

British motorists want to go electric as 78% say it'll hurt the environment if they don't give up petrol and diesel cars

- Half of motorists (50%) say they would like to drive an electric vehicle in research on behalf of Volkswagen Financial Services UK (VWFS) to mark Clean Air Day (June 17).
- The research also reveals that 78% of people say it'll hurt the environment if they don't give up petrol and diesel cars.
- 59% think the average cost of an EV will have to fall by at least £15,000 from the current average of 43K¹, which Volkswagen is addressing with the launch of the ID.3 under £30,000.
- Professor Peter Wells of Cardiff University's Centre for Automotive Industry Research says study shows the importance of educating the nation about making the switch to electric.

Half of British drivers (50%) say they'd like to help the planet by switching to an electric vehicle, but industry experts explain more needs to be done to highlight the benefits of EVs.

To mark Clean Air Day, new research by Volkswagen Financial Services (VWFS) shows UK drivers understand how switching to an EV can help the planet – with 78% saying it'll hurt the environment if they don't give up petrol and diesel cars.

But 59% think the current average cost¹ needs to fall by at least £15,000.

- For motorists looking for an EV at the more affordable end of the spectrum, Volkswagen has recently launched more accessible versions of the ID.3 electric hatchback, with starting prices around £32,000 and a Lease&Care rental payment, which includes servicing, of £384.20 per month with a £2,305.18 Initial Rental*

However, with the government due to ban sales of new petrol and diesel cars from 2030, more than one in three motorists (36%) in the UK think it'll take at least another decade, until 2040, before most cars on British roads are electric.

And one in five (21%) still don't know a ban on the sale of new petrol and diesel cars is coming in 2030.

Professor Peter Wells of the Cardiff University's Centre for Automotive Industry Research², who worked with Volkswagen Financial Services UK on this research, says more needs to be done to educate consumers:

¹ Average cost of a new EV in the UK £43,896. Source <https://ev-database.uk/>

² <https://www.cardiff.ac.uk/research/explore/research-units/centre-for-automotive-industry-research>

“What the research tells us is that the British public have an appetite for electric vehicles with a clear understanding that it is better for the environment. While there have been great strides in the industry to get greater access to EVs, more needs to be done to help potential EV buyers. There is concern over the financial risks, but also concerns over range and the availability of charge points.

“While there is still a way to go, there are companies – such as Volkswagen Financial Services – that offer affordable ways to drive and maintain EVs, helping to address motorists’ concerns.

“We need to focus on making it even simpler and easier for consumers by putting emphasis on the total cost of ownership and perhaps bundling items like insurance and home charging installations. Vehicle manufacturers must nurture a healthy used EV market to ensure vehicles hold their value over time.”

The research also found that half (50%) of UK motorists say they worry about having access to enough charging points, with more than one in three (35%) concerned about the range of an EV on a single charge.

However, there are around 35,000 public charging points across the UK (and rising), and the electric Volkswagen ID.3 can travel for 300 miles on a single charge – so the industry needs to address some of these common misconceptions.

Professor Wells added:

“There is a pressing need to offer a broader range of cars, especially in the smaller and lower cost segments to ignite the mass market. Despite recent progress, the perception (and reality) of the shortage of charge points must be addressed.

“Most worrying is that there appears to be a substantial minority who remain highly skeptical of EVs. There is a widespread expectation that a great many petrol and diesel cars will still be in use in 2040.”

Volkswagen Financial Services is committed to helping UK drivers make the switch to electric, which is why the car finance provider has created an app, online finance calculators, and a specific finance package all geared towards this ambition.

Launched late last year, Lease&Care from Volkswagen Financial Services alleviates the unknown costs and depreciation some consumers’ associate with purchasing an electric vehicle, allowing customers to have flexibility and peace of mind when making the switch.

Mike Todd, CEO of Volkswagen Financial Services, said: *“It wasn’t so long ago that electric vehicles were seen as niche, but manufacturers have made enormous strides to make these cars accessible to the mainstream, and I believe we are in the midst of arguably the biggest revolution in the history of the automotive industry. All of our brands in VW Group have comprehensive and exciting plans for electrification of models and people are beginning to really understand the advantages of going electric, not just in terms of the obvious environmental benefits but the financial rewards, too.*

“We have various products and services available to support customers making the switch to an electric vehicle. For example, our EV&Me app, which we created with Audi, is just one of the ways that we are helping to educate customers, as it demonstrates how an individual’s driving style would suit an EV and what

to expect if they were in one of Audi's new EVs. We also have our EV-4-ME online tool, which guides drivers through a series of simple questions about their vehicle and journey needs before advising which fuel type could work best for them right now."

For more information on electric vehicles, visit Volkswagen Financial Service's EV hub:

<https://customer.vwfs.co.uk/vwfs-uk---electric-vehicles.html>

To read more about Volkswagen's ID.4, which was crowned World Car of the Year at the 2021 World Car Awards, visit: <https://www.volkswagen.co.uk/electric/electric-cars/id4.html>

ENDS

Notes for editors:

****No ownership option.** Based on ID.3 Life 58kWh 145PS Pro, 36 month agreement, 10,000 mile per annum Lease&Care agreement with Small Care Package covering essential servicing. Excess mileage at 13.74p per mile and damage charges may apply. 18s+. T&Cs apply. Ordered by 30 June 2021 from participating Retailers. Indemnities may be required. Subject to changes in vehicle or equipment prices. Not available in conjunction with any other offer and may be withdrawn at any time. Accurate at 06/2021. Freepost Volkswagen Financial Services.

Representative survey of 2,011 UK drivers excluding those with electric vehicles (Aged 17+) carried out between 1.6.21 – 4.6.21 by Censuswide.

Contact:

Volkswagen Financial Services UK | PR

Sam Balls

Phone: +44 (0) 7385426618

Sam.balls@vwfs.co.uk

<https://customer.vwfs.co.uk/volkswagen-financial-services-uk/media.html>

Information for editors:

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