

E-Mobility Study 2023

- Key Learnings -

Within the topic area, mobile.de users are particularly interested in:

- **Alternative drives (63%)**
- **Sustainable driving (60%)**
- **Connected Car (59%)**

More than a quarter of mobile.de users already own a fully electric (**16%**) car or drive a plug-in hybrid (**11%**).

The most popular brands among **full-electric** cars are VW & Tesla. Mercedes is the most convincing brand of the **Plug-In** hybrids.

electric car owners see the **highest value** on their driving experience, design & high workmanship.

64% long for more environmentally friendly awareness, but political approaches such as mobility laws (**29%**) and a speed limit for cars (**27%**) are rather unpopular

57% of mobile.de users have informed themselves specifically about electric cars, but reservations such as range, acquisition costs and infrastructure reduce the actual willingness to buy to just **14%**.

Despite rising ownership figures, the **Image** of electric vehicles has **deteriorated** over the past years.

The reason for this is the continuing popularity of classic drives (78%) and the expansion of the e-infrastructure.(70%).

Interest in **Car Sharing** has reached an all-time low. At the time of the Covid-19 pandemic, **individual mobility** has become much more important and is more attractive to **70%** of people than cars sharing services