

EECA
Energy Efficiency and Conservation Authority
Te Tari Tiaki Pūngao

EV In Christchurch Project

Stevie the EV

New Zealand Government

EV – Look and feel



runs cheaper - runs cleaner

this car is totally electric

EECA Energy Efficiency and Conservation Authority Te Tari Tiaki Pūngao

CERAM

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Word association

This question provides a view of the general feelings and issues that users have in mind with relation to EVs

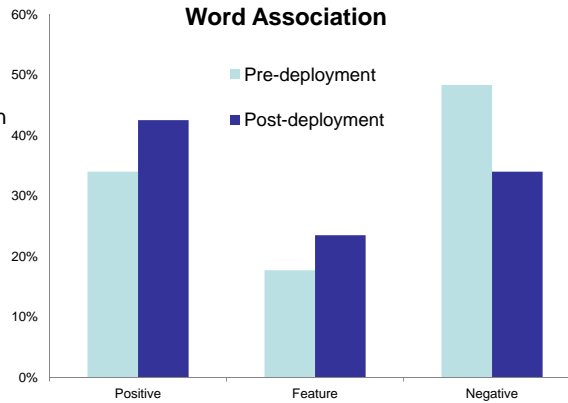
- Positive word association increased markedly after deployment:

- Key positive words:

- Environmental, efficient, green
- Cost effective (to run)
- Future, innovative

- Key negative words

- Expensive
- Limited range
- Slow, gutless, ugly



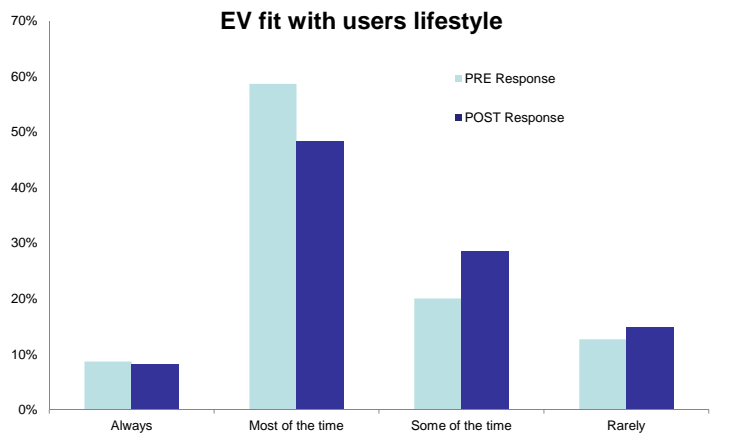
14% Reduction of negative association



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EV fit with users needs

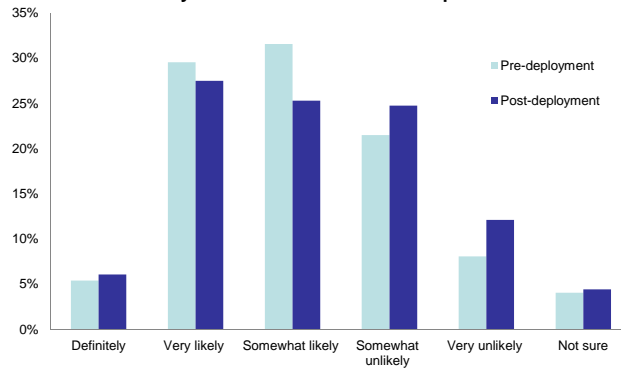
- Results show a decrease in the users perceiving a high fit with their lifestyle.
- This result is largely due limitations in the vehicle range and size. The reasons expressed in comments mentioned inadequacy for longer trips, needing to put people and things in vehicle, and charging needs.



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Considering EVs in the next purchase

Likelihood to consider EV in next purchase



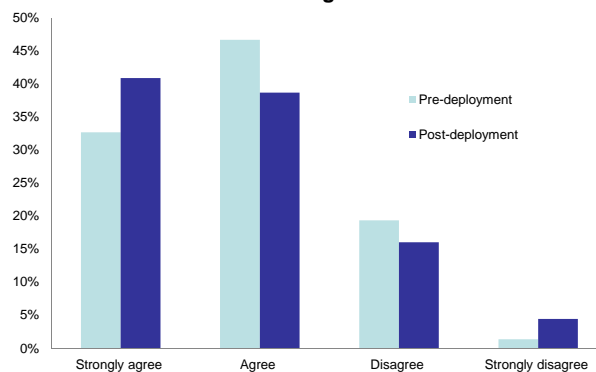
- As with lifestyle fit likelihood of purchase decreased in the post-deployment group.
- The reasons expressed in comments indicated inadequacy for longer trips, needing to put people and things in vehicle, and charging needs.
- However this result may also be a product of the small run-around nature of the iMiev and maybe larger more equipped vehicles would have different outcomes.



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EV fit with organisational needs

Include EVs into organisational fleet



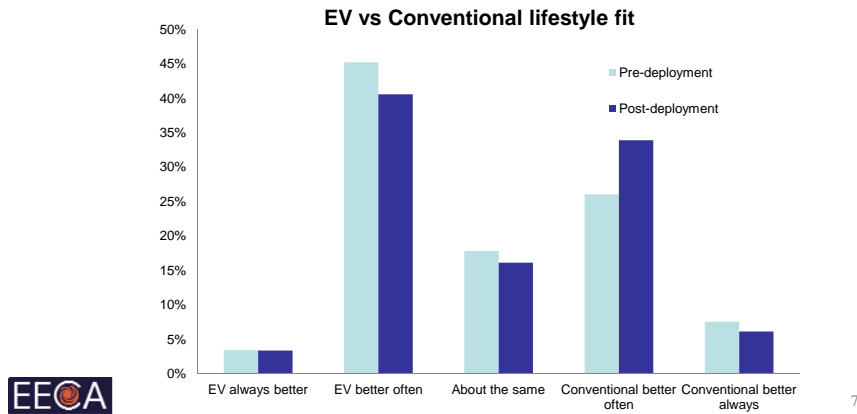
- Users in this instance remained strong in their agreement that EVs are a good fit for their organisations.
- Overall approval was 79% with an increasing in the strongly agree category.
- This is a good indication that business fleets could be the primary entry point for EV to the New Zealand market.



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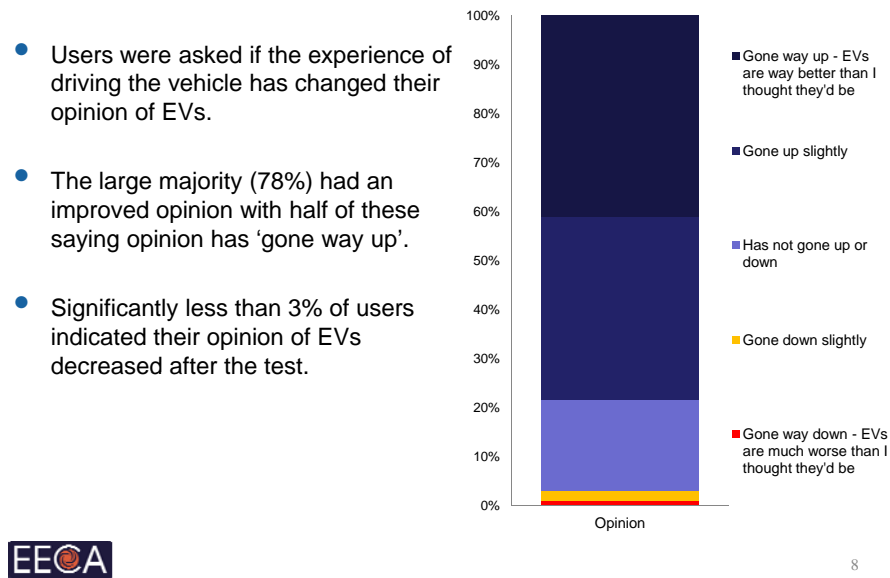
Perception of EV vs Conventional Cars

- Users were finally asked to provide their view on whether and EV or a conventional car would be more suitable for their lifestyle.
- Overall preference for EVs dropped from 49% to 44% after the deployment.
- Again, the comments were largely related to the vehicle size, range, and power.



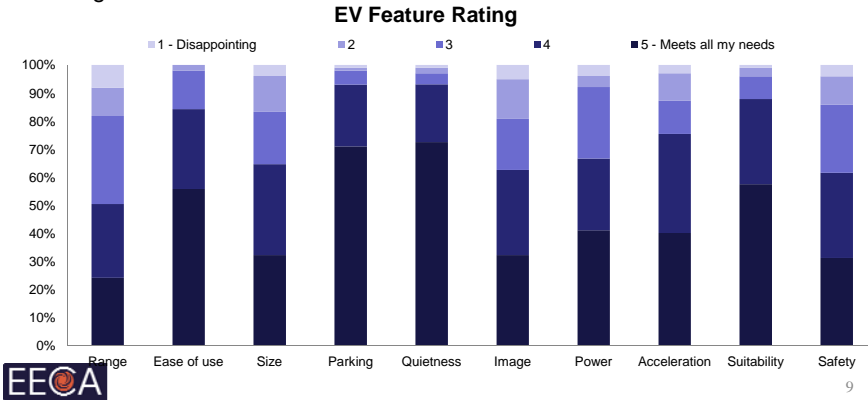
General Opinion of EVs

- Users were asked if the experience of driving the vehicle has changed their opinion of EVs.
- The large majority (78%) had an improved opinion with half of these saying opinion has 'gone way up'.
- Significantly less than 3% of users indicated their opinion of EVs decreased after the test.



Ratings of vehicle features

- Respondents were asked to rate a range of the vehicle's features
- Range, size, and image were the lowest rates while parking, suitability and quietness rated highest.
- It is of note the low rating of safety even though the iMiev has a 4 star safety rating.



Overall experience ratings

- Users of the vehicle were asked to provide an overall assessment of their experience.
- The results indicate that the majority of users had a good experience with the vehicle.
- 75% of users rated the experience 8 or above out of 10.
- 9% rated the experience 5 or less.

