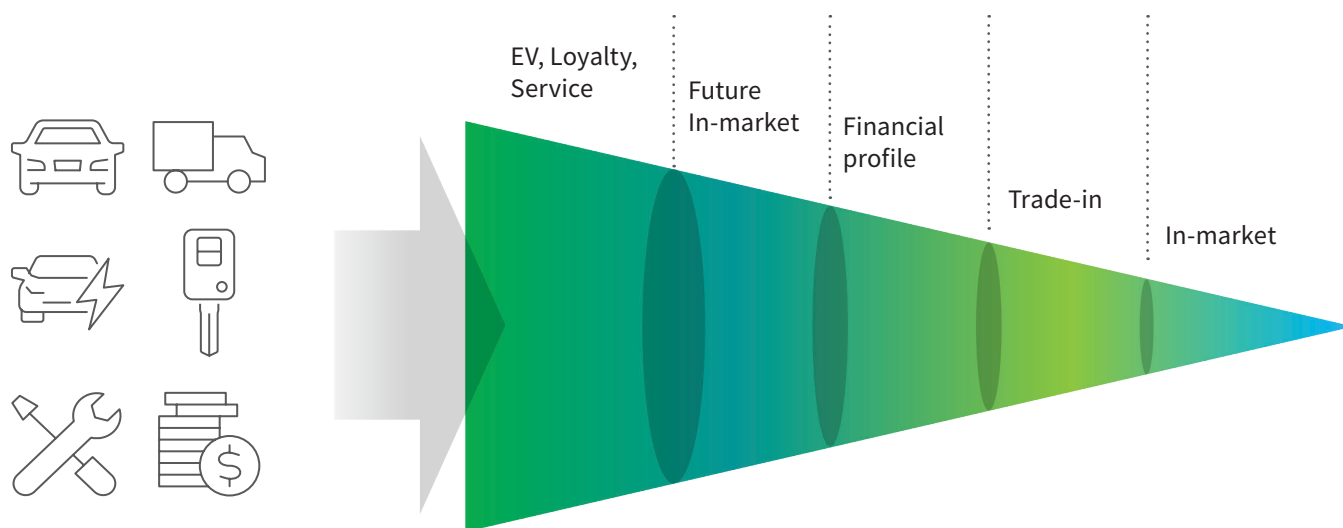
Delivering data excellence

Polk Automotive Solutions by IHS Markit is where automotive marketers turn for data-driven solutions, clarity and insights. We leverage technology and data science to provide best-in-class analytics, forecasts, and advisory services across the entire automotive supply chain.



Marketer's challenge: fragmentation to accelerate

Driven by EV growth, consumers will have greater choice and control than ever before; increasing pressure on retail channels. More models, overhead and customer types will bring more complexity into marketing and messaging channels. Polk Automotive Solutions knows the auto consumers of today and the EV shopper of tomorrow, better than anyone. Throughout the funnel, for every campaign and initiative, Polk Audiences are the difference makers for OEMs and dealers.



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