

Eco cars: a consumer perspective

Richard Headland, Editor, Which? Car
which.co.uk/cars



- 1. Selling the electric dream**
- 2. The electric car driven**
- 3. The RAC Foundation's Future Car Challenge**
- 4. Which? research**
- 5. Where next?**

Selling the electric dream



BIG DISCOUNTS!

“That’s still twice the price I’m used to paying”

Selling the electric dream



**SIMPLY RECHARGE
OVERNIGHT!**

“Hmm, so it takes 8 hours to fully recharge?”

Selling the electric dream



**IDEAL FOR CITY
DWELLERS!**

“But I don’t have a driveway or garage”

Selling the electric dream



**GREAT FOR DAYS
OUT TO BRIGHTON!**

“Sounds good, but will I make it back again?”

Selling the electric dream



ALL MOD CONS!

“So it’s fine to use the heater, demister, satnav and lights?”

Selling the electric dream



**HARDLY EVER NEED
NEW BATTERIES!**

“But when I do, will I need a second mortgage?”

Video review: Mitsubishi i-MiEV



We aimed to drive from London to Hertford on one charge...

Only brave private buyers are likely to take the leap at present

Electric cars: many reasons to vote 'Yes'



- ✓Zero tailpipe emissions
- ✓Cleaner city centre air
- ✓Cheap to run
- ✓Break our oil addiction
- ✓Low taxation
- ✓Money-saving perks
- ✓Surprisingly good to drive



Key takeouts

- How confusing it all is for consumers
- How cheaply you can travel from Brighton to London in a car (£1.44 is a fifth of the cost of the cheapest National Express ticket!)
- Surprised that electric cars didn't come out best for emissions
- Still no closer to clarity on 'embedded emissions' (full lifecycle)
- NEDC is inadequate for helping consumers really compare new technologies

Headline findings were similar to RAC Foundation report



- Compared three electric cars (Mitsubishi i-MiEV, Nissan Leaf and Smart ForTwo ED) with three equivalent low-CO2 ICE cars
- Calculated CO2 emissions for EVs ranged from **68 - 84g/km** (**103 - 131g/km** measured for ICE cars)
- 50-mile fuel cost ranged from **£1.21 - £1.50** for EVs (**£4.27 to £5.44** for ICE cars)
- Close battle between Nissan Leaf and VW Golf BlueMotion on CO2 emissions, but not on running costs, price or range

MODEL		COSTS AND CO2 OUTPUT							
SPEC	FUEL	PRICE (£) ^a	RESIDUAL VALUE (£) ^b	FUEL COST PER MILE	FUEL COST /50 MILES	CO2 (G) PER KM	RANGE (MI)		
NISSAN Leaf	5dr auto	e	23,990	11,275	2.9p	£1.45	81	100 ^c	
VOLKSWAGEN Golf	1.6 TDI Bluemotion 5dr	d	16,830	7,975	8.8p	£4.38	108	833	

Fuel d= diesel e = electric. a After discount/incentive. b After three years and 36,000 miles. Values from CAP c Nissan claim

Feedback on our March issue



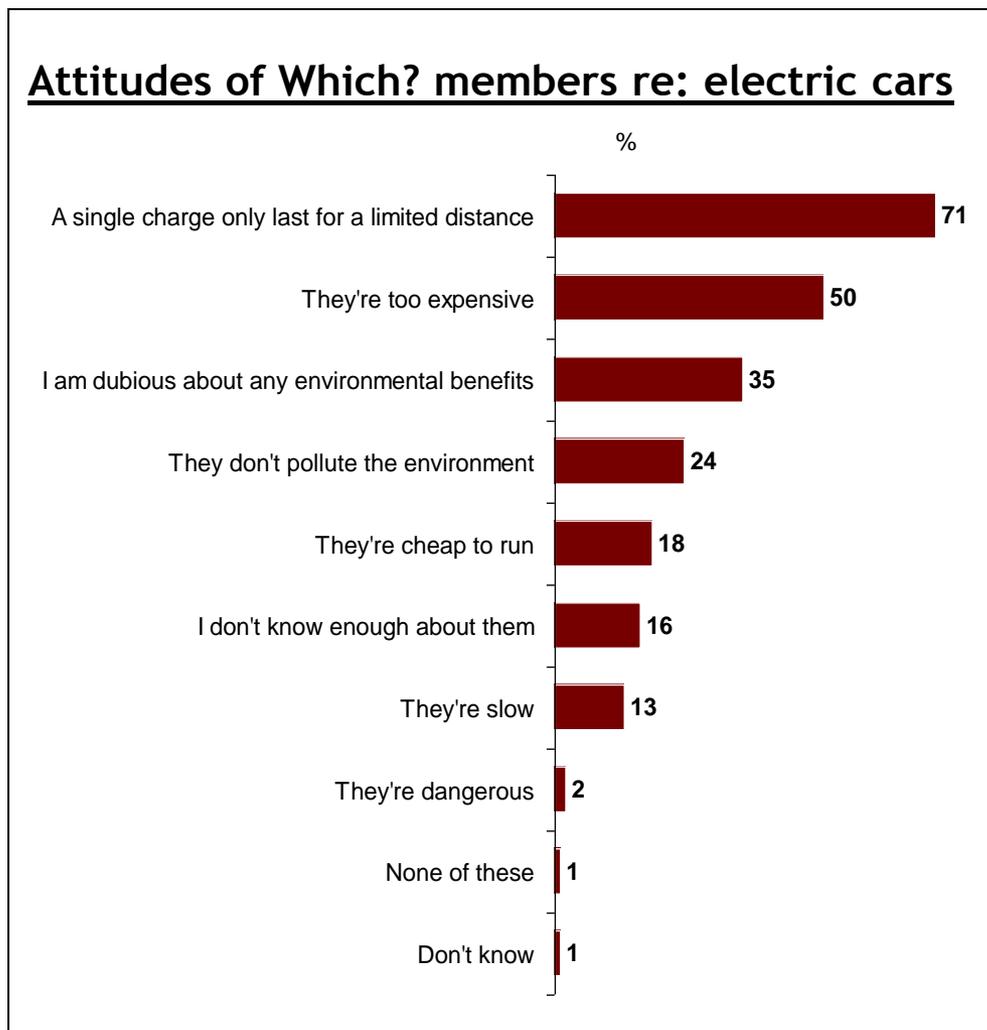
We were disappointed with the reader feedback on the Eco Cars article, compared with other 'Test Lab' features in the same issue

	Read %	Relevance %	Presentation %	Usefulness %	Interest %
Test lab - Laptops	59	80	83	74	74
Test lab - Digital Cameras	59	85	83	77	82
Test lab - Electric Cars	52	67	76	64	81
Test lab - All-in-one desktop PCs	54	82	82	80	81
Test lab - Dishwasher tablets	45	89	81	87	82
Test lab - Kettles	45	78	82	79	70
Test lab - Dishwashers	33	79	86	80	74
Test lab - Irons	33	85	84	82	80

Which? members' views on electric cars



- 45% of Which? members would consider getting an electric car in the future
- Half of members would be interested in finding out more about electric cars
- Seven in 10 members believe that a single charge only lasts a limited distance, and half that they're too expensive
- Around a third (35%) are also doubtful of the environmental benefits
- And only 18% think that they are cheap to run



Survey carried out using the Which? Connect omnibus from 28 October-3 November 2010.
A total of 2,110 members completed the survey

Where next?



Main barriers to overcome with consumers

- Can I afford one?
- Will it be cheaper to run? (resale value, fuel, batteries etc)
- Will it replace my current car? (range, everyday practicality)
- Will I have to make compromises? (safety, equipment, functionality)
- Will it be strange to drive? Will I have to learn anything new?
Will it be slow?

Where next?



- Pure EVs will only ever appeal to some urban/suburban drivers unless the range radically improves - but they certainly have a key role to play
- Plug-in hybrids and range-extended EVs appear to offer a very exciting, practical way forward in the short to medium term...
- ...especially as diesel hybrids now emerging (Peugeot 3008 Hybrid4 in autumn 2011)
- Development of hydrogen and fuel-cell technologies appears to be moving too slowly to be of real consumer interest
- 2012 will be a key year for new product: Vauxhall Ampera, Chevrolet Volt, Toyota Prius Plug-in, Toyota Yaris hybrid and Volvo V60 diesel plug-in hybrid
- Which? Car is already evolving its test program for exciting times ahead!

