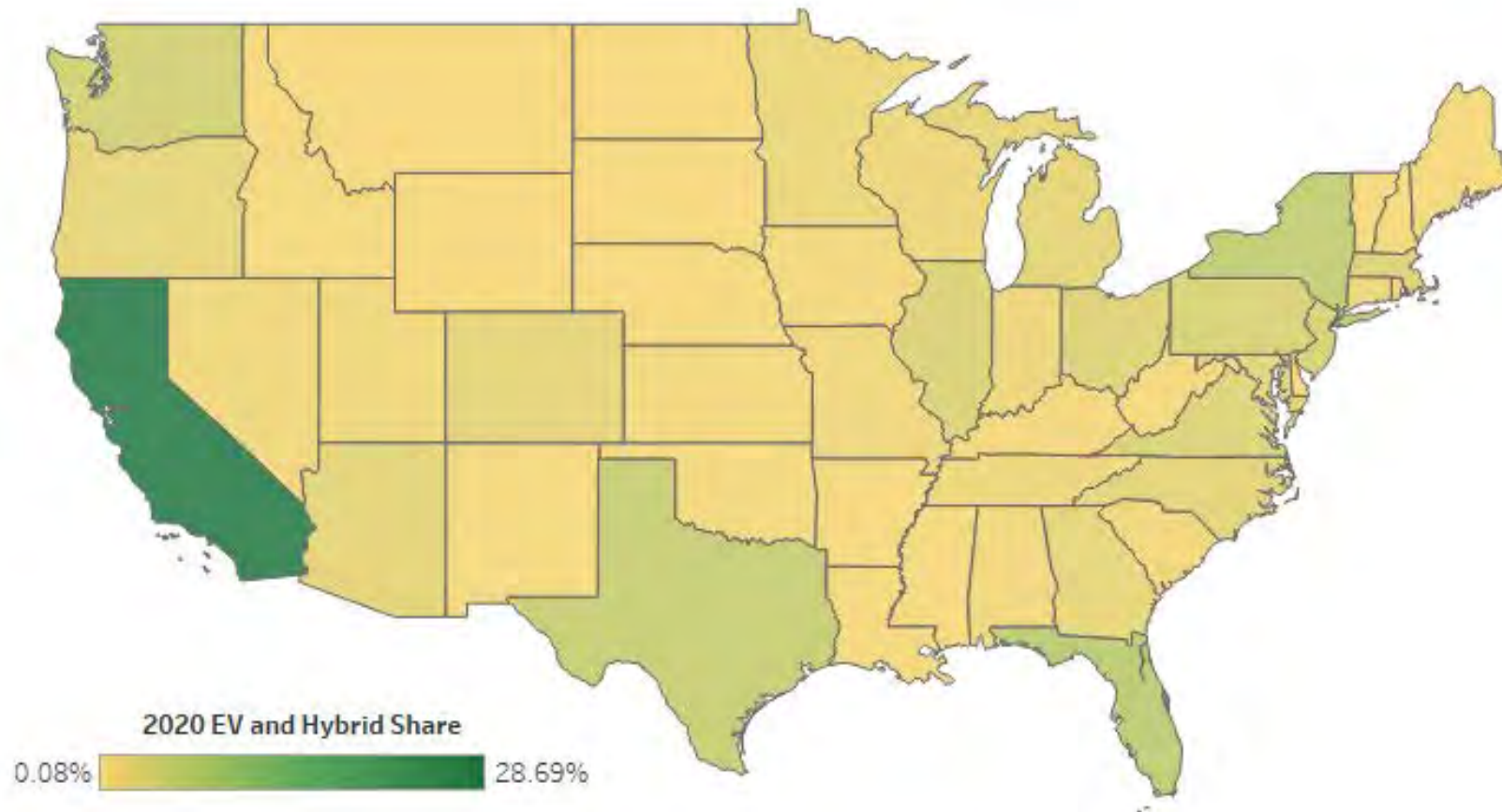




State of Electrification

Q4 2020

Electric and Hybrid New Volume Share by State

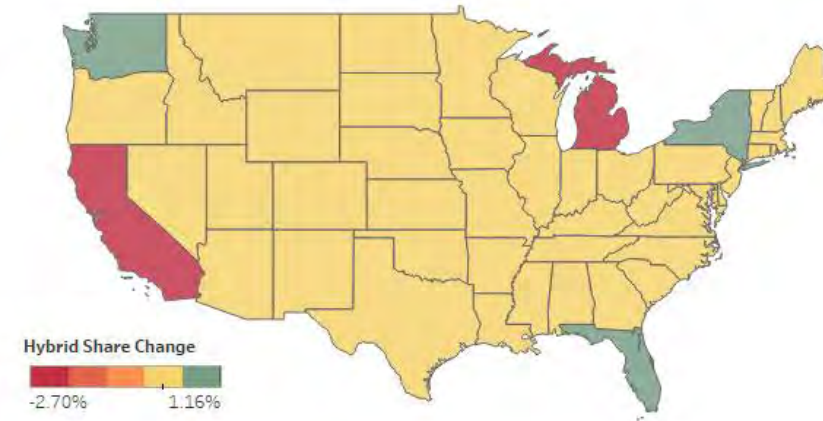


Electric and Hybrid New Volume Share YOY Change by State

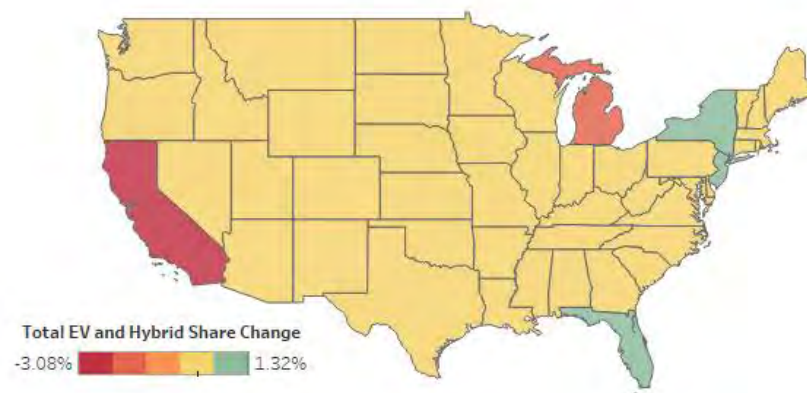
EV Share Change



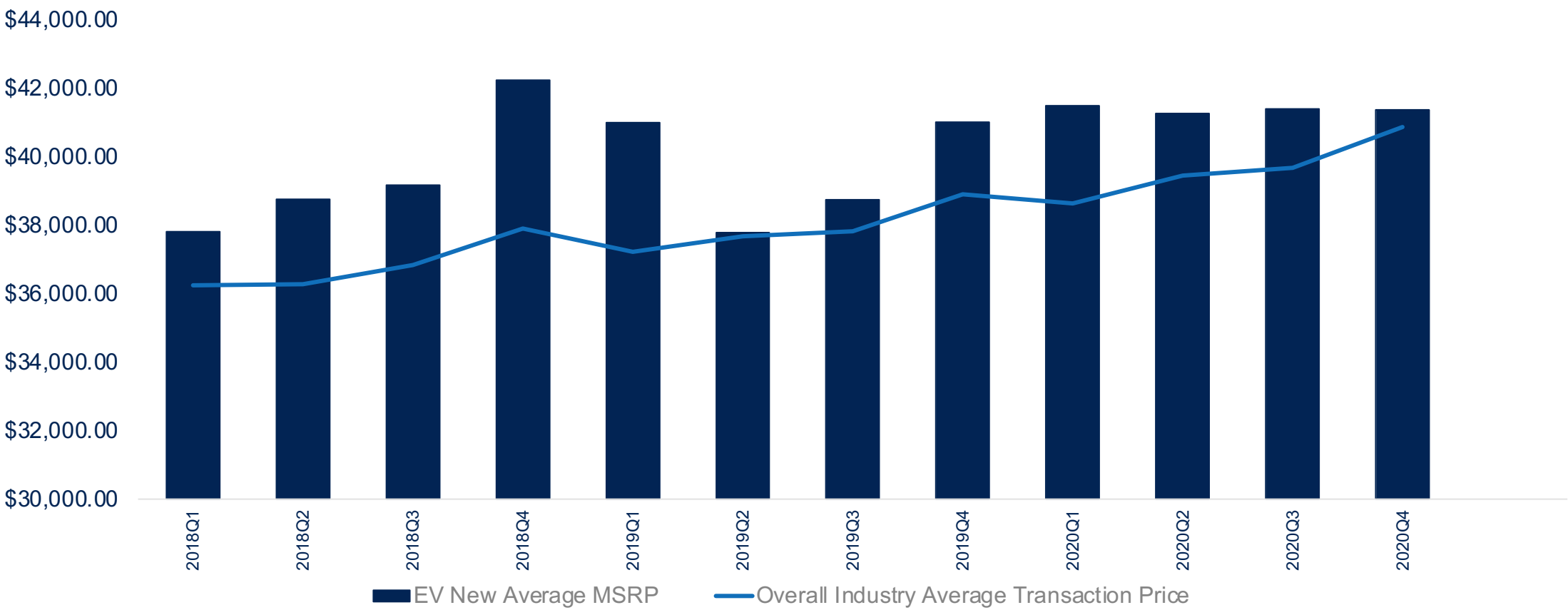
Hybrid Share Change



Total EV and Hybrid Share Change



Light Electrified Vehicle New Retail MSRP Pricing



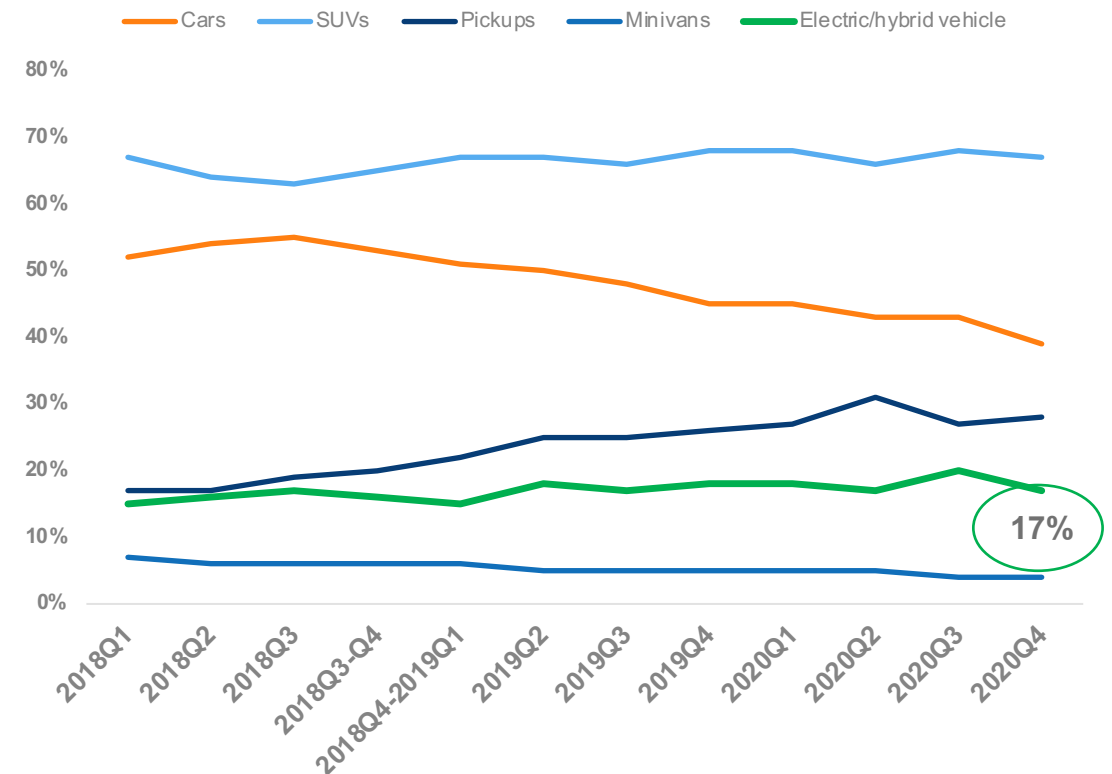
Kelley Brand Watch Purchase Consideration

Most-shopped electrified vehicles are Japanese hybrids. Most-shopped EVs are Tesla models. The most-shopped electrified vehicles are hybrid SUVs and sedans from Japanese automakers, according to the Kelley Blue Book Brand Watch reports for Q4 2020. The only EVs on the Top 10 most-shopped electrified vehicles are Tesla models. The Kelley Blue Book Brand Watch report is a consumer perception survey that also weaves in consumer shopping behavior to determine how a brand or model stacks up with its segment competitors on a dozen factors key to a consumers' buying decision. KBB produces separate Brand Watch reports for luxury and non-luxury brands quarterly. Most-shopped hybrids are on the most-shopped vehicles in their class. Shopping for Tesla declined.

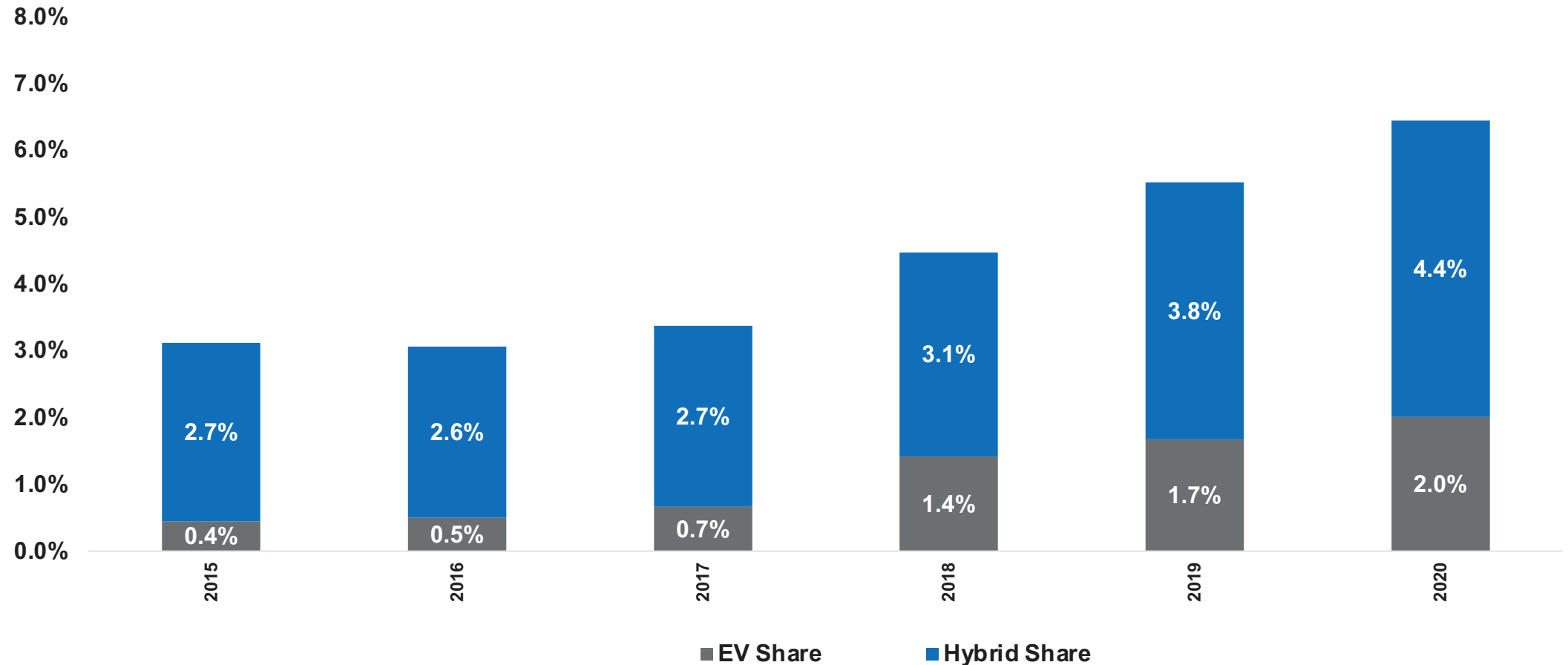
Top Considered Electrified Models



Overall Electrified Consideration



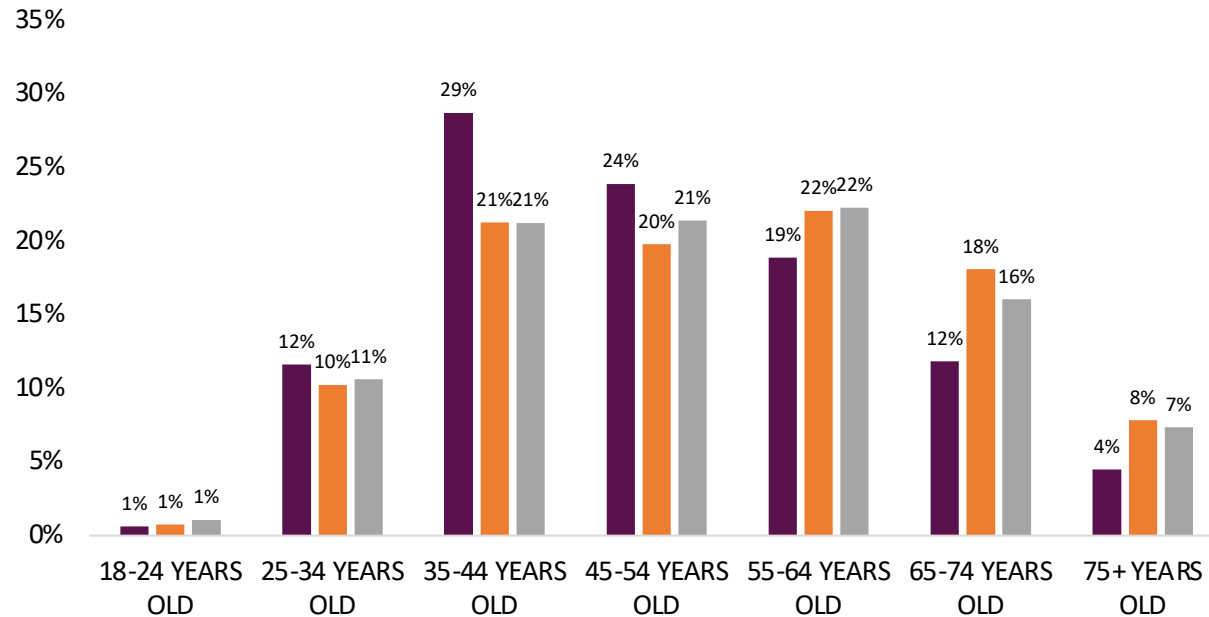
Hybrid and EV Share of the Overall New Market



Key Demographic Snapshot Of EV Buyers

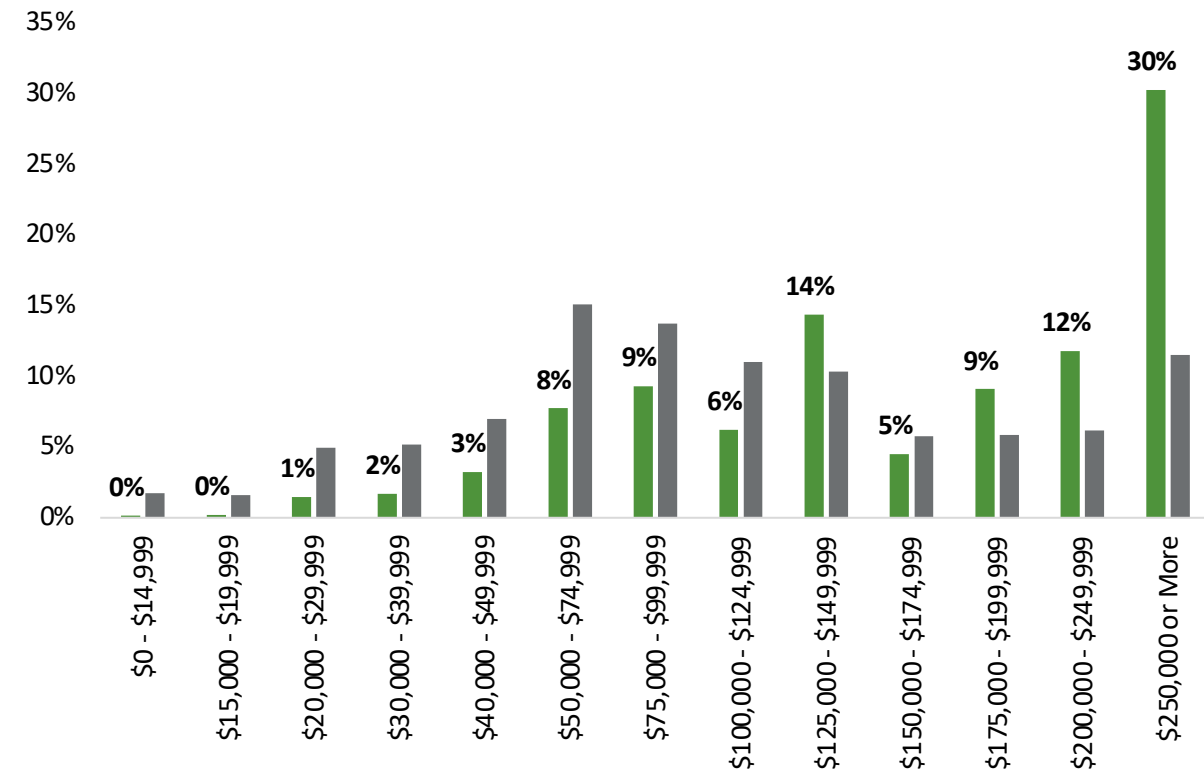
Age

■ EV Consumers ■ Hybrid Consumers ■ ICE Consumers



Income

■ Electrified Market ■ Overall Market



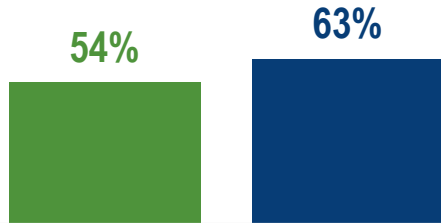


The Future of the Electrified Market

Cox
AUTOMOTIVE™

PREDICTION: New Competition in the EV Market will Slow Tesla's Growth

WHAT DO YOU BELIEVE COULD HAPPEN
IN 2021?



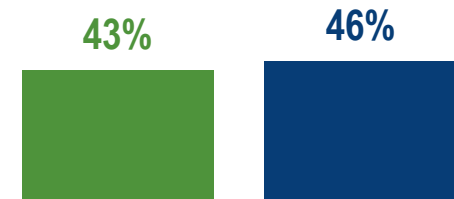
A new electric vehicle startup will come on the scenes and rival Tesla

■ Consumers ■ Dealers



of (non-Tesla) dealers believe **Tesla**
will be the most successful brand
of the next decade

WHAT DO YOU BELIEVE COULD HAPPEN
IN 2021?



An existing OEM will sell more electric vehicles than Tesla

■ Consumers ■ Dealers

30%

(franchised)

7%

(independent)

% of dealers who will **invest in**
upgrading their facilities to prepare for
increased electric vehicle sales in 2021



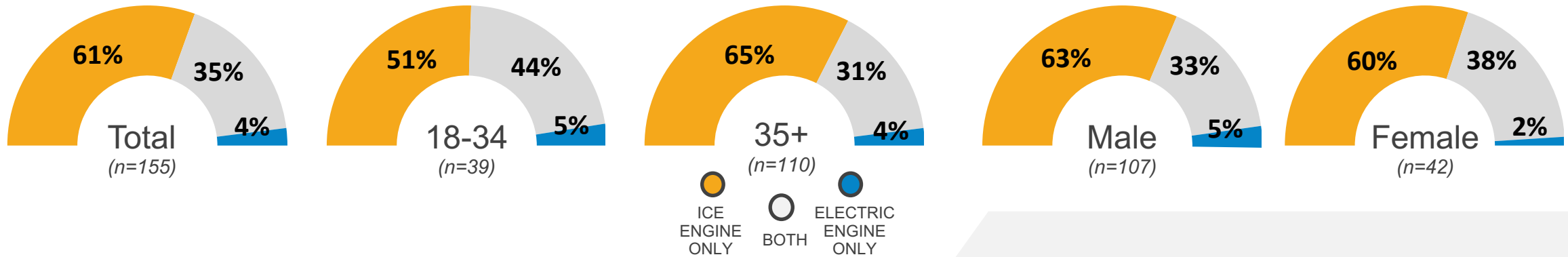
41%

of dealers and consumers expect
more states to adopt mandates
that stipulate only electric
vehicles sales in the future

Electric Pickups Are Coming: Consideration Growing

Nearly **2-in-5 consumers** in market for a pickup truck in the next 2 years are considering an electric pickup truck.

Younger consumers are more likely to be in the market for an electric pickup truck.



Half of those in the market for an EV pickup truck find the current selection of electric vehicles to be appealing.

“Our research shows new EV pickups trucks are leading more consumers to consider an EV product. EV pickups are a catalyst for EV growth.” – Vanessa Ton, senior manager, Cox Automotive

State of Electrification

Q4 2020

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