

Hybrid and Electric Cars - US - February 2016

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"In the last few years, hybrid and electric cars were positioned as the vehicles of the future, but recent changes in the new-car market and the overall industry have slowed the growth of these segments. Falling fuel prices and a rekindled consumer love for SUVs are among the barriers to growth in these segments."

- Monica Staco, Category Manager - Financial Services

This report looks at the following areas:

- Falling fuel prices affect hybrid and electric car market
- Electric car range and infrastructure not yet up to snuff

So, too, are technical challenges, such as insufficient support infrastructure and the lack of increased ranges for electric vehicles. This report covers the challenges this market faces, along with consumers who are likely to consider hybrid and electric cars as well as their attitudes toward such cars.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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