

Hybrid and Electric Cars - US - February 2019

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This report looks at the following areas:

- Consumer education on EVs sorely lacking
- More mature mild hybrid segment sales slowing

The future appears bright, however, as consumers have grown more accustomed to alternative energy technology and would at least consider buying a hybrid or electric vehicle. Manufacturers are responding with an increasing number of hybrid and electric options for consumers, with more planned for production soon.

The cost of AEVs will help determine if consumers respond to manufacturers' efforts to grow the AEV market. Brands that can compete on pricing and improve consumers' understanding of overall ownership costs can succeed in this developing segment of the market.



"Financial and environmental considerations are top concerns for Americans buying new cars. AEVs (alternative energy vehicles) have been heavily promoted by auto manufacturers and governments as a positive solution. Despite this, hybrid and electric cars remain a niche market and are just a small fraction of total vehicle sales."

- Jennifer White Boehm,
Associate Director - Financial

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