



Excerpt

EV Finance Study 2024

Financing and insuring EVs from the user's perspective

EV Finance Study 2024

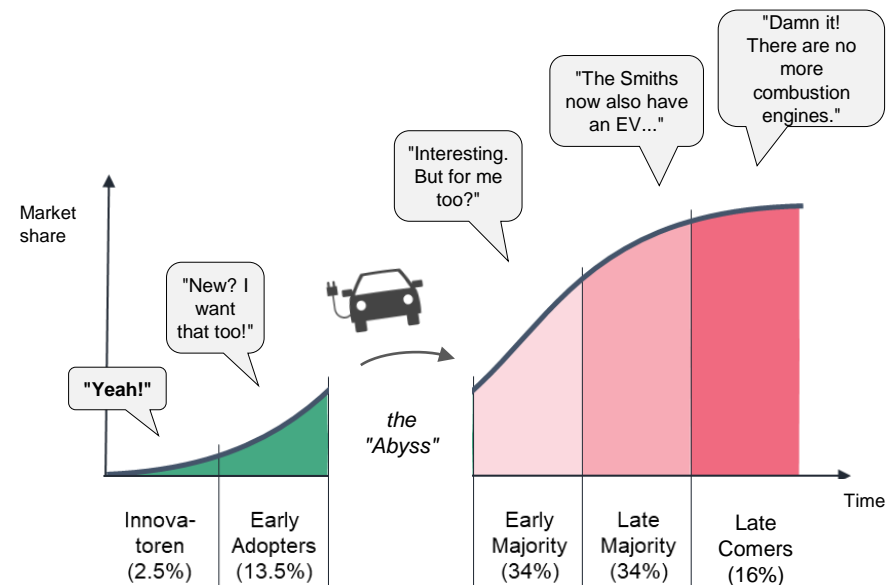
Market environment

eMobility is in transition from an innovator to a mass market.

Innovators and the early majority are prepared to try out new products and services, even if they are not yet fully developed. The mass market target groups are much less willing to take risks. They prefer tried-and-tested solutions that meet their needs.

The end of state subsidies, high vehicle prices and the still sparse infrastructure are making it difficult or slowing down the entry of the early majority. Financing and leasing offers make a significant contribution to convincing buyers in the mass market.

Problems in the transition from the innovator market to the mass market:



EV Finance Study 2024

Target group

Elevation:

- Target group: New car owners with a purchase within the last max. 18 months (with influence on purchase decision)
- Survey: online (CAWI)
- Countries: DACH
- Interview duration: 15 - 20 min
- Field phase: Dec. 2023

Sample:

- Total sample: N = 2,442
 - of which:
 - BEV N = 1,699
 - Plug-in Hybrid N = 324
 - Internal combustion engine ("ICE") N = 419



EV Finance Study 2024

Dashboard for detailed analysis

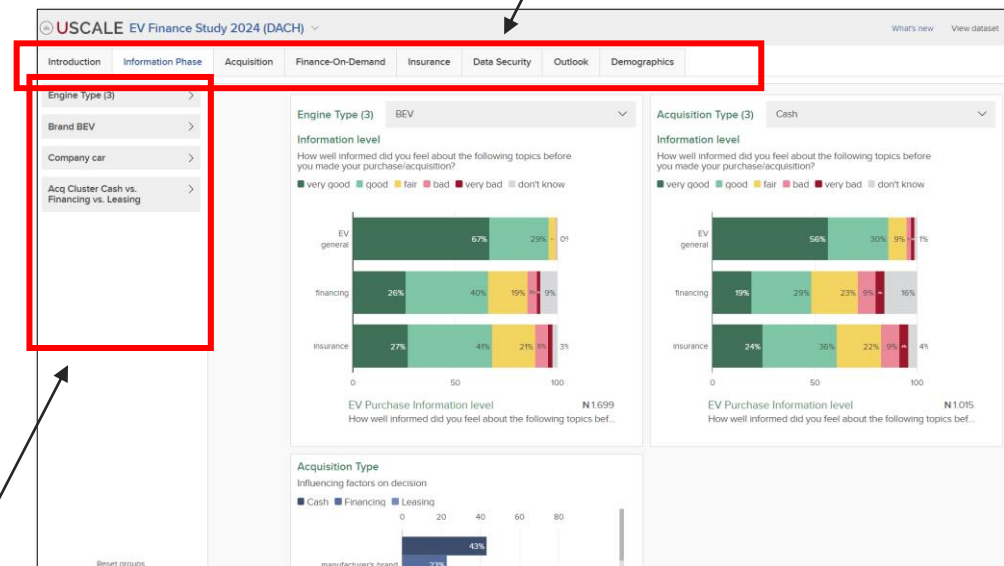
The study dashboard enables deep dives into individual brands, models and subgroups.

This document only shows selected splits.

Further splits between any sub-customer groups can be carried out in the associated dashboard.

To register, please contact kontakt@uscale.digital.

Subject areas



Content

(1) Management Summary

▶ (2) **Sample**

(3) Information and purchasing process

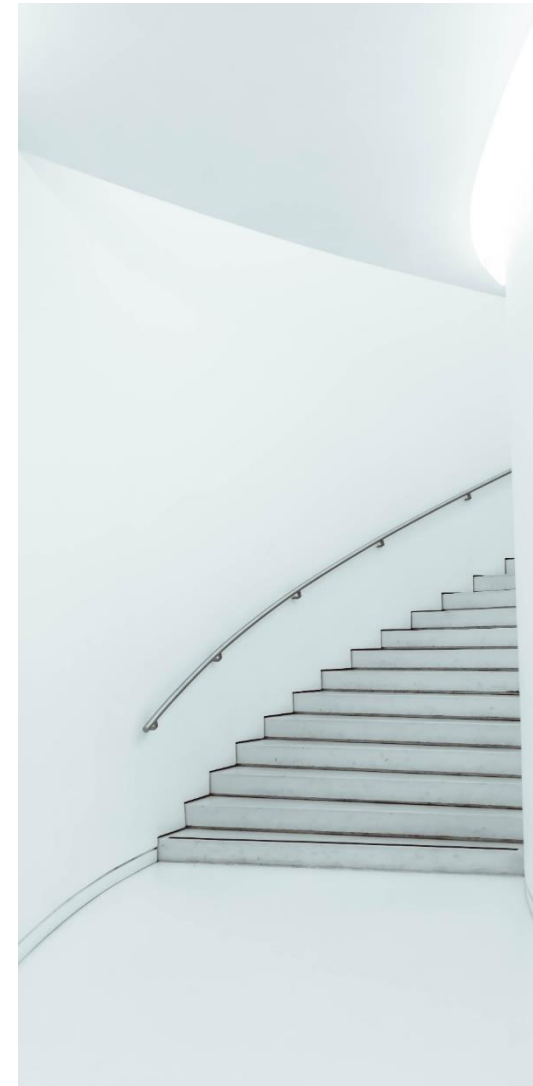
(4) Acquisition

1. Choice of purchase method (cash purchase/credit/leasing)
2. Financing partner
3. Product interest
4. Special: "Finance-On-Demand"

(5) Insurance

(6) Data security

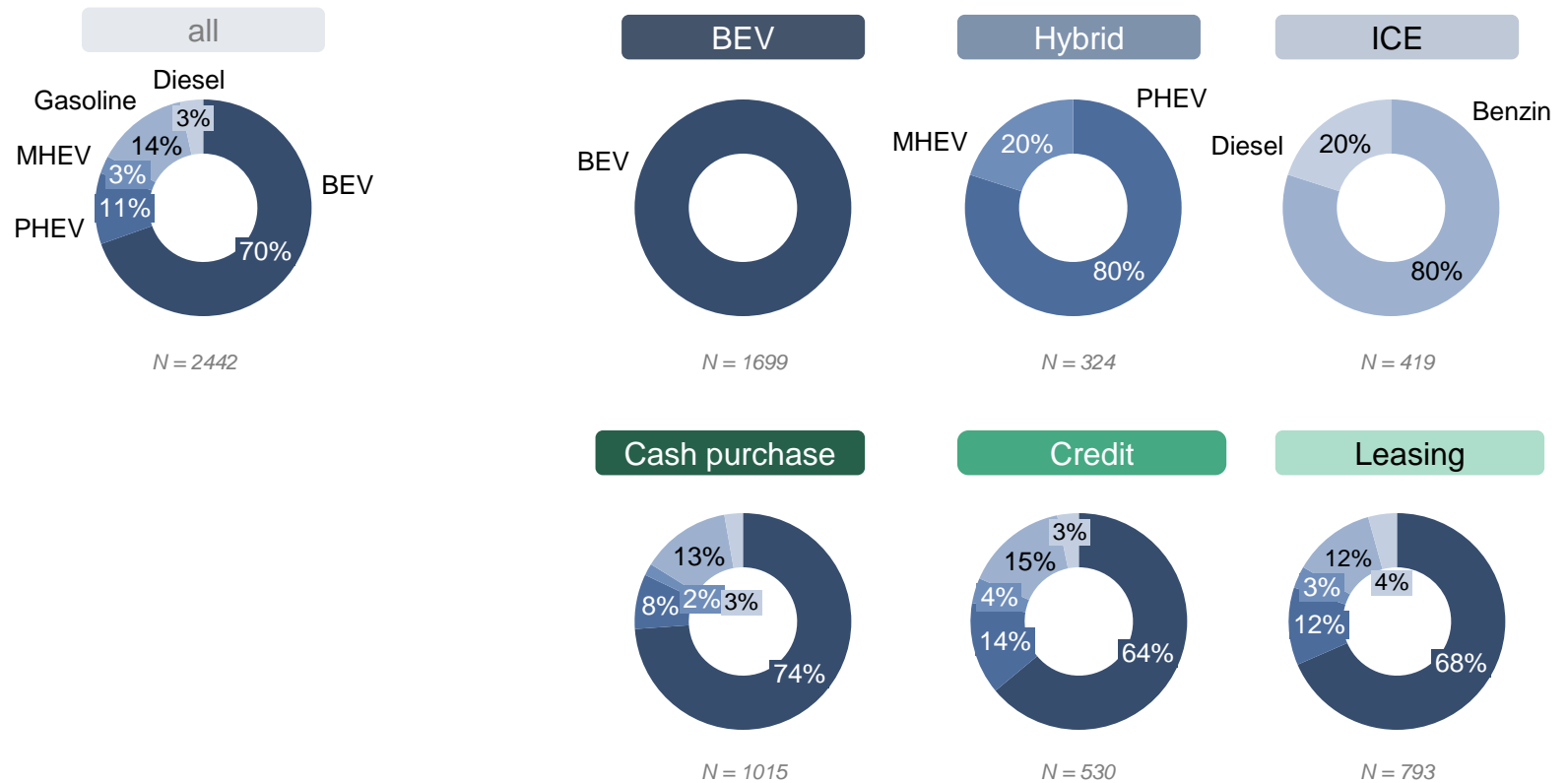
(7) Outlook



Sample Drive type

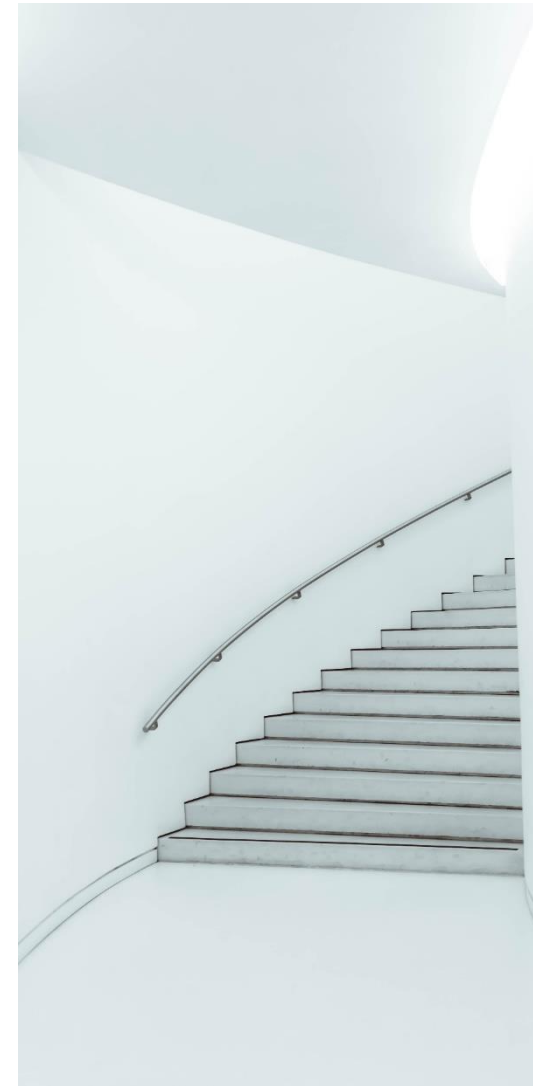
The core target group of the study was BEV drivers. For comparison, an additional 30% of hybrids and combustion engines were surveyed.

"What kind of engine does your car have?"



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- (1) Management Summary
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Information and purchasing process

Factors influencing car choice (1/2)

BEV'er weniger markenbewusst und stärker interessiert an Ausstattung, Verbrauch und Nachhaltigkeit.

"Which of the following criteria had a significant influence on your decision to buy this particular car?"
 (multiple answers possible)

BEV

For comparison:

Hybrid

ICE



Information and purchasing process

Relevance of cost types (2/2)

Kreditnehmer haben Anschaffungspreis, verbrauchsabhängige Kosten, Leasingnehmer die monatliche Rate im Blick.

How important were the different types of costs to you when choosing a car?
 Please organise the following list in the order of your choice."

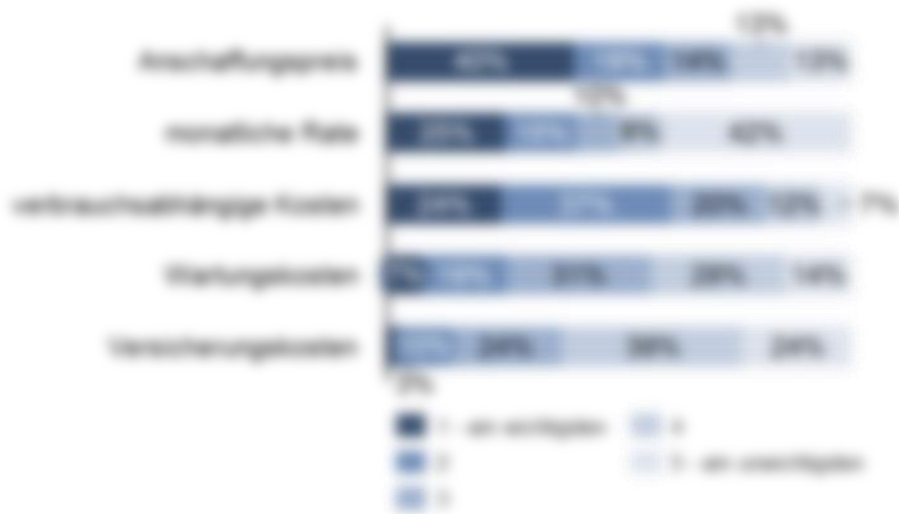
Split to:

BEV

Cash purchase

Credit

Leasing



N = 1699

N = 750

N = 339

N = 543

Information and purchasing process

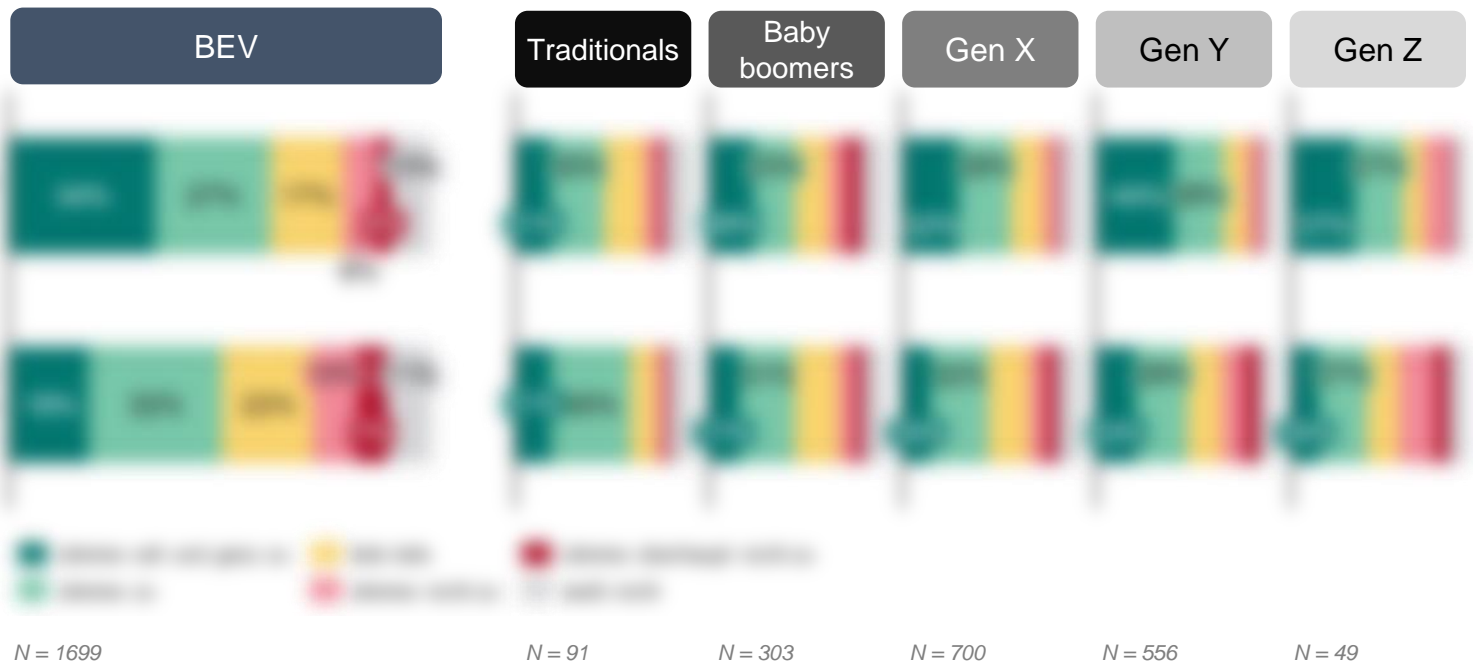
Attitude towards buying a car (3/3)

Statement 1: [Faded text]

Statement 2: [Faded text]

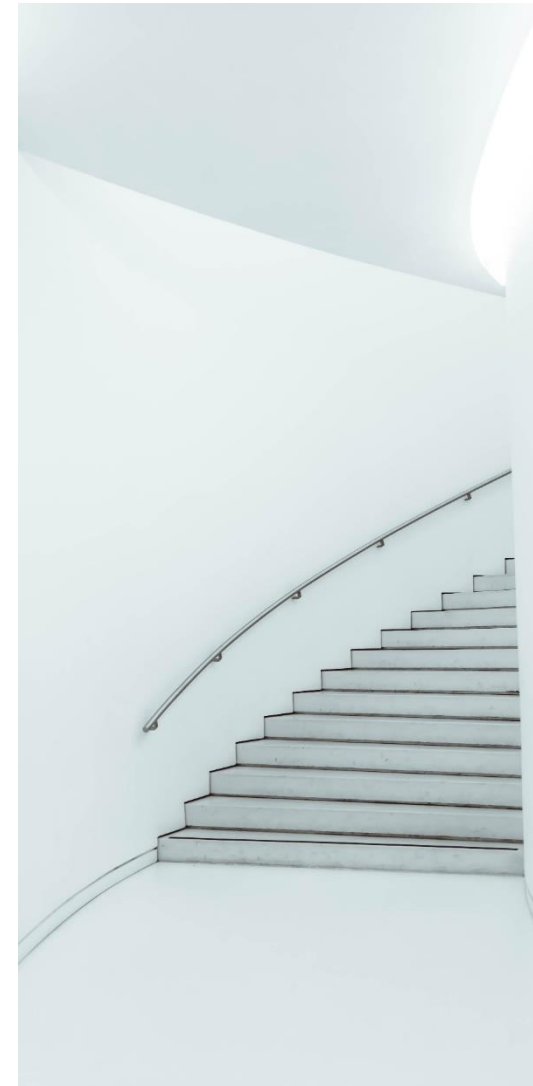
"To what extent do you agree with the following statements about your financing or leasing partner, the [bank]?"

Split to:



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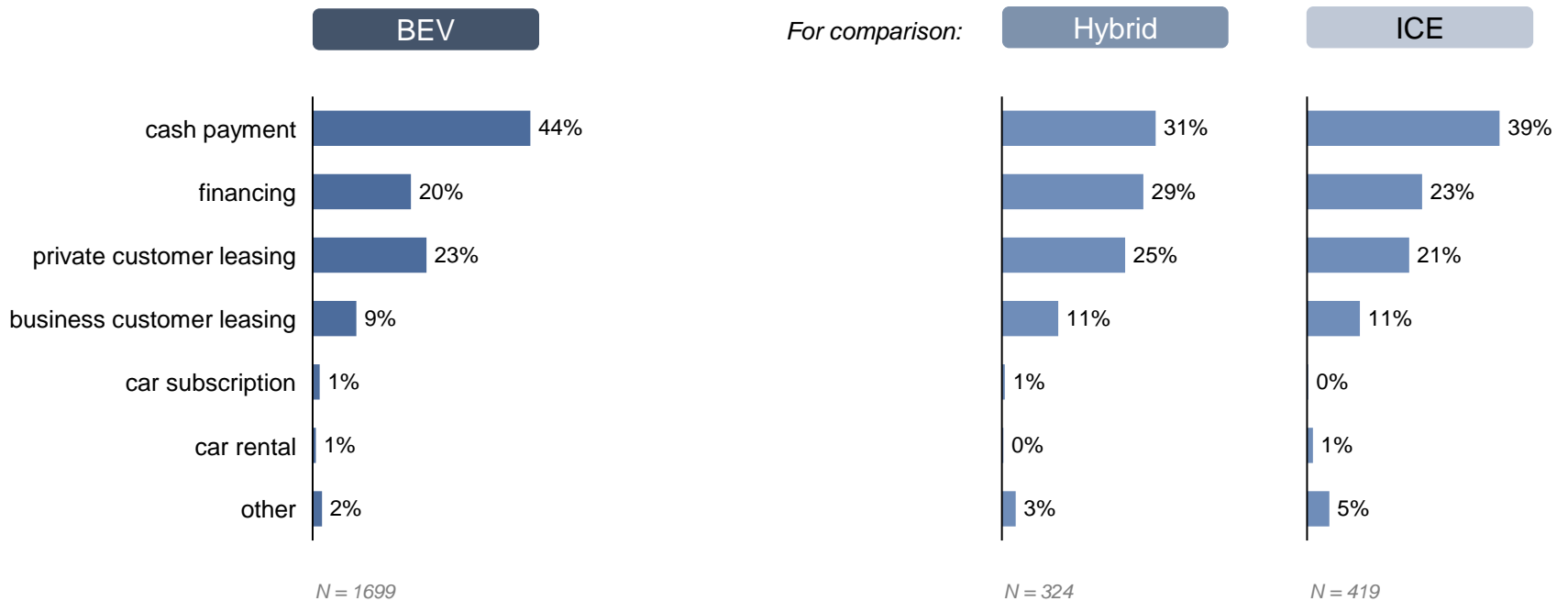


Choice of acquisition type

Selected acquisition type (1/4)

Early market phase with major influence on cash payment rate for BEV customers.

"And how did you ultimately purchase your [brand + model]?"

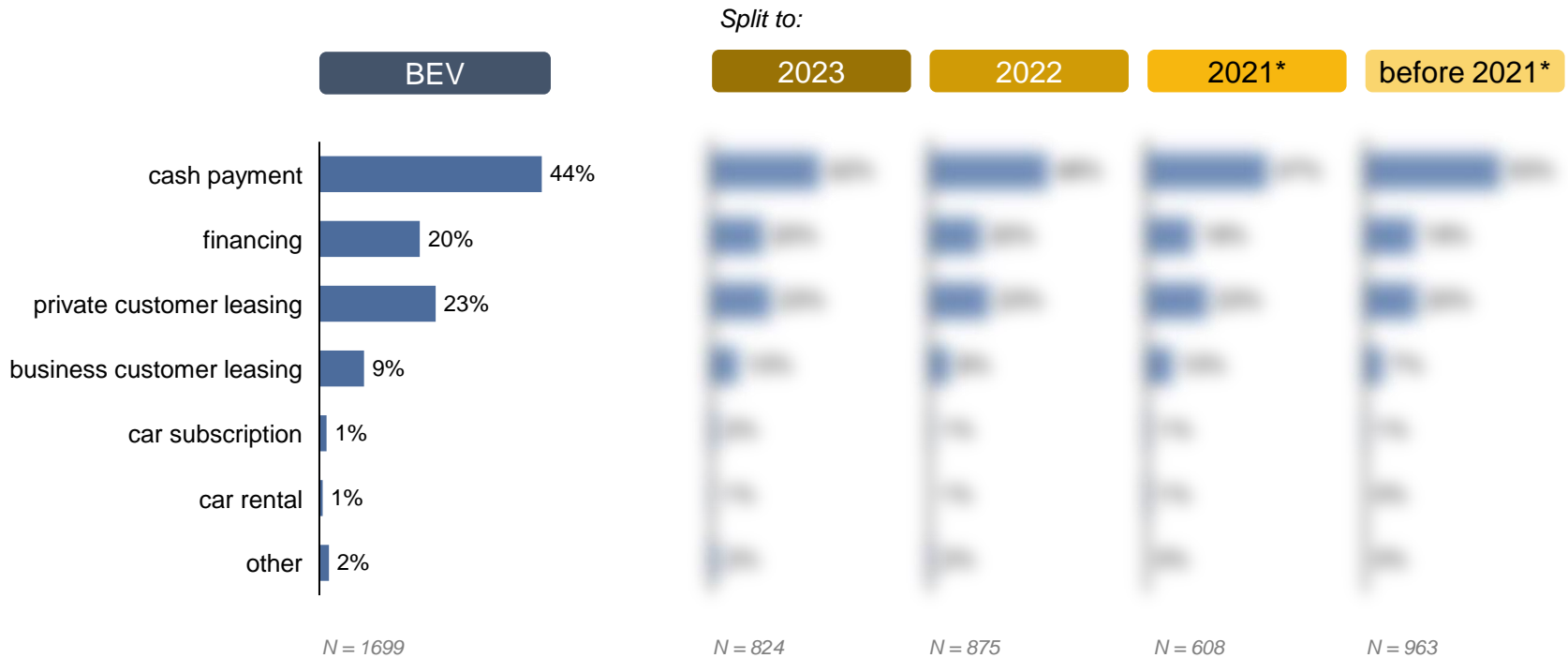


Choice of acquisition type

Selected acquisition type (3/4)

Bar chart showing the distribution of acquisition types for BEV vehicles. The chart is split into four categories: 2023, 2022, 2021*, and before 2021*.

"And how did you ultimately acquire this car?"



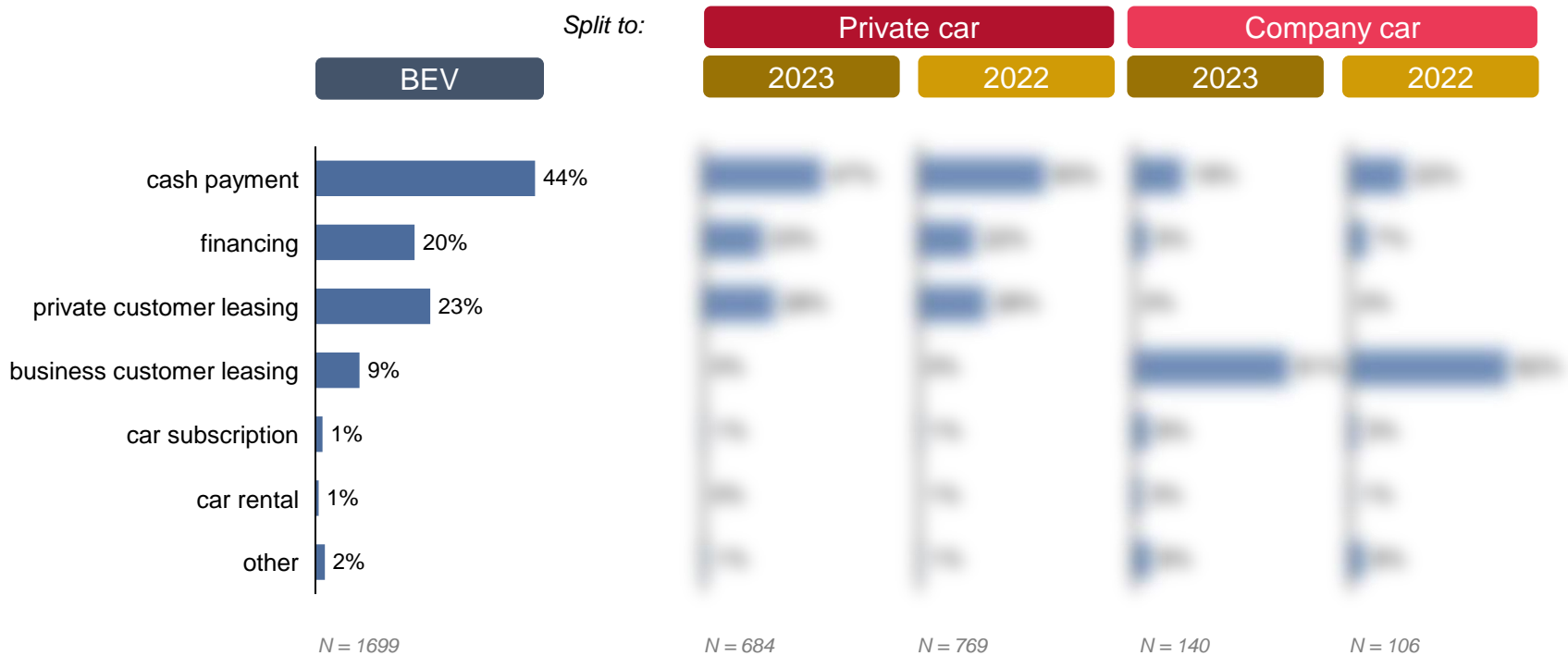
* eMobility Finance and Insurance Study 2022

Choice of acquisition type

Selected acquisition type (4/4)

Bar chart showing the distribution of acquisition types for BEV vehicles, split by car type (Private car vs. Company car) and year (2023 vs. 2022).

"And how did you ultimately acquire this car?"

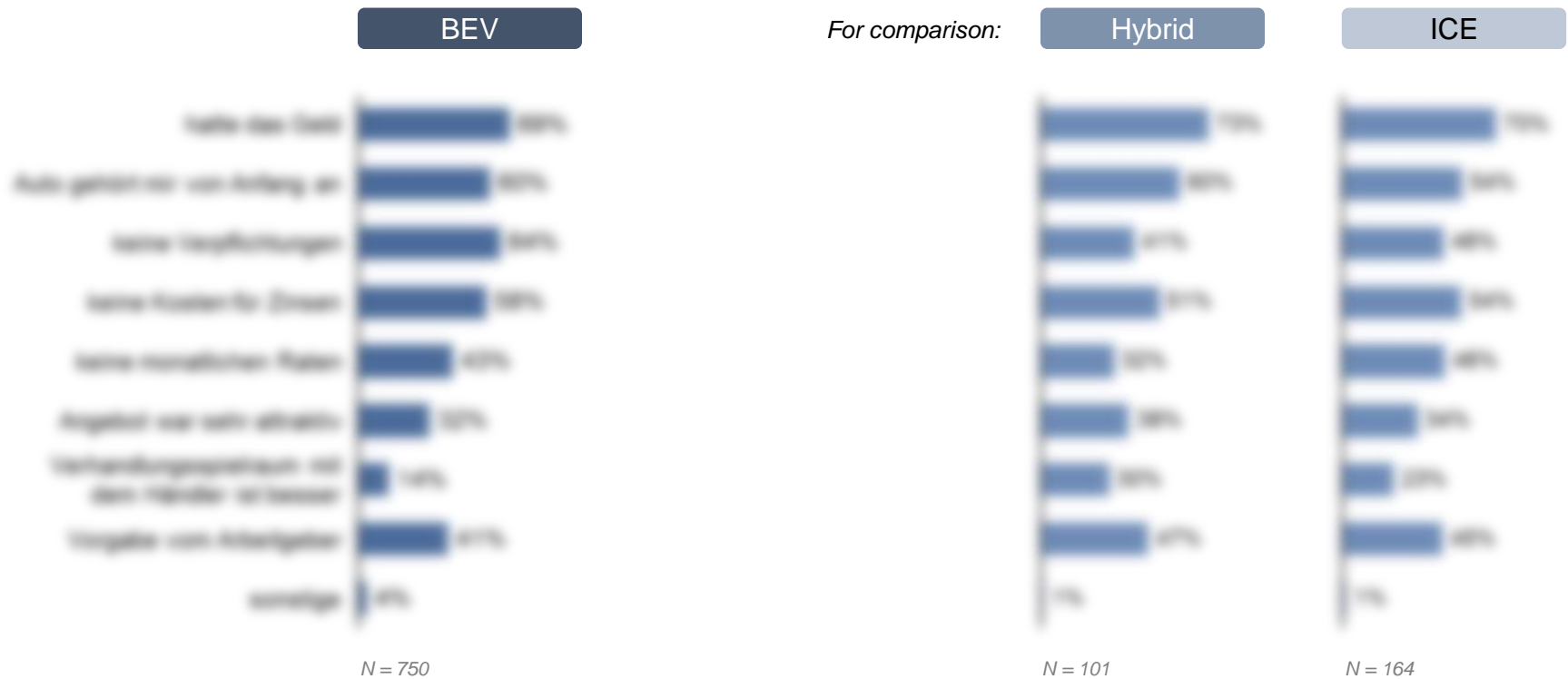


Choice of acquisition type

Reasons for cash purchase

Available funds, a "mine!" feeling and no running costs are decisive.

*Procurement = cash purchase:
 "Why did you decide in favour of a cash purchase?"
 (multiple answers possible)*



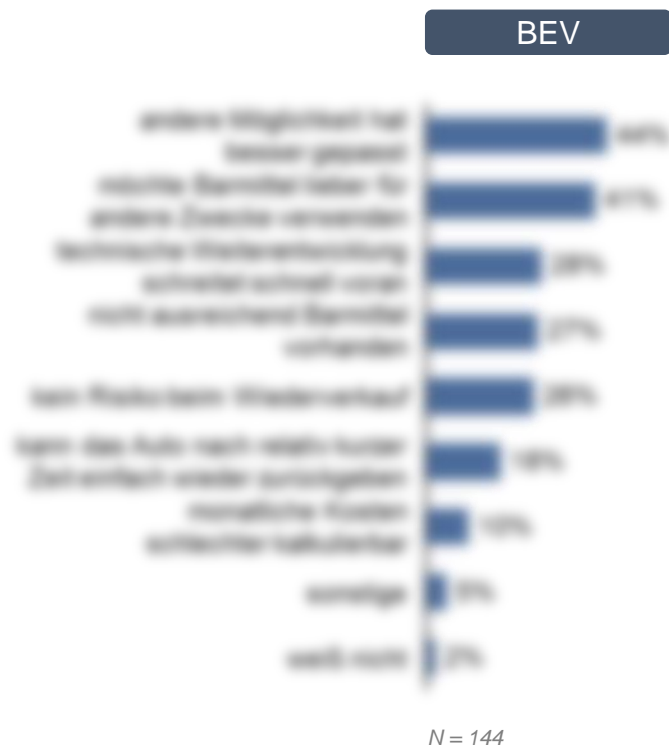
Choice of acquisition type

Reasons against cash purchase (1/2)

Aufrechterhaltung eigener Liquidität, schnelle Innovationskurve und Marktverkauf sprechen aus Sicht gegen einen Barverkauf – Perspektive BEVler

Procurement type shortlisted = cash purchase and procurement type decided ≠ cash purchase:

"Why did you decide against a cash purchase?"
(multiple answers possible)

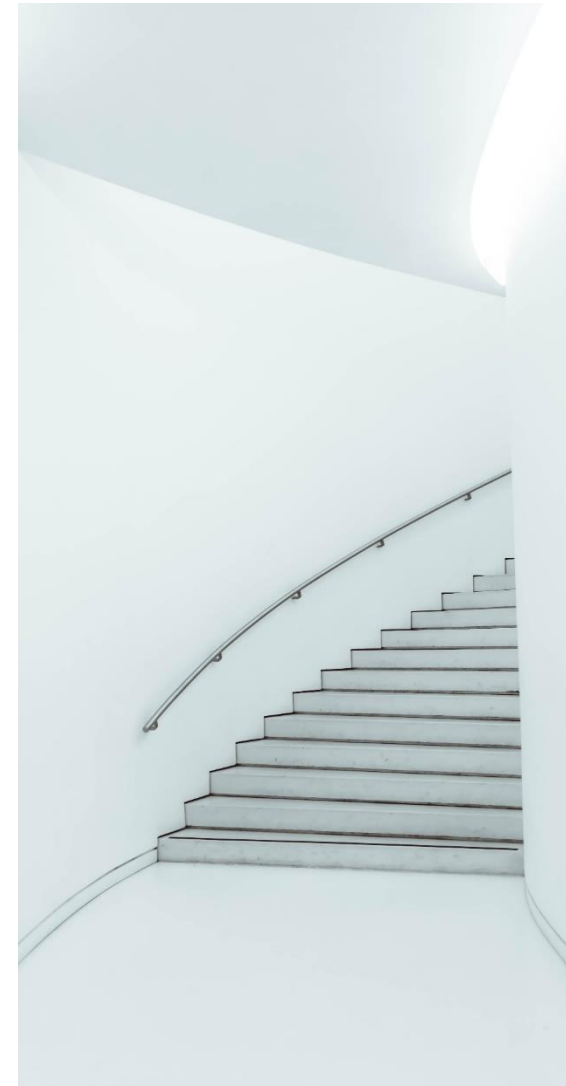


For comparison:



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- (7) Outlook



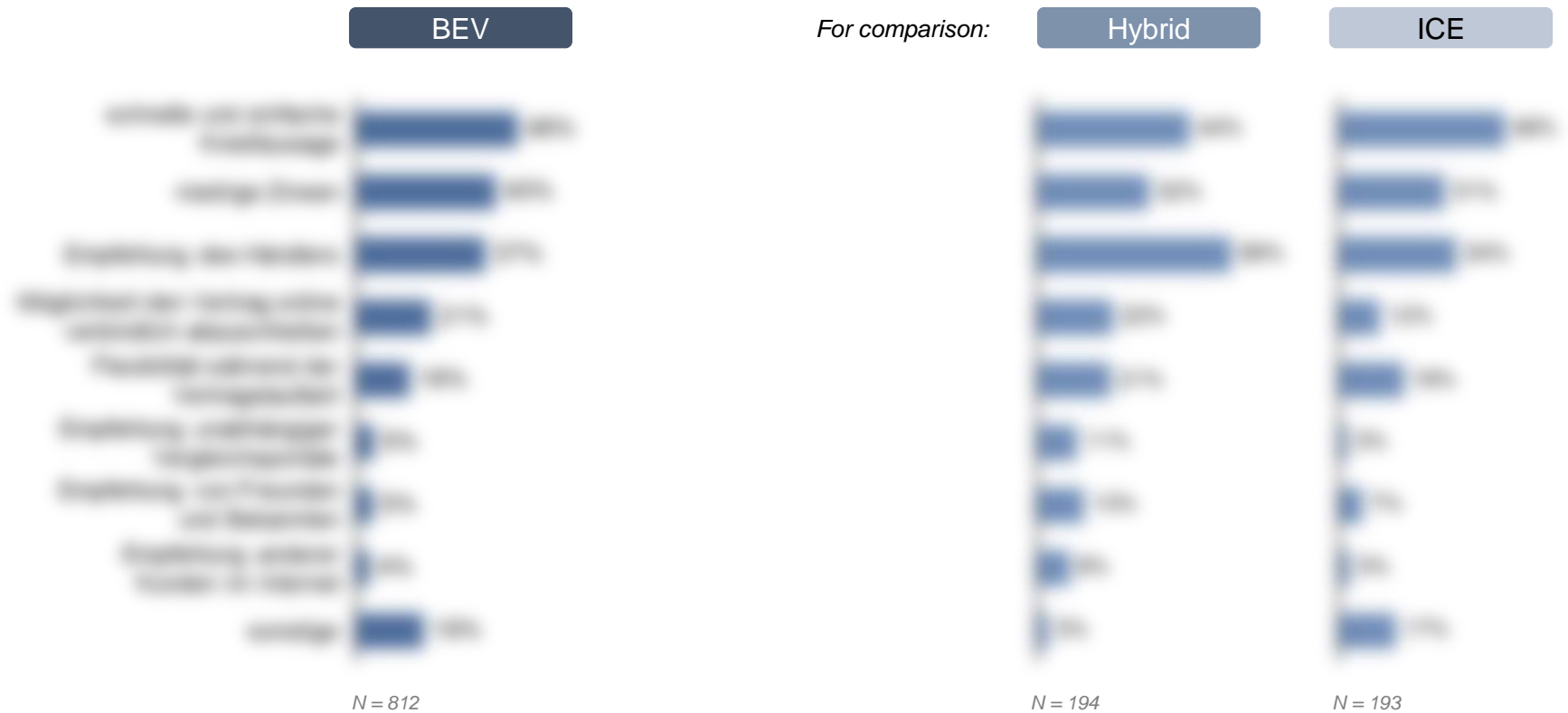
Financing partner

Reasons for choosing the bank (1/2)

Investigations conducted in the context of the 'Financing partner' survey in 2024

Purchase type = credit, leasing, car subscription:

"Please tell us the most important reasons for you in favour of [bank]?"
(multiple answers possible)



Financing partner Bank draft

Wie viele von Ihnen haben den Kredit für den Bank, den Sie für den Hybrid und den ICE?

Current bank ≠ previous bank:
 "Is this the same bank through which you financed/leased your previous vehicle?"

BEV



For comparison:

Hybrid



ICE



Split to:

Credit



Leasing

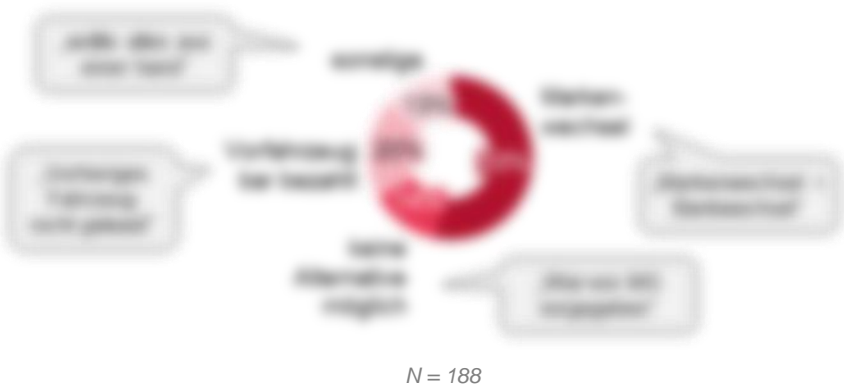
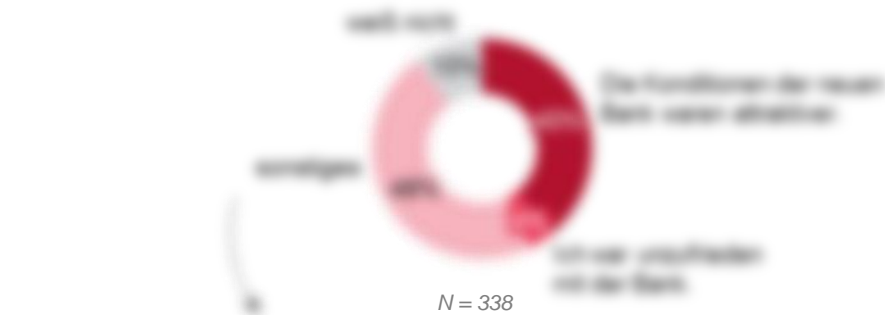


Financing partner Bank draft

Neben den Konditionen wechseln Autokäufer am häufigsten aufgrund der Konditionen oder der Bindung des Angebots an die Marke.

Current bank ≠ previous bank:
"Why did you change banks?"

BEV

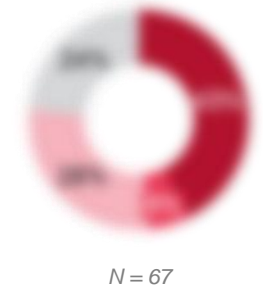


For comparison:

Hybrid



ICE



Split to:

Credit



Leasing



About us



MiiOS is a leading provider of progressive and industry-independent market research. Whether mobility providers, financial service providers or the tourism industry: MiiOS offers its clients access to comprehensive information, expert advice and an extensive network of experts. By utilising a wide range of data sources, MiiOS enables a holistic view of the market and supports companies in making the best decisions. Customised, economical and reliable.



UScale advises manufacturers of vehicles and charging technology, energy suppliers and service providers on the customer-oriented design of electric mobility quotations. The UScale focus studies are based on a panel specialising in e-mobility with around 7,000 EV drivers in German-speaking countries.

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