

# 2023 Consumer Snapshot: Electric Full-size Pickup Trucks

August 2023



# Key Learnings

3 Waves of Electric Pickup Research among truck shoppers who intend to purchase within 2 years

- Wave 1: Nov/Dec 2020; 155 respondents
- Wave 2: March 2022; 214 respondents
- Wave 3: July/August 2023; 325 respondents

**1**



Shoppers are more likely to consider an EV truck from a brand they own.

**2**



Electric pickup intenders are motivated by fuel costs and the environment.

**3**



Ford F-150 Lightning garnered highest consideration.

**4**



Ford Lightning outshines competition on all factors.

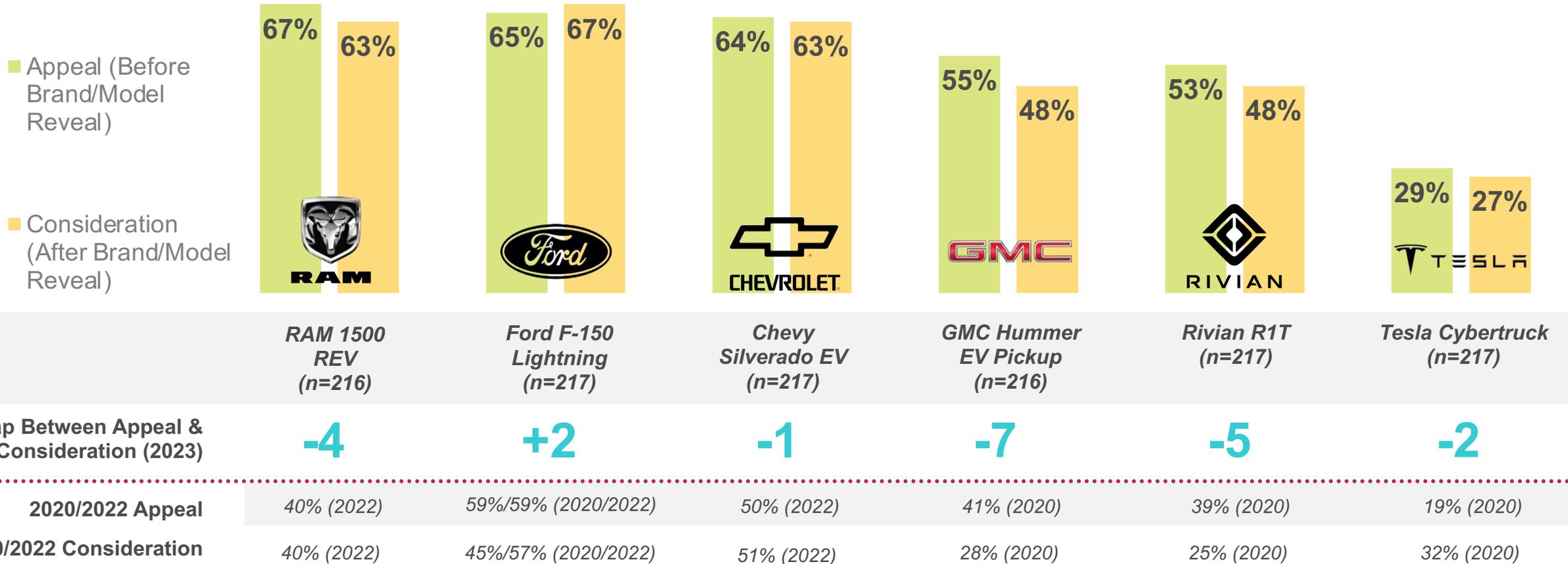
**5**



Electric pickup shoppers require at least 305 miles per charge.

# Ford F-150 Lightning On Top

Appeal and Consideration Among Electric Pickup Considerers



2020 research included only Ford F-150 Lightning, GMC Hummer Electric, Rivian R1T, and Tesla Cybertruck, (n=155)

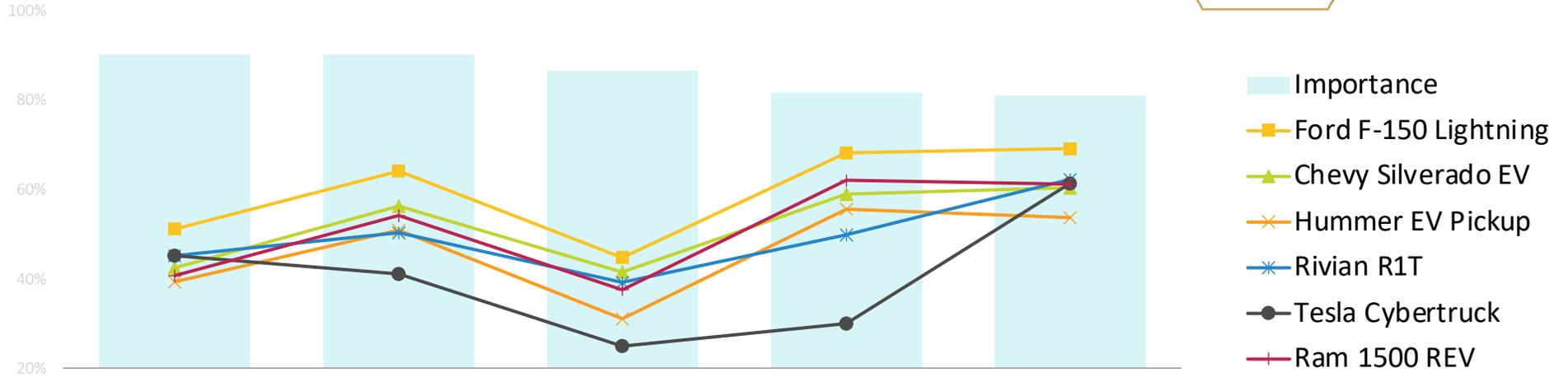
2022 research included only Ford F-150 Lightning, RAM 1500 Electric, Chevy Silverado Electric, GMC Sierra Electric, RAM 1500 Hybrid, Toyota Tundra Hybrid, (n=214)

# Ford F-150 Lightning Tops in Factors That Matter

## Electric Full-size Pickup Perceptions

### Factors of Importance to Segment and Brand Consideration

Top 5 Most Important Factors Shown



### Very Good/ Excellent Among Considerers

	Mileage range/ Fuel efficiency	Driving Performance	Price	Overall Look/Styling	Technologically Advanced
Ford F-150 Lightning	51%	64%	45%	68%	69%
Rivian R1T	45%	50%	39%	50%	62%
Tesla Cybertruck	45%	41%	25%	30%	61%
Chevy Silverado EV	42%	56%	41%	59%	60%
RAM 1500 REV	41%	54%	38%	62%	61%
GMC Hummer EV	39%	51%	31%	56%	54%