

COX AUTOMOTIVE

The Future of Fleets: Path to EV Adoption

Media Summary
July 2024



Study Methodology

Quantitative online survey with fleet decision-makers conducted in Q1 2024.

Region of Operation

Midwest	124
Northeast	106
South	232
West	109

Fleet Size

Micro (1-5)	181
Small (6-50)	240
Medium (51-500)	69
Large (500+)	12

14% of Fleets Operate EVs Today

502

Total Sample

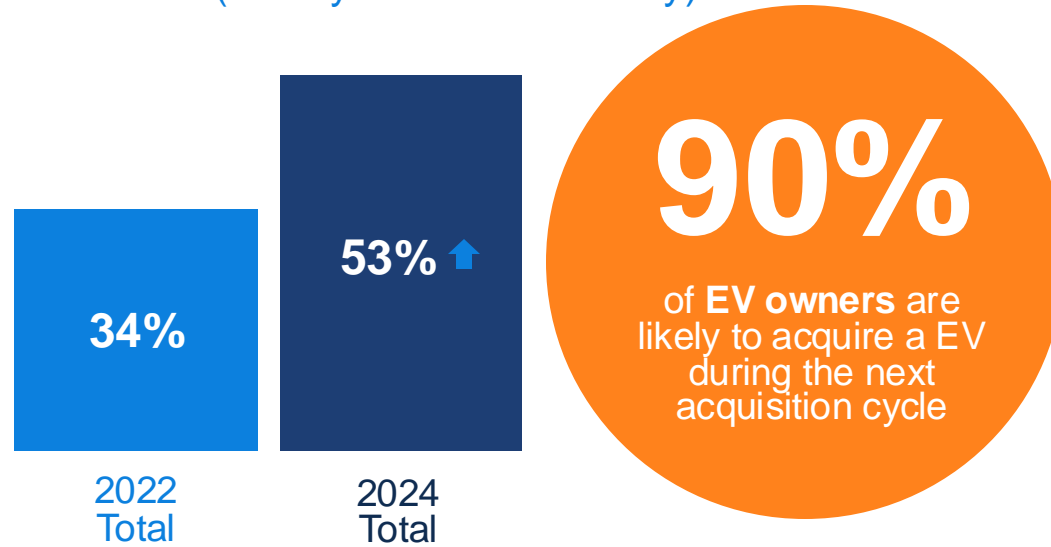
71

EV Fleet Owners

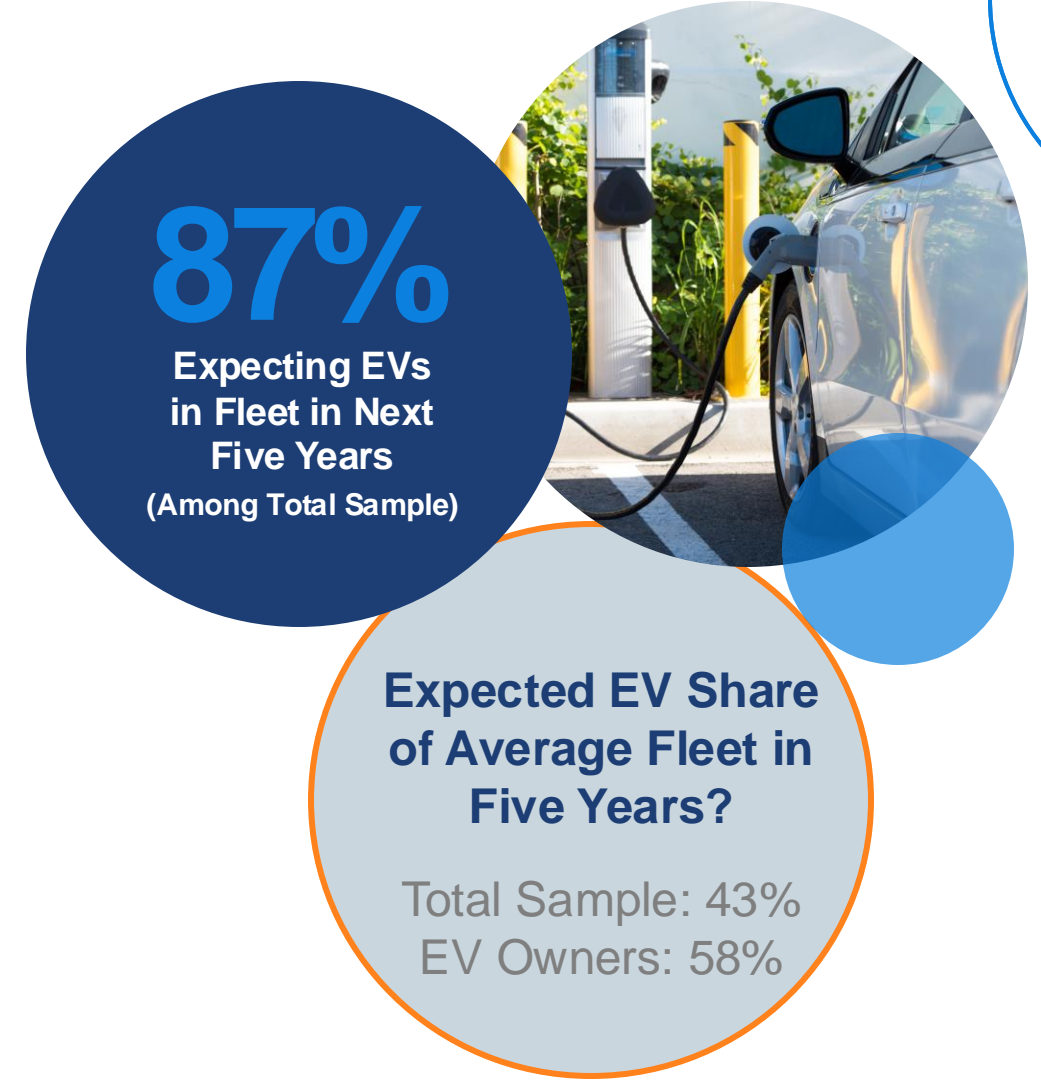


The future is EV: Most fleets expect to own an EV in the next five years

Likelihood To Acquire EVs During Next Acquisition Cycle (%Very/Somewhat Likely)



Among BEV Considerers, **74% are aware of EV incentives.** Nearly half (47%) of those aware believe fleet incentives are **HIGHER** than retail incentives



Vehicle price is the top barrier for considerers; owners are most concerned with the lack of charging stations

Barriers to EV Consideration

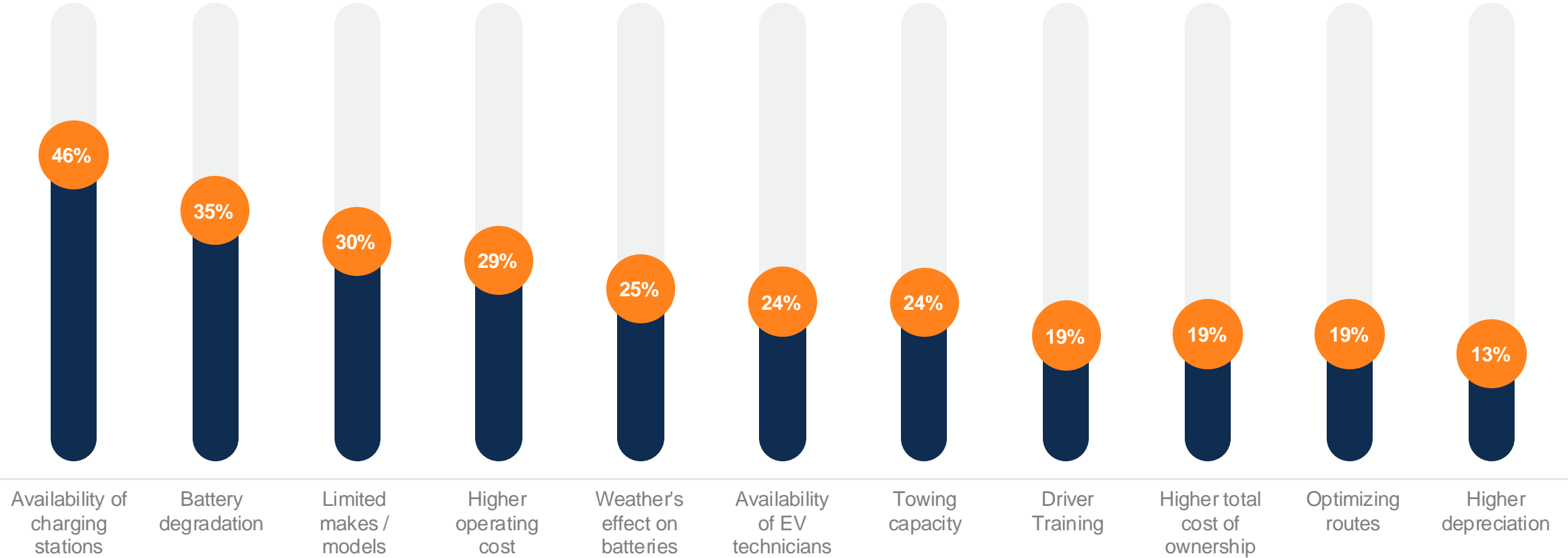
	EV Considerers (A)	EV Owners (B)
Too expensive	32% B ↓	21%
Low mileage range	27%	20%
Lack of charging stations	24%	27%
Cost of battery replacement	22%	18%
Concern battery not holding charge	20% B	8%



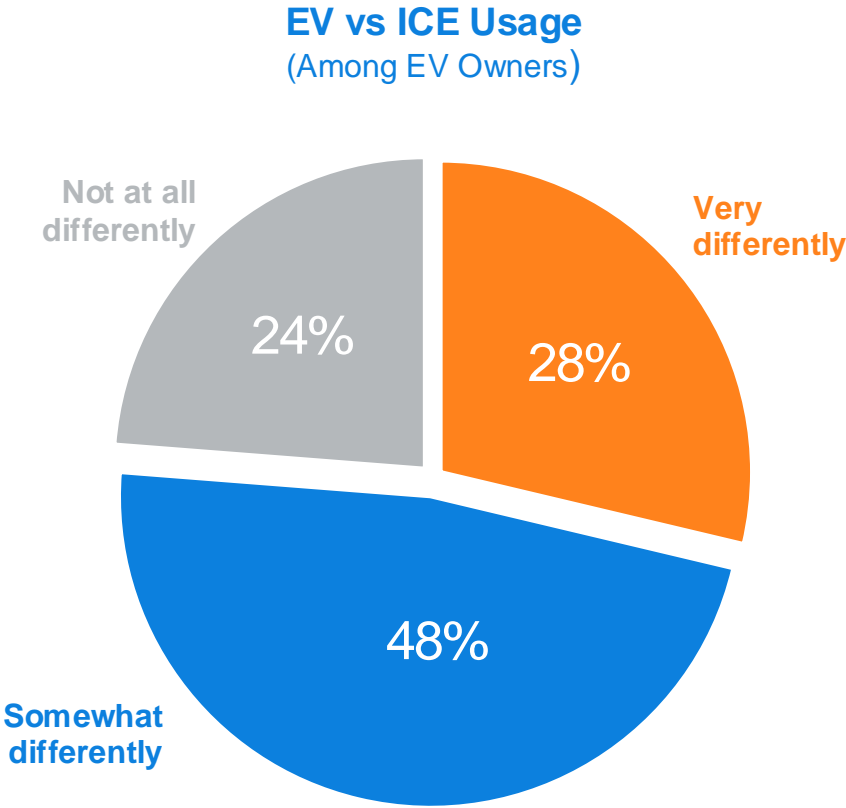
↓ ↑ Significant difference from 2022
A/B Significant difference between groups

Top EV challenges for fleets include charging station availability and battery degradation concerns

Challenges of Managing EV vs ICE (Among EV Owners)



Electric vehicle use varies from ICE and is often confined to short trips



EVs are Utilized for Short Trips



“I utilize the EVs for shorter distances due to the scarcity of charging stations.”

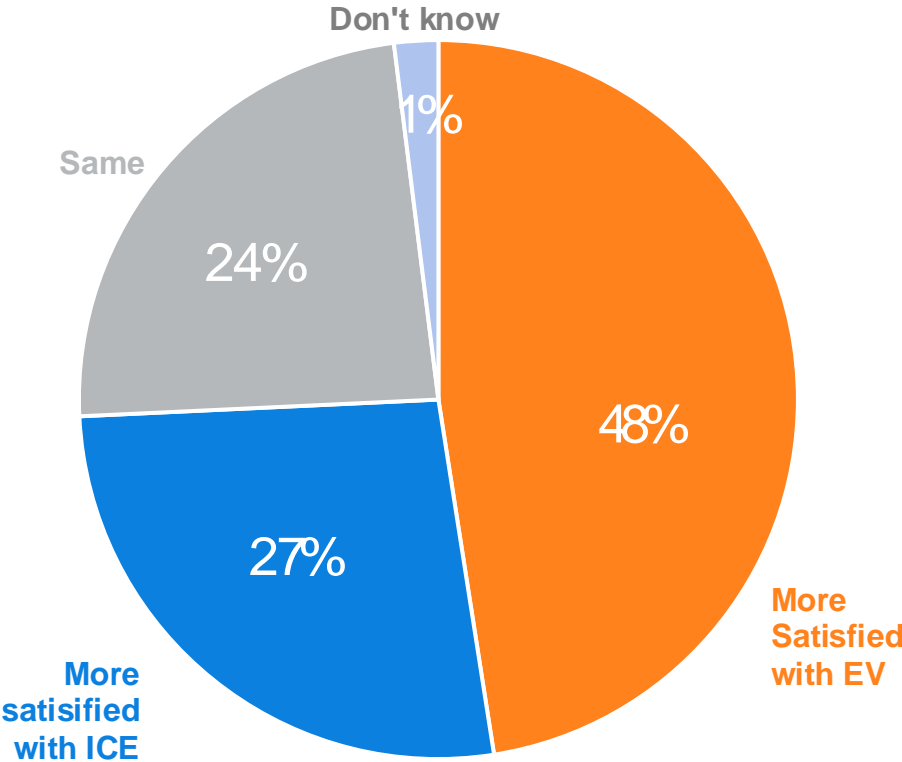
“(It) depends on the route and terrain.”

“(We use EVs) for a lot of in town driving to save on fuel cost.”

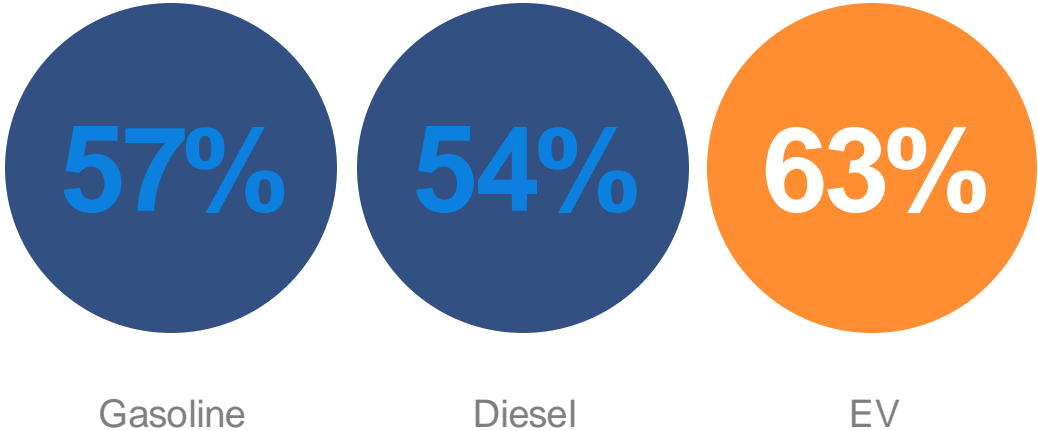
“We don’t use (EVs) for long haul projects, but more for shorter across town type projects.”

Maintenance services performed regularly by all powertrains, but slightly more for EV

Maintenance and Repair Satisfaction
(Among Fleets with EV and ICE)



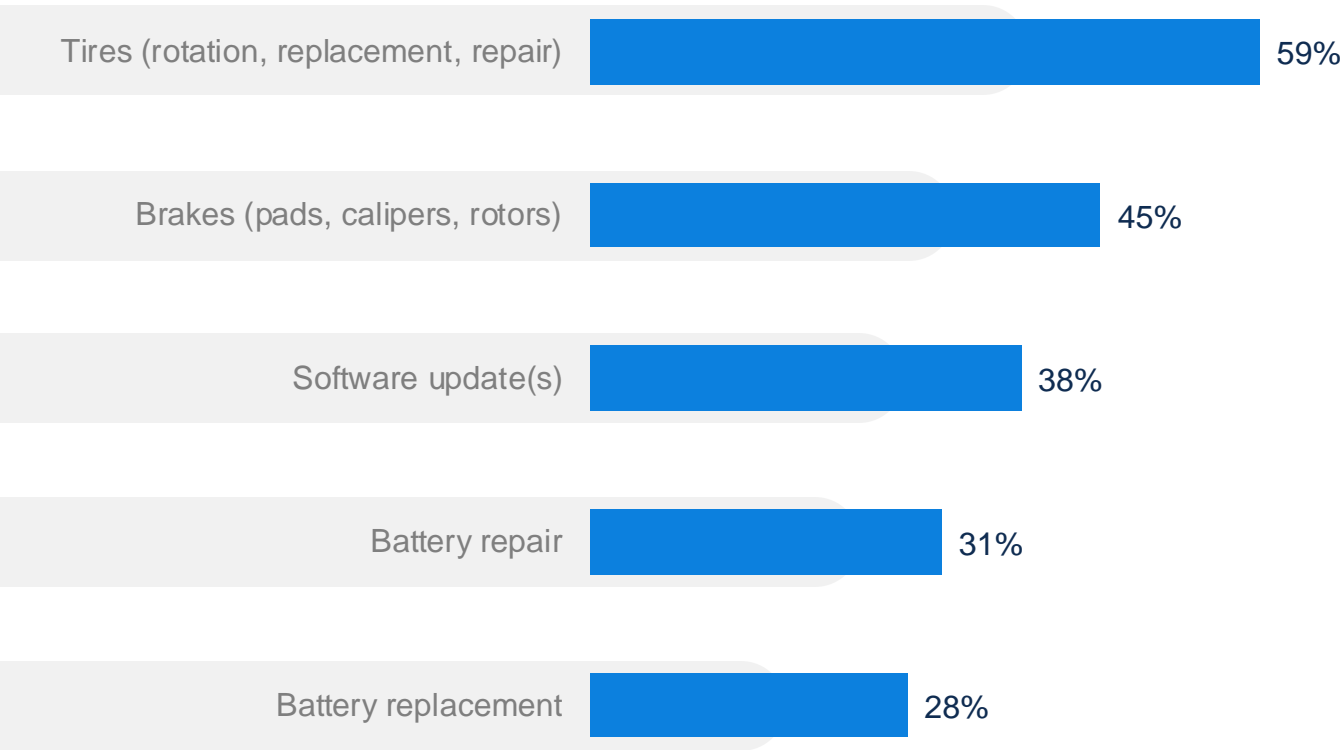
Frequency of Maintenance Services Completed in Last 12 Months
(Among Total Sample)



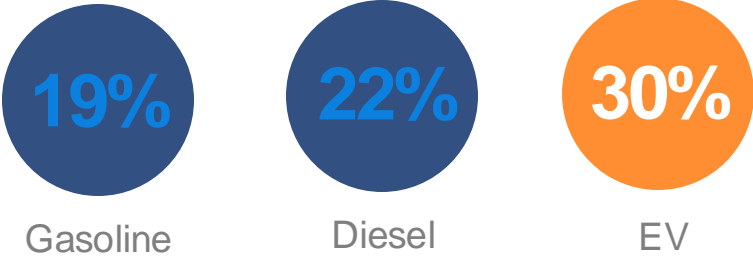
Share of Respondents Indicating "Often and Regularly"
(Top 2 choices in scale of Often – Regularly – Sometimes – Rarely – Never)

Most frequently serviced items among EV fleets include wear and tear items such as tires and brakes

Services Completed Most Often on EVs (Among EV Owners)



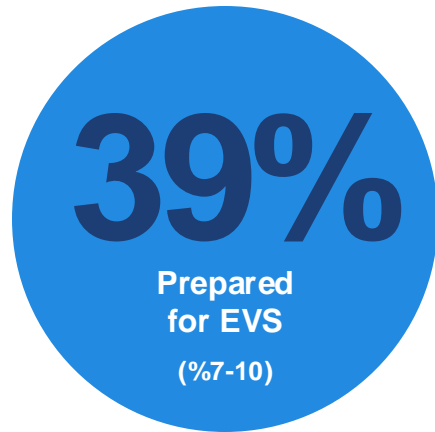
Emergency Services Frequency Low, but Highest Among EV*



*Within in the last 12 months, how frequently have you had to use emergency services for each of the following powertrain types in your fleet?

Among fleet decision makers, less than 40% indicate being highly prepared for EVs

Among Fleets with No EVs



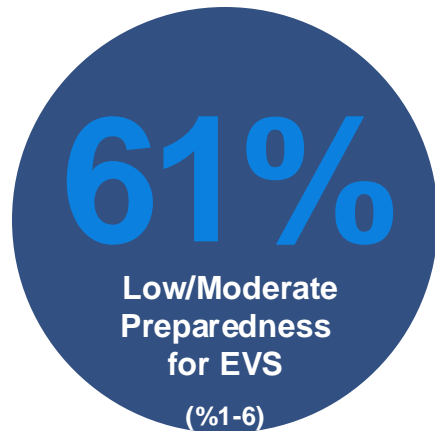
Top Reason for Being Highly Prepared For EVs: Extensive EV Research

"My company has done a lot of research in the past year to be knowledgeable."

"The switch has been coming for years and I think we are ready to get it going in the right direction."

"We are prepared for EV because we have studied them."

"I am very well prepared and I think it will be more beneficial for our company."



Top Reason for Being Less Prepared for EVs: Lack of Infrastructure

"We're not set up for charging batteries. And also, no local charging stations in the area."

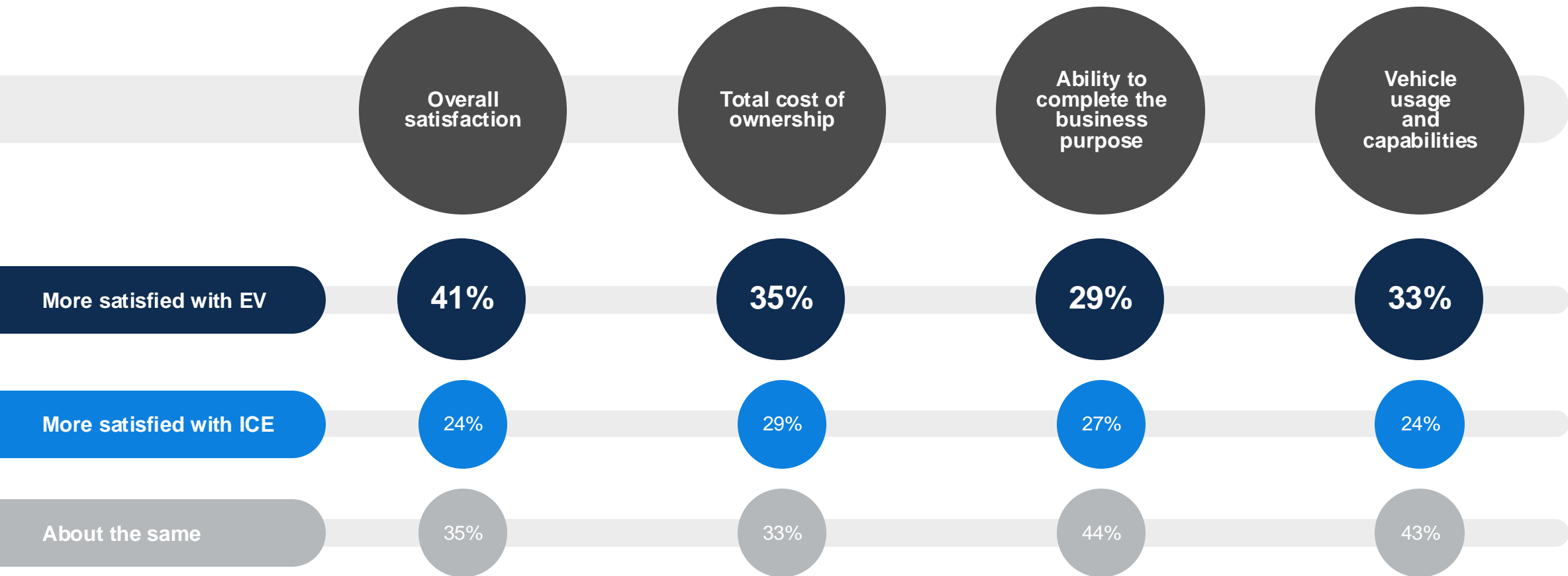
"We have no charging stations and haven't even begun to think about going to EV yet."

"We don't have the infrastructure nor do the routes we drive."

"No on-site charging. Limited charging options."

EV / ICE Owners more satisfied with EV than ICE across the board

EV Satisfaction Compared to Ice
(Among Fleets with EV and ICE)



Key Takeaways

1

EVs are Coming

While only 14% of fleets operate EVs today, most fleets expect to own an EV in the next five years. The greatest adoption will come from fleets that already own and operate an EV.

2

Costs Challenges to Consider

Current factors around cost are reasons many fleets are not considering an EV. However, fleet EV incentive awareness is high and viewed favorably compared to the retail market.

3

Charging Infrastructure Top of Mind

Faster charge times and longer driving range is needed to improve EV consideration. Charging station availability is a key concern for many fleets.

4

Service & Maintenance Opportunities

EVs see maintenance services – including emergency service – performed slightly more than ICE vehicles.

5

Satisfaction with EVs

Generally speaking, fleet owners are more satisfied with EVs, including in total cost of ownership and capabilities.



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