



# Who Will Likely Buy Electrified Pickup Trucks and Why

Consumer Snapshot



COX AUTOMOTIVE

# Key Findings

1

Electrified pickup trucks are gaining interest. Half of all pickup intenders will consider hybrid or electric powertrains.

2

Mileage range/fuel efficiency, vehicle size, price and driving performance are factors that are most important to shoppers considering electrified trucks.

3

Consumers expect electrified trucks to perform the same or better than gas-engine pickups in ride quality and handling.

4

Consumers also expect electrified trucks to offer the same or more torque and horsepower but also be more technologically advanced.

5

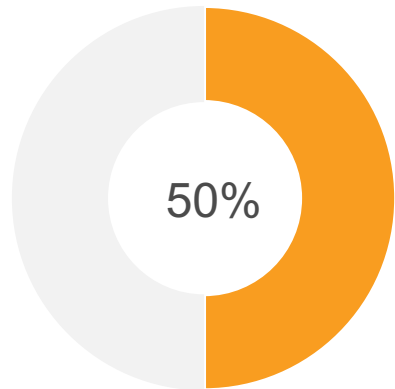
Young consumers currently driving SUVs and sedans are more likely to consider purchasing an electrified pickup truck than are current gas-powered pickup truck owners.



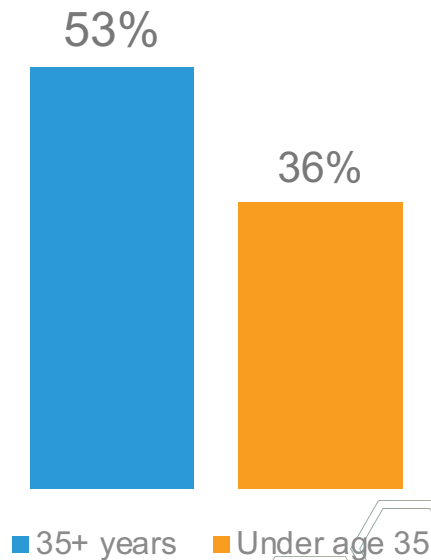
# Powertrain Consideration

## Factors for considering electrified pickup truck

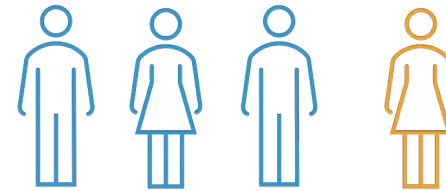
Half of consumers in the market for a truck in the next two years are considering either only electrified or both gas and electrified engines for their next pickup purchase.



Older shoppers – ages 35 and up – are more likely to *only consider gas-powered trucks*, than those under age 35.



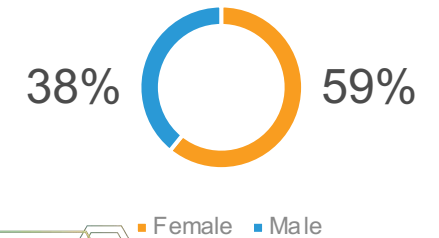
Three-in-four shoppers considering electrified pickup trucks say the main reason they are considering an electrified vehicle is because it will be available in a pickup truck.



More than half of consumers considering an electrified truck say their choice is driven by higher gas prices.



Females considering electrified pickups are spurred more than males by environmental impact.

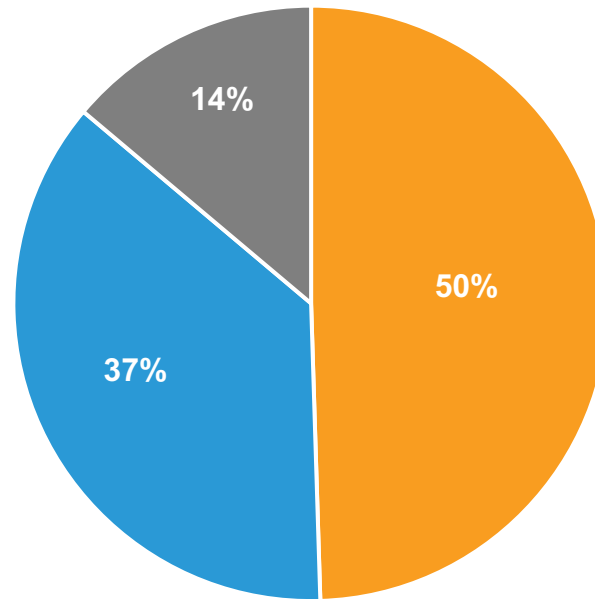


# Powertrain Consideration

Half of consumers said they would only consider a gas-powered ICE pickup truck for their next purchase while 37% said they would consider an electric or hybrid pickup truck; 14% are open to considering all powertrain options.



Powertrain consideration



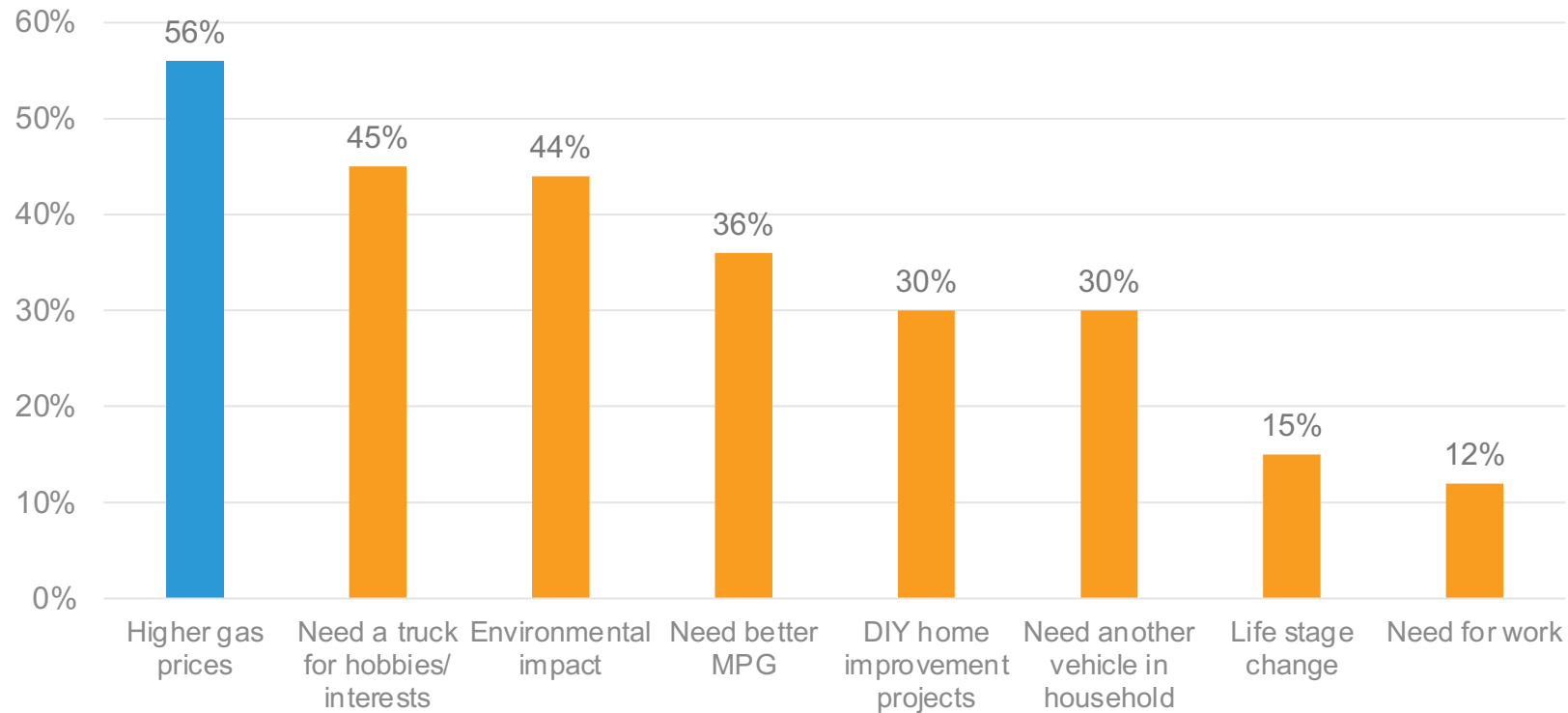
- Gas/ICE only
- Electrified only (electric or hybrid)
- Both Gas or Electric

# Factors for Considering Electrified Pickup Trucks

Nearly 60% of consumers say that higher gas prices are the main factor in considering an electrified pickup truck.

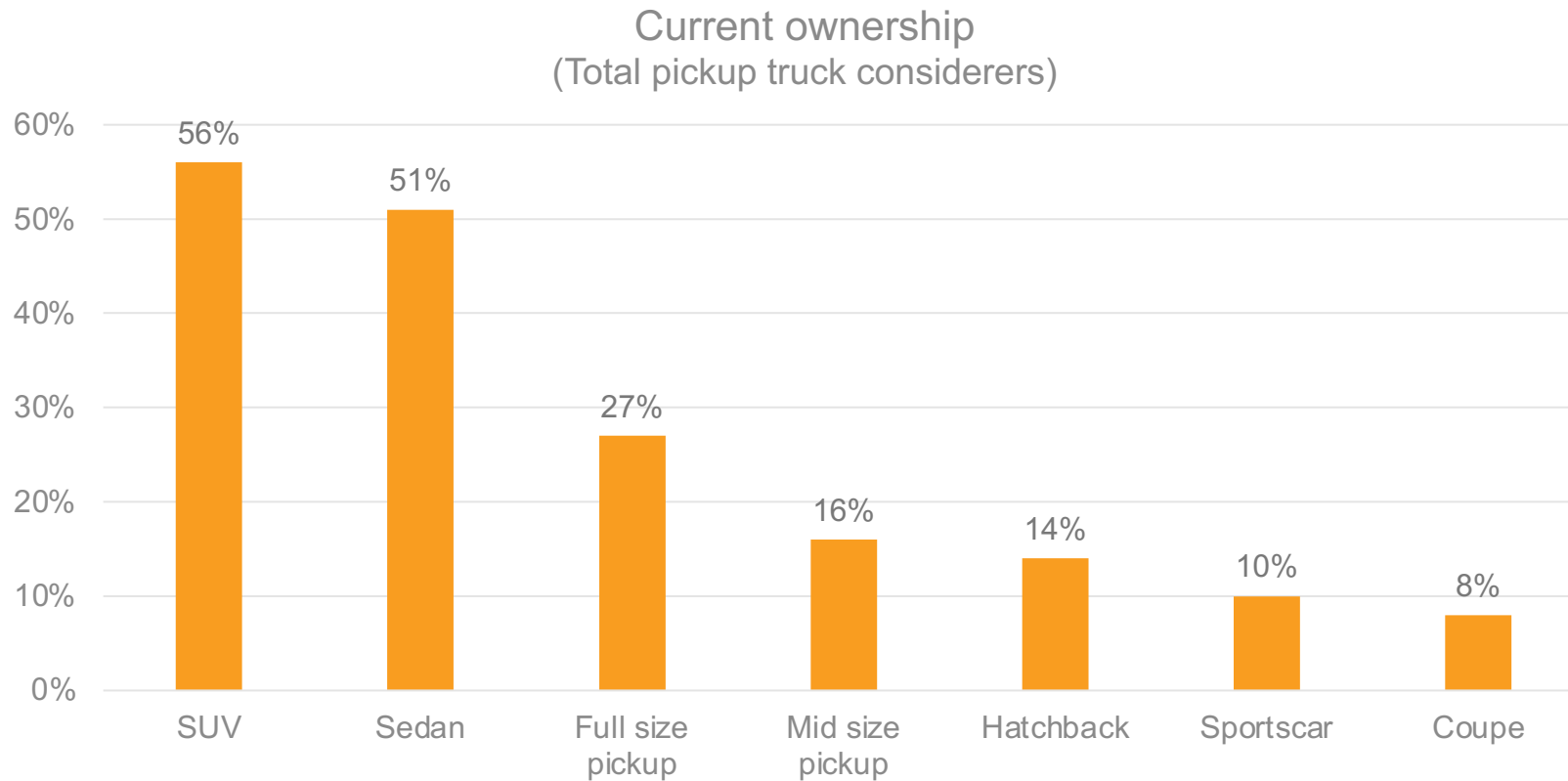


Electrified pickup truck consideration factors



# Current Ownership

Current SUV and sedan owners are more likely to consider purchasing an electrified pickup truck than are current gas-powered pickup truck owners.

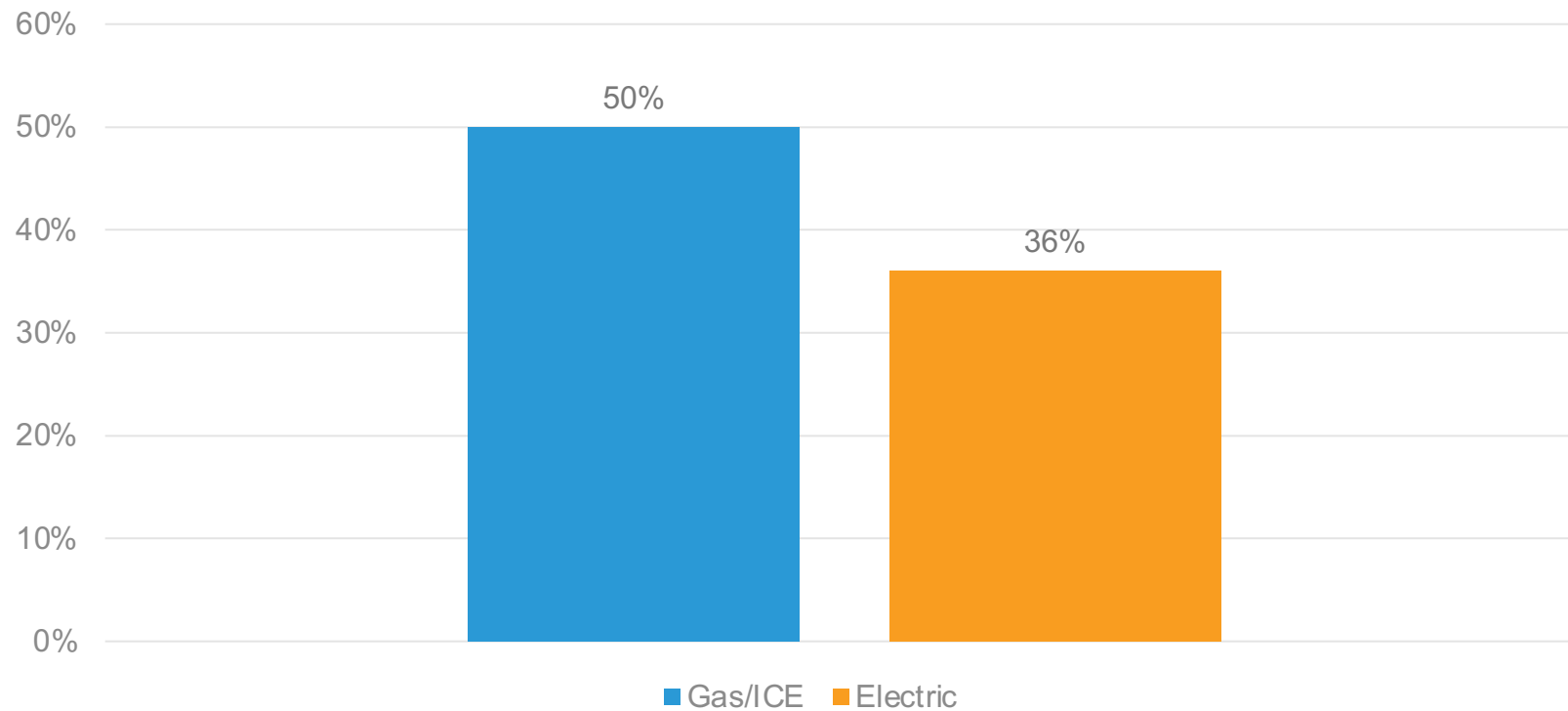


# Current Ownership

Current gas-powered pickup truck owners are more likely to *only* consider another gas-powered truck than those considering electrified trucks.



Pickup truck ownership and powertrain consideration

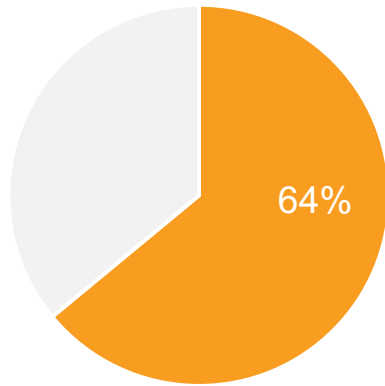


# Electrified Pickup Truck Features Considered

Consumers considering electrified pickup trucks are more interested in these features than those only considering gas/ICE vehicles.

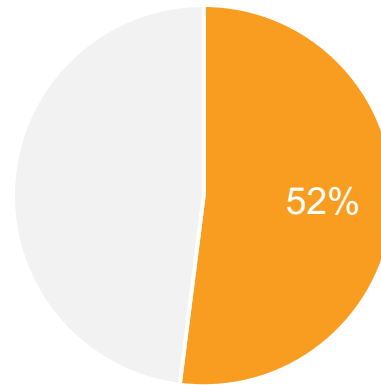


Bidirectional Charging



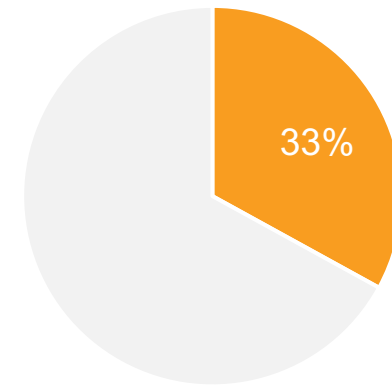
**Bidirectional Charging** - found on EVs, which provides the ability to power appliances, tools, TVs and serve as a generator for a house or even charge another EV

Frunks (aka Front Trunks)



**Frunks** - also known as “front trunks”. With the absence of an engine and the down-low placement of electric motors, electric trucks have more room for storage.

Crab Walk



**Crab Walk** - a driving mode that provides the ability to turn all four wheels in the same direction by up to 10 degrees, primarily used off-road as a tool to avoid rocks and other obstacles



# Electrified Versus Gas Engine Pickup Truck Comparison

When comparing electrified to gas engine pickup trucks, consumers expect electrified pickup trucks to perform the same or better in areas of ride quality and handling.



Electrified vs. Gas Engine Pickup Truck Comparison

