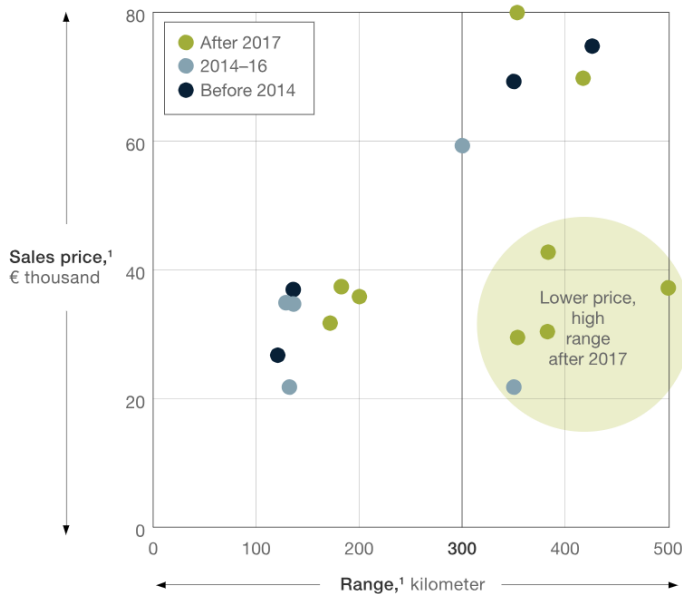


Other Research

Did You Know:

Electric-vehicle price and range by year of launch



¹Range according to Environmental Protection Agency. Where EPA data not available, New European Driving Cycle or OEM data was used; sales price based on German market OEM data.

Source: A2Mac1; McKinsey Center for Future Mobility

- Public policies are helping drive higher PEVs sales in California. The state program that permits drivers of single occupancy PEVs to access carpool lanes has a particularly strong positive association with increased PEVs sales in communities near HOV lanes, and the Clean Vehicle Rebate Project that offered incentives for the purchase of eligible plug-in electric vehicles has also had a positive and significant correlation with additional sales.

What a Teardown of the Latest Electric Vehicles Reveals about the Future of Mass-Market EVs

The biggest barriers to mass adoption of EVs have been higher purchase cost and lower driving range in comparison to internal-combustion vehicles. [McKinsey and A2Mac1](#) partnered on a study of emerging trends in technology and design that could pave the way to profitable mass-market EVs.

Factors Affecting Plug-In Electric Vehicle Sales in California

This report by the [California Air Resources Board](#) provides an overview of the growth of California's plug-in electric vehicle market from 2010 to 2015, describing several trends in the adoption of plug-in electric vehicles (PEV). It also identifies the household, housing, geographic, market and public policy factors that are correlated with the sales of new PEVs.

- The race for acceptable battery range is over, and seems to have transitioned to a race for mass-market electric vehicles
- The Los Angeles region leads the state in total PEVs purchased, followed by the San Francisco Bay area and San Diego county.
- Electric vehicle sales are not evenly spread across neighborhoods. Neighborhoods ranked in the top 25% by socio-economic status have purchased over 10 times more PEVs than neighborhoods in the bottom 25%.