



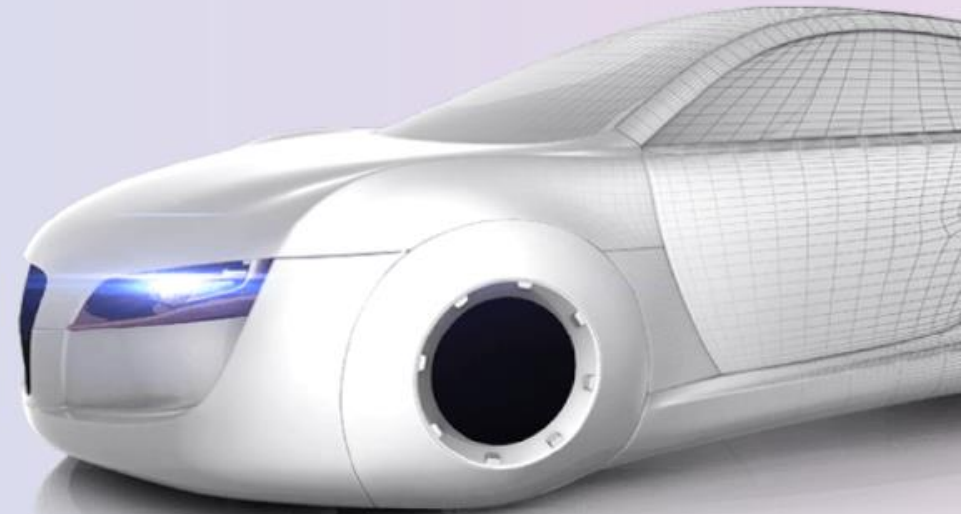
DUBAI WORLD CONGRESS
FOR SELF-DRIVING TRANSPORT

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An inside look into the purchasing cycle of electric vehicles in the GCC

Jorge Bialade
GM, YallaMotor

www.sdcongress.com



The largest Automotive Audience

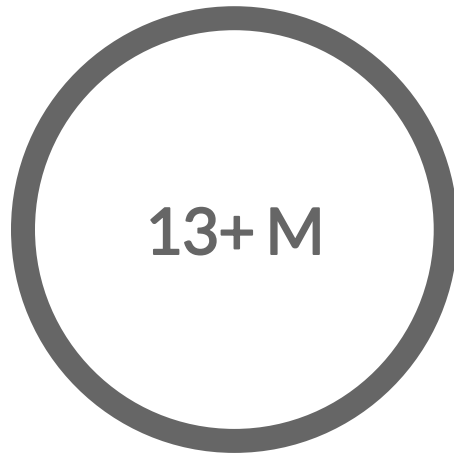
Where is all this information coming from?



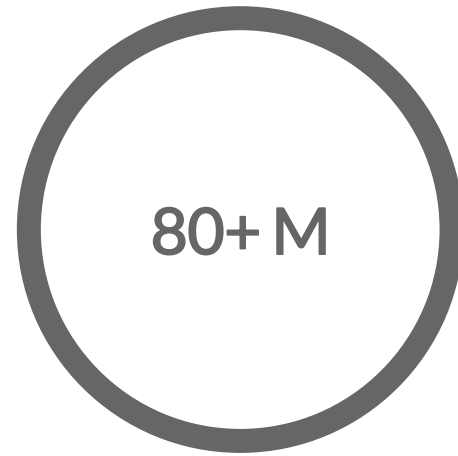
Sessions



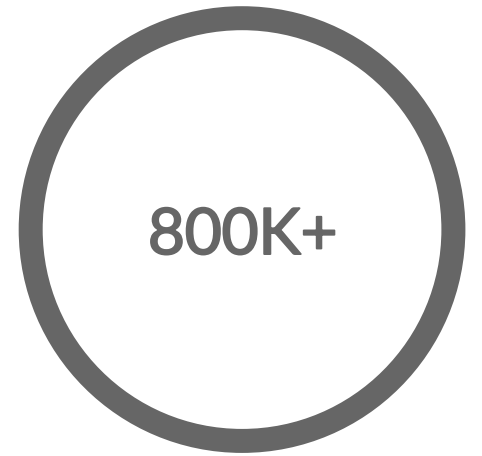
P. Views



Users



Minutes



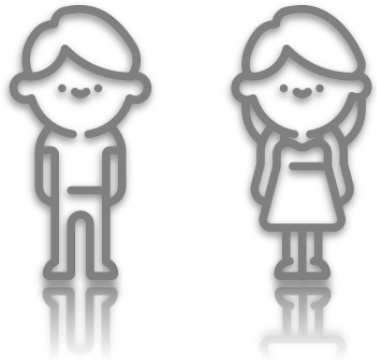
Leads



Evs are
the
Future

What did we want to understand?

How close is the car buyer to move to EVs in the region.



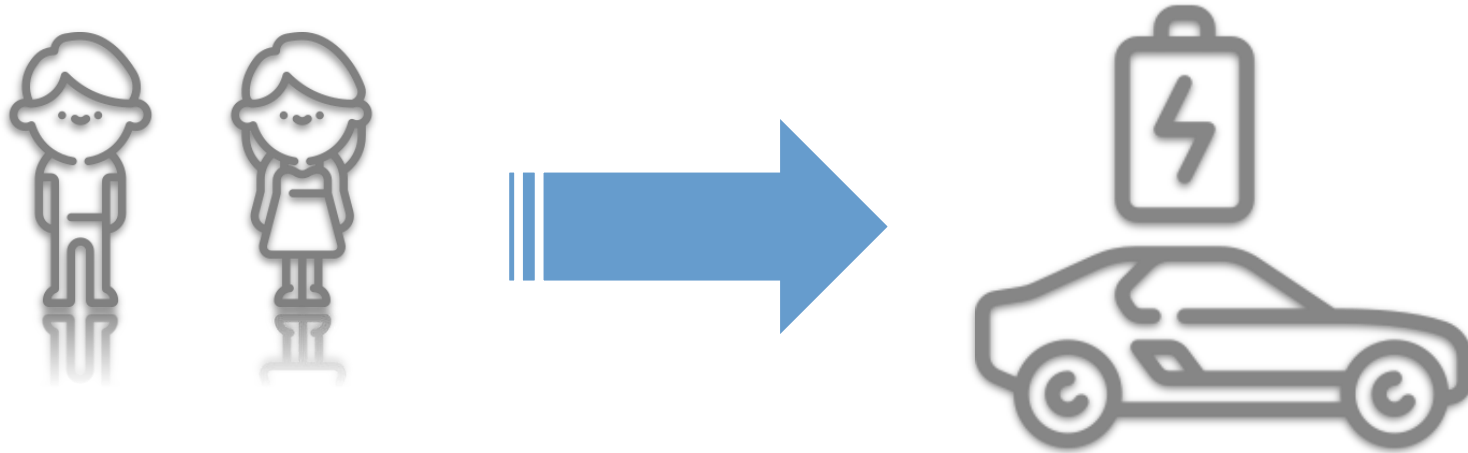
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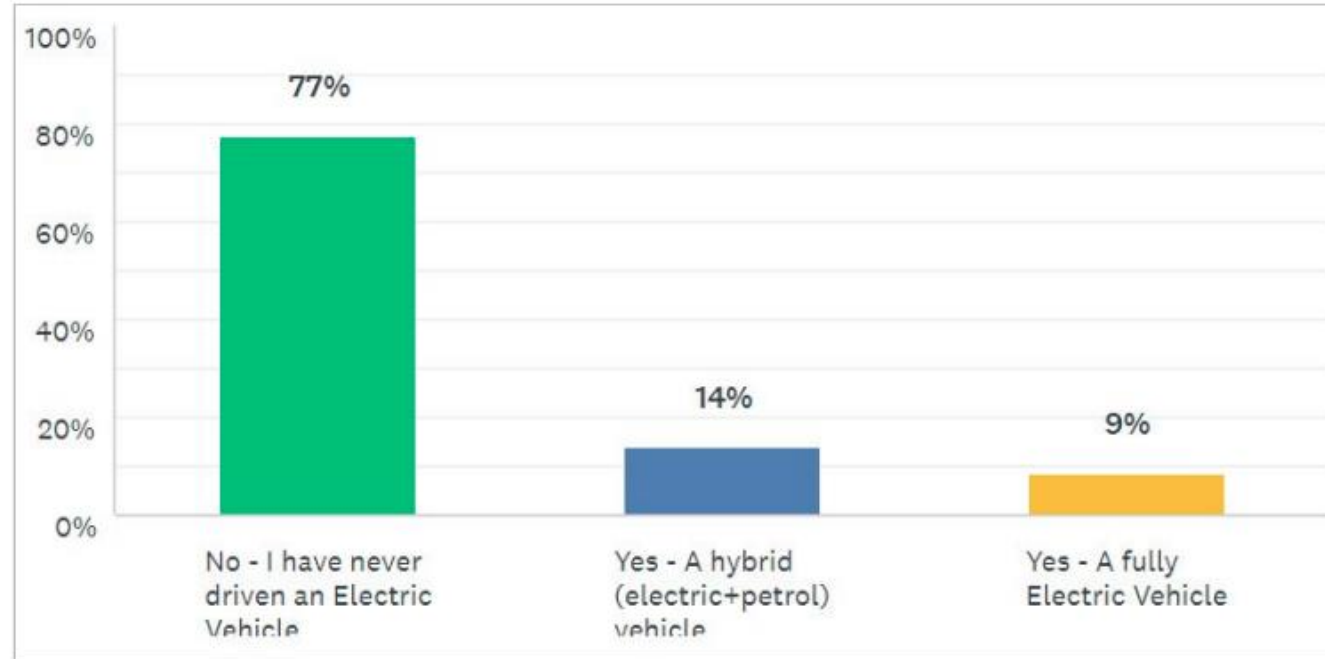
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How many people have ever driven an EV?

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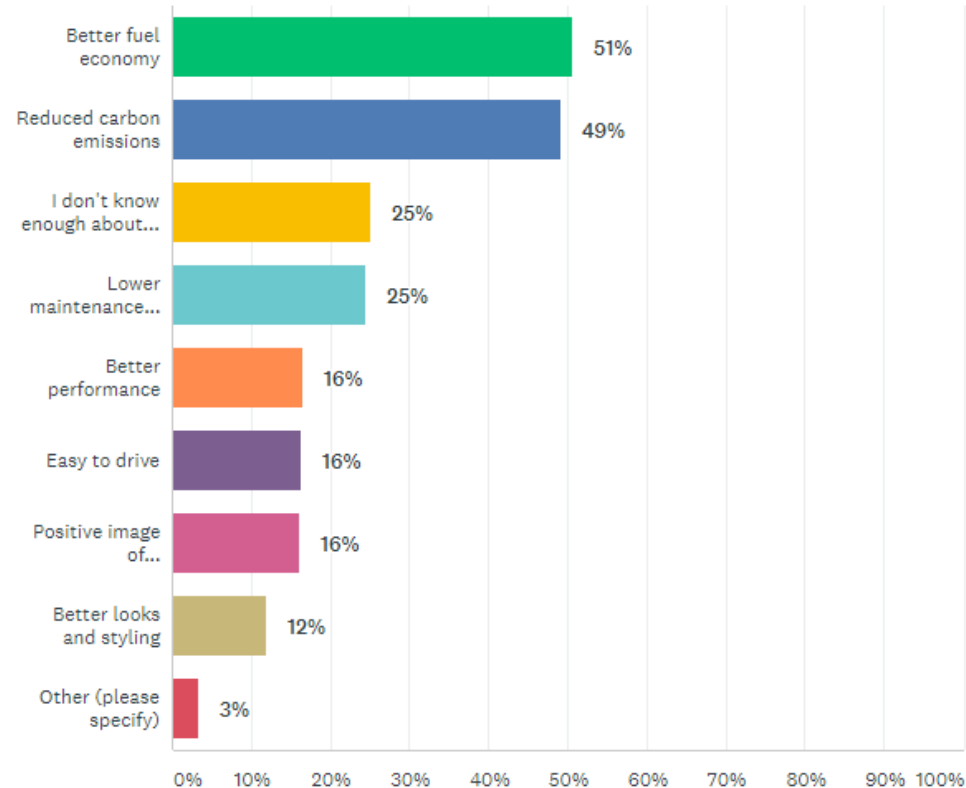
GCC - How many car buyers have ever driven an electric vehicle

Which are the advantages?

Perceived advantages of an EV

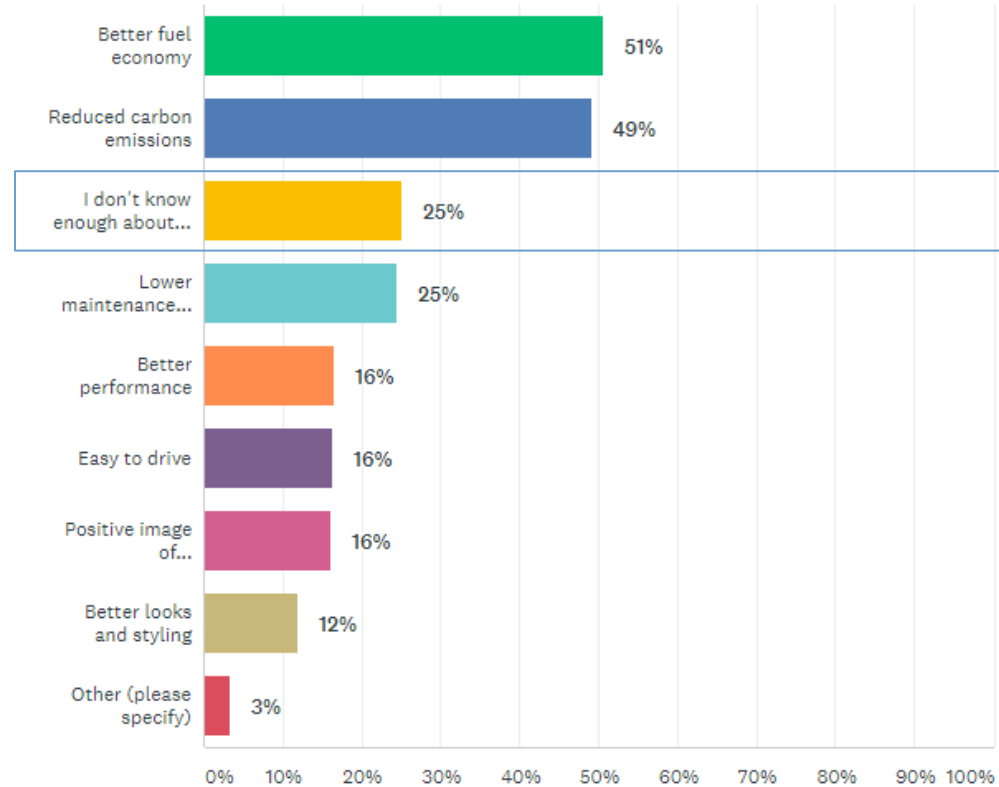
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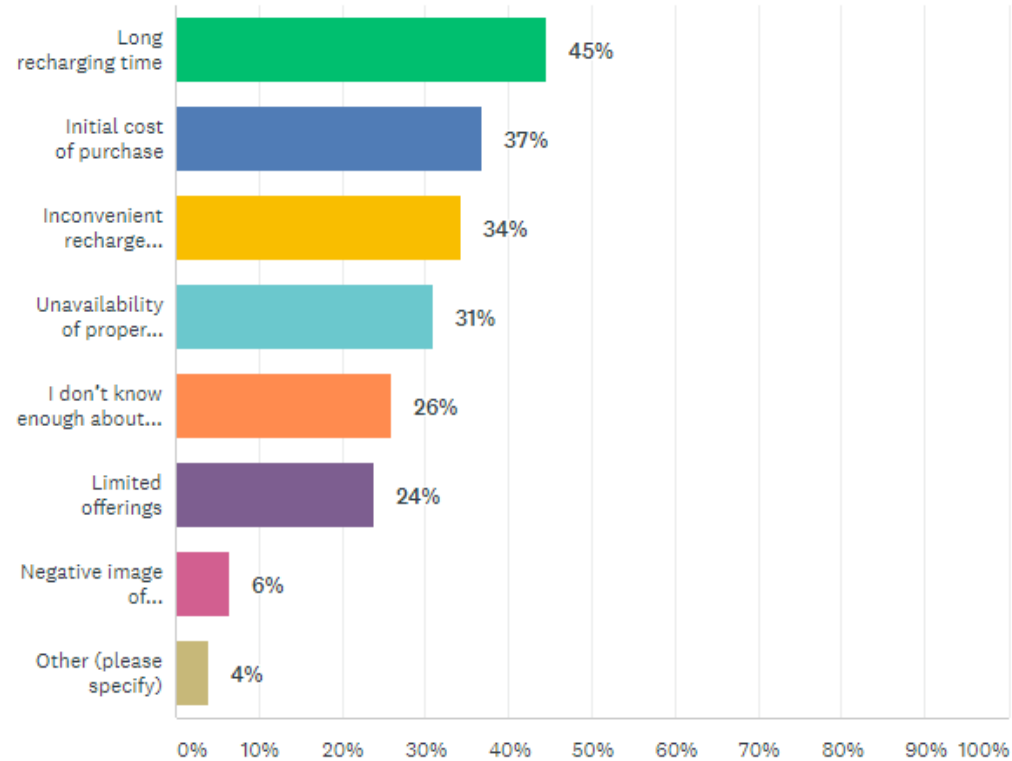


And the disadvantages?

Perceived disadvantages of an EV

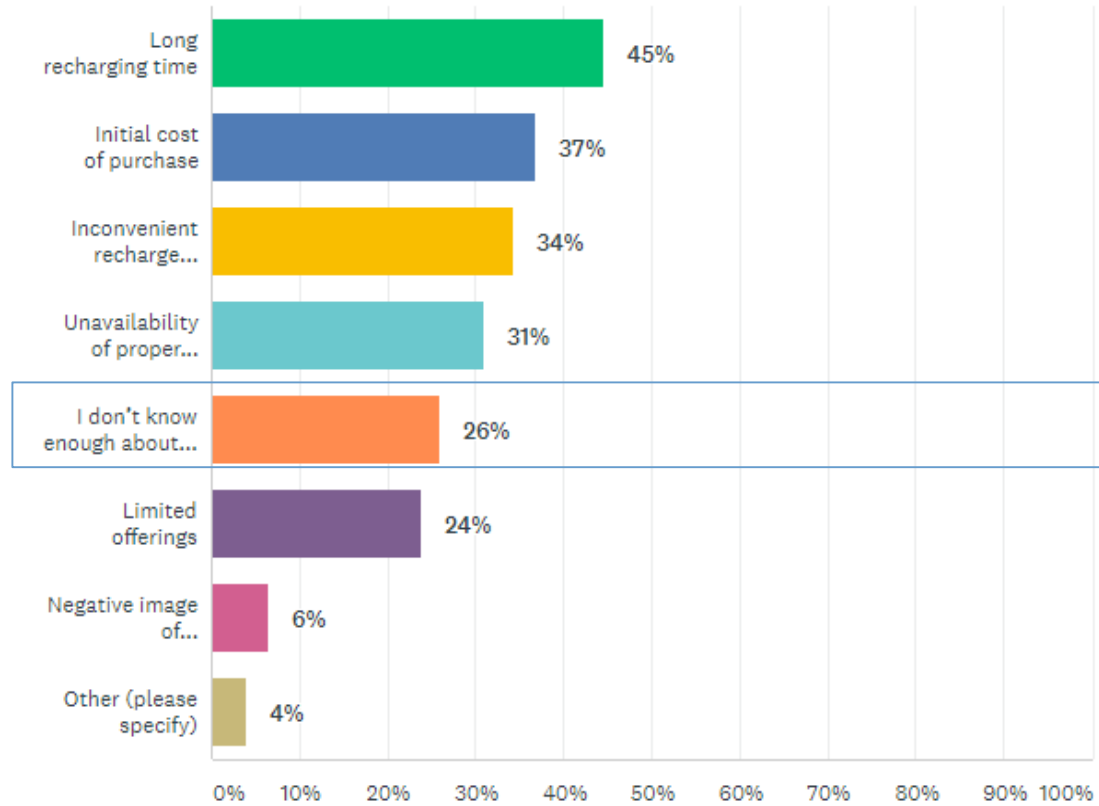
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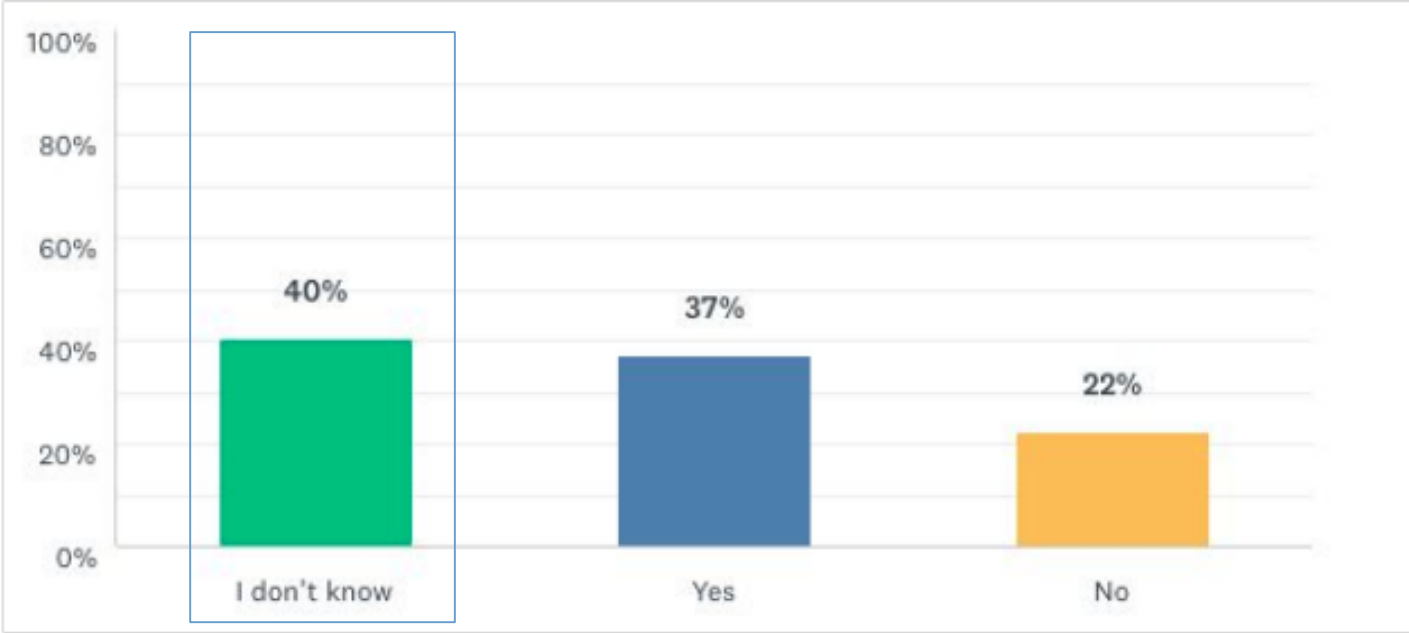


Is it a good return of investment?

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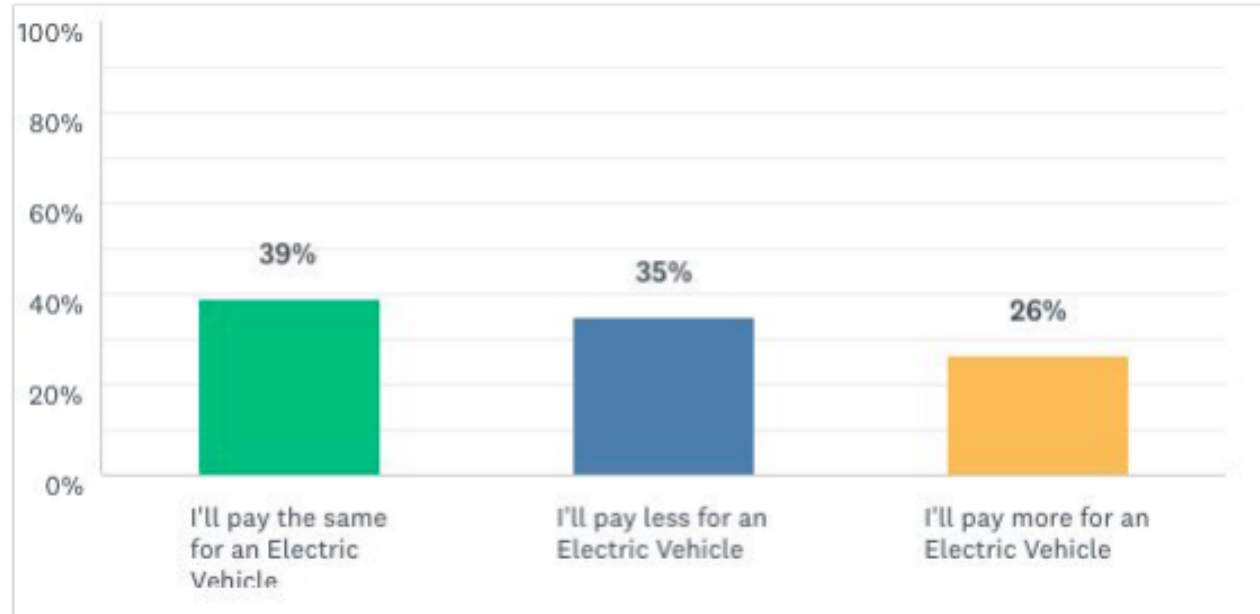
Is it a good return of investment?



GCC - Do you think an electric vehicle is a good return of investment?

Will you pay more for an EV?

Will you pay more for an EV?



GCC - Do you think an electric vehicle is a good return of investment?

Will you buy an EV in the next 2 years?

44%

Likely and very likely

27%

Not sure

Will you buy an EV in the next 2 years?

BUT

What are their terms?

Future EV Buyers



1 hour to charge



300 to 500 Km range



Same price as petrol car

Current owners thoughts



Current owners thoughts

Better ROI

From 37% to 49%

Longer charging times

From 1 hour up to 3 hours

They will pay less

From 35% to 43%

Conclusions

Lack of awareness in regards to the EVs.

Consumers don't know enough about Evs. Which are their benefits, where to charge, etc.

Car buyers perceive EVs as very expensive.

Cost of an EV is 4X as compared to a petrol vehicle.

No clear incentives for car buyers.

Other markets incentives can go up to USD 7,000.

There is not enough choice in the market.

Current EVs in market are niche.

Perception changes when car buyers drive an EVs.

Giving EVs to car owners to drive builds trust.

Most of the EVs are going to fleet.

DEWA, Dubai Police, Careem, Uber.

Infrastructure challenges for residences

Unless I live in a villa, I can't charge the car at home.

Thank you



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