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Automotive Business Intelligence

Watt Depreciation?

Andy Carroll,

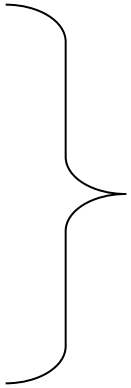
London, May 2011

Four main drivers of the adoption speed of EVs

1. **Suitability for everyday use**

2. **Competitive acquisition cost**

3. **Competitive resale & running costs**



Total Cost of Ownership

4. **Breadth of competitive offers**

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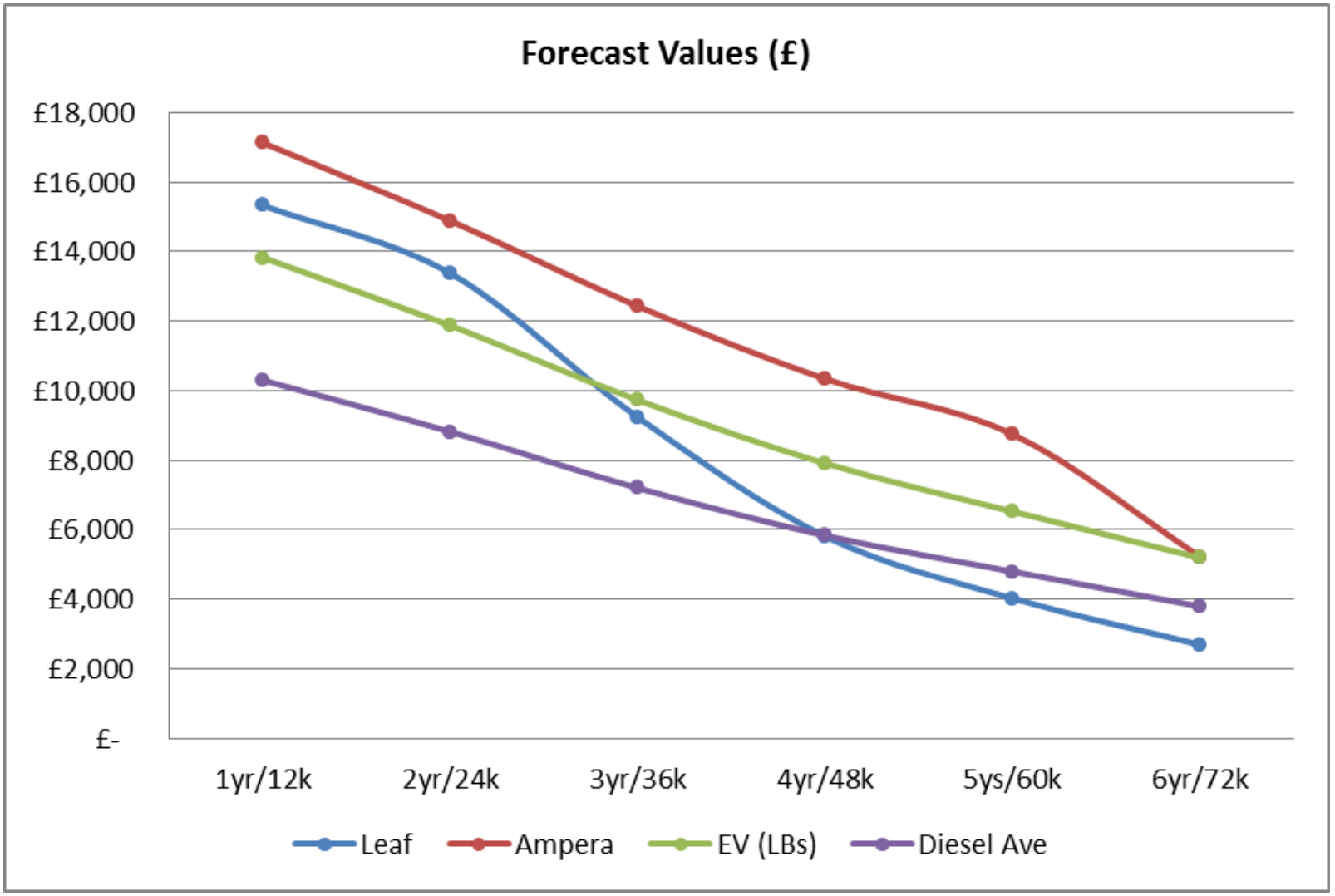
Electric Vehicles - Depreciation Curve Scenarios



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Ownership Costs

- Comparison of three year old vehicles with a mileage of 12,000 miles per year

Costs	Nissan Leaf	Vauxhall Ampera	Electric Vehicle (Leased Battery)	Eco Diesel Average
List Price	£25,990	£28,995	£18,000	£16,200
Vehicle Excise Duty	£0	£0	£0	£40
Maintenance	£350	£500	£350	£1,260
Costs Elec / Fuel	£655	£1,516	£3,175	£4,100
Residual Value	£9,225	£12,425	£9,725	£7,200
Total Costs	£17,770	£18,586	£11,800	£14,400
Pence per mile	£0.49	£0.52	£0.33	£0.40

* : Ampera based on 25% fuel useage and 75% electric useage

** : Includes £70/mth battery lease costs

Diesel Average based on low co2 eco models

Ampera / EV (LBs) SMR based on Glass's estimate

Electric charging costs based on 4 full charges per week at cheapest tariff (£1.05 per full charge based on average 5p per kWh)

Provisional Data

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Conclusions

- Whole Life Costs: focus for Fleet and Private
- Depreciation : #1 barrier to mass take-up
- Battery: Uncertainty **=** Risk **=** Price Premium
- Second Life comes First

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Thank You