

EV Benchmarking Study 2021

Which new use cases are important for electric vehicles owners?
How should new product concepts be best designed?
Which manufacturer best meets EV owners' expectations?

The EV Benchmarking Study 2021 describes in detail the usage, behaviours, problems and requirements of over 2,800 EV drivers across all major models in DACH* markets.

*Austria, Germany and Switzerland

Added value for OEMs, suppliers and design teams:

- Identifying new product attributes that are valued by users and deliver confidence to new concept development.
- Fast track to new winning concepts to save time and resources.
- Understanding which new product executions - especially during periods of rapid technological change – will gain high customer adoption and market share.

This is what the study provides in detail:

- The most important use cases for EV drivers. Usage and behaviour metrics across all relevant features.
- Benchmarking different manufacturer concepts.
- Do's and Don'ts: Detailed customer feedback on all concept variants.

Evaluated concepts:

Recuperation, ECO mode, noises



Display and control concepts



Navigation, route planning



Connected app functions



Charging management and problems



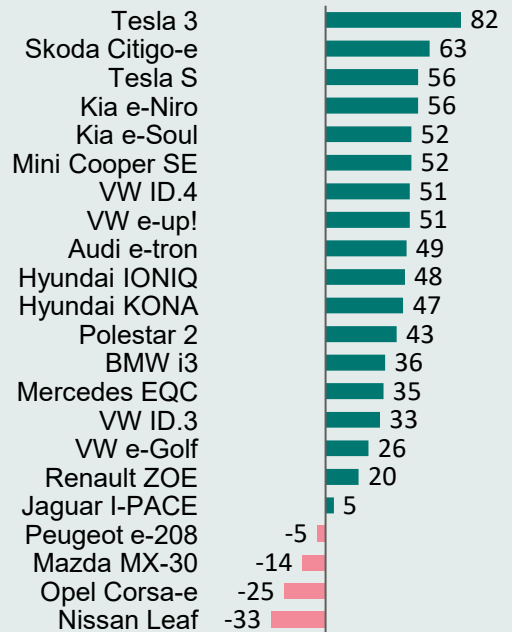
Heating, ventilation, air-conditioning



Charging cable storage



Net Promotor Score - electric vehicles -



Market Coverage: Austria, Germany and Switzerland



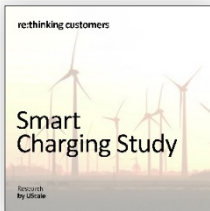
Customer insights e-mobility

UScale regularly surveys EV drivers about their usage, habits and experiences across all touchpoints of the e-mobility customer journey.

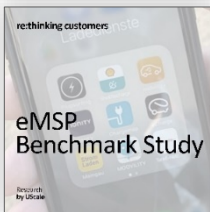
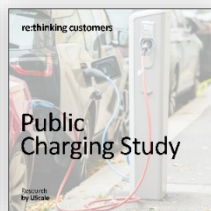
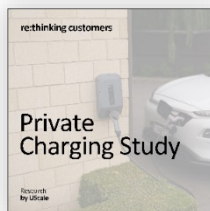
- Large sample sizes: Basis for statistically reliable results.
- Extensive surveys: Detailed analyses of all relevant topics.
- KPIs and benchmarks on all touchpoints.

UScale is focussed on providing e-mobility insights:

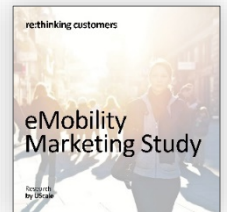
Add-on business models



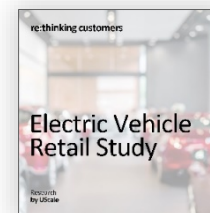
Charging



Orientation phase



Purchase phase



Vehicle usage phase

