



# EV ROADMAP: CUSTOMER EXPECTATIONS

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# WHY DO CUSTOMERS WANT TO DRIVE ELECTRIC?

- Low cost
- Low emissions
- Commuter Car
- Road trip Car
- Rideshare Car
- Family Car
- Fun
- Fast
- Quiet
- High Tech
- No oil changes
- Drive on sunshine

# DRIVING ON SUNSHINE

Solar power owners are  
**66%** more likely  
to own an EV



# RECHARGING EXPECTATIONS & UTILITY ROLE

1. Easy
2. Cheap
3. Clean



1. Infrastructure programs
2. Time of use rates
3. Renewable energy purchase programs



THANK YOU!

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