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2 BIG REASONS… More Pick-Up Truck Drivers Aren't Buying EVs

ACCORDING TO THE J.D. POWER 2021 U.S. ELECTRIC VEHICLE CONSIDERATION (EVC) STUDY, ONLY 15% OF NEW-VEHICLE SHOPPERS WHO CURRENTLY DRIVE PICK-UP TRUCKS ARE VERY LIKELY TO CONSIDER AN EV FOR THEIR NEXT PURCHASE OR LEASE. THAT'S THE LOWEST NUMBER AMONG ALL MAJOR VEHICLE SEGMENTS.

Why aren't more pick-up truck drivers interested in electric vehicles? What can automakers, retailers, and other stakeholders do to increase consideration?

1 They don't think today's EVs can meet their needs.

The EVC Study shows that pick-up owners are 3X more likely than car owners to cite "Inadequate Overall Performance" as a key reason they aren't considering an EV. They also report concerns about reliability and a perceived lack of service/ repair options.

Automakers that are planning to launch electric pick-up trucks have an opportunity here to address these unmet needs from this sizeable share of the market (about 16%), which are apparently not being met by the current EV line-up.

2 Most have never experienced an EV for themselves. At all.

Nearly 6 in 10 (58%) pick-up truck drivers have never owned, leased, or even just test-driven an EV. In fact, they've never even sat in an electric vehicle!

Why does this matter? Merely sitting in an EV makes drivers significantly more likely to consider getting one.

Compared to people who've never been in an EV, purchase consideration is 3X higher among those who've sat in one. Giving pick-up drivers more opportunities to get into EVs – through ride-and-drive events in the community or in partnership with local businesses and at music and sporting events – will lead to more knowledge, confidence, and ultimately, greater likelihood of purchase.

Interested in learning more?

Contact your J.D. Power representative or **Stewart.Stropp@jdpa.com** directly to learn more.

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