

# EV Tyre Study 2025

What EV drivers really want when buying tyres

Press handout  
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# Study Results

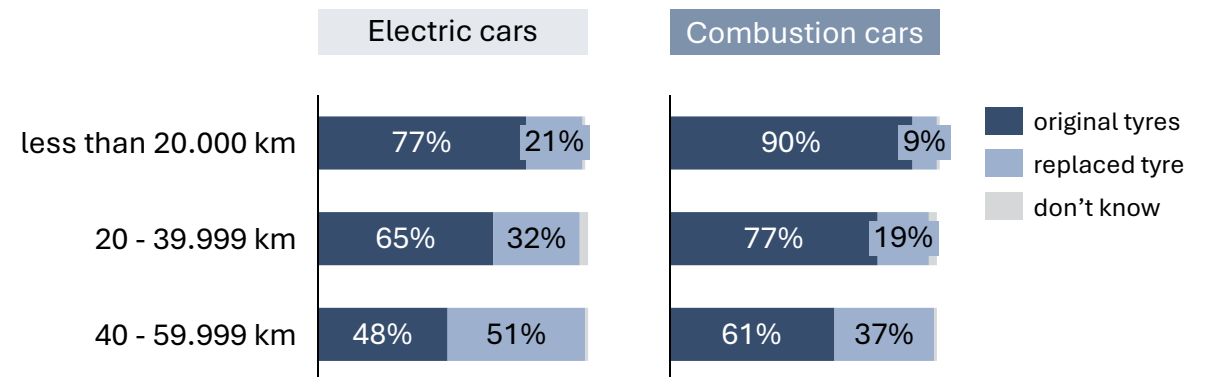
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## Higher tyre wear for electric cars

As expected, electric cars have significantly higher wear and tear than combustion engines.

It is therefore not surprising that electric car drivers are less satisfied with their tyres than combustion engine drivers.

Replacement of tyres:



"Are you still driving the first tyres that were fitted to the car when you bought it new or as original equipment?"

## Study Results

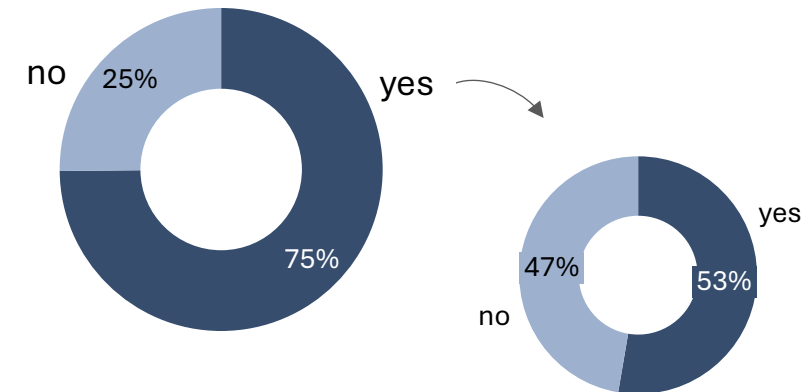
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### High relevance of special EV tyres

Three quarters of EV drivers are aware that there are special tyres for electric cars.

Half of them, i.e. 42% of all EV drivers, made sure that the tyres they bought were special EV tyres.

Special EV tyres:  
Awareness and relevance when buying



"Are you aware that there are special tyres for electric cars?"

"When buying tyres for your EV, did you make sure that they are special EV tyres?"

## Study Results

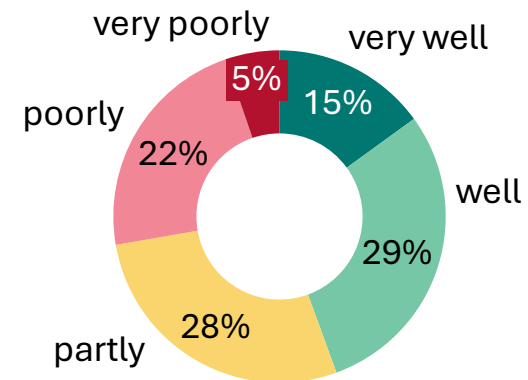
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### Need for better information on EV tyres

Current electric car buyers use the same sources of information as combustion engine vehicles drivers and trust them to the same extent.

However, only less than half of EV drivers feel well informed about EV tyres.

Informed about special EV tyres:



"How well informed do you feel about tyres specially developed for electric cars?"

## Study Results

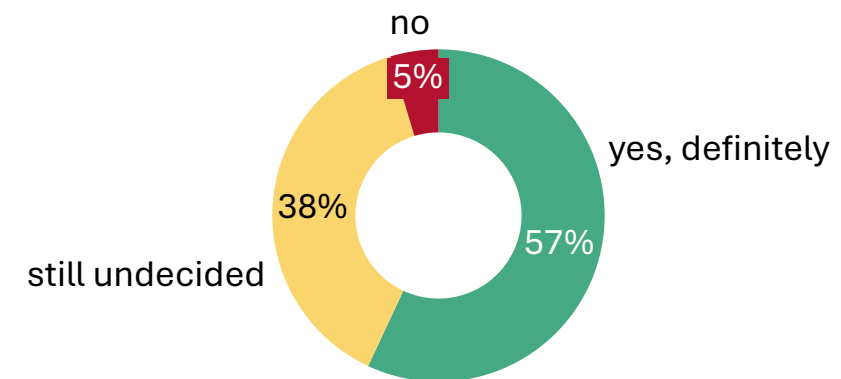
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### Great buying interest in special EV tyres

Over half of those surveyed would buy special EV tyres again the next time they make a purchase.

In the next segment of electric car buyers, the proportion is even higher than among the pioneers.

Interested in buying:



"Would you buy special EV tyres (again) the next time you buy tyres?"

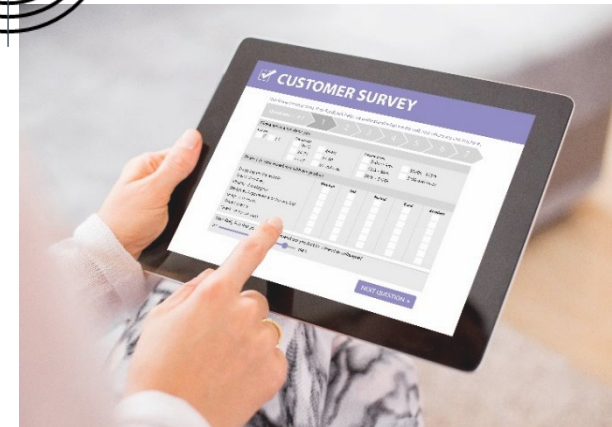
# Target Group

## Survey:

- Target group: Owners of fully battery-powered electric vehicles (BEV), no plug-in hybrids
- Survey: Online survey (CAWI)
- Market: Germany
- Recruitment: Social media, access panel
- Duration of the interview: 10 minutes
- Field phase: January 2024

## Size of the sample:

- Total BEV: N = 1,006  
of which:
  - Pioneers: N = 503
  - Next segment: N = 503
- Combustion engine (reference group): N = 501



# Objective

## Initial situation:

- Electric cars have higher tyre wear due to their higher vehicle weight and greater acceleration. In addition, users may experience different driving behavior.
- The preferences of electric car drivers are relevant for manufacturers, dealers and workshops in order to retain customers and secure sales.

## Question:

- What information do buyers of EV tyres need? Where do they get information?  
Where do EV drivers buy wheels / tyres?
- What preferences do EV drivers have for tyre types and brands? What do you look for when buying?
- How do EV and combustion engine drivers differ in their perception and evaluation of tyres?
- What other differences are there between different target groups?







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