

# INDUSTRY SNAPSHOT: ELECTRIC VEHICLES

Isentia explores the growing conversations around electric vehicles and what could be on the road ahead. From impacts to transport policy, future planning and the automotive industry as a whole – this is just a snippet of the story that will continue to unfold.

Isentia's Insights team can delve deeper, and deliver a customised view on what this trend means for your business.



# KEY FINDINGS

The most common positive messages related to optimism about the future of the electric vehicle market and the industry's viability, as well as positive reviews of vehicle performance.

In traditional media, the most common negative messages focused on limitations in the industry, including inadequate government support, poor battery range and lack of charging infrastructure.

Social media was generally far more negative than traditional media.

The ownership of an electric vehicle or hybrid were often used in a derogatory way – implying a person's political leaning or view on climate change.

Isentia focused on social media conversations of four key buying obstacles: lack of government support, vehicle cost, battery range and charging infrastructure.

Vehicle cost was the single largest issue discussed in social media; in contrast to traditional media, which rarely discussed vehicle cost and its barrier to more prevalent electric vehicle ownership.

Insufficient charging infrastructure was the second most discussed topic in social media, with users directly stating that this, along with battery range, was a key obstacle to purchasing.

Complaints about lack of government support accounted for 21% of all social media mentions analysed.

Social media users generally expressed a desire for direct subsidy, rather than a national policy framework or other incentive schemes.

High cost models (>\$100k) were the most commonly discussed group.

However, the Tesla Model 3, a mid-cost car (\$50k–\$100k), was the most frequently mentioned specific model over the period.

The lack of low-cost models (<\$50k) available in Australia limited media coverage of more affordable models. However, even when the different numbers of models are taken into account, luxury cars were favoured by traditional media.

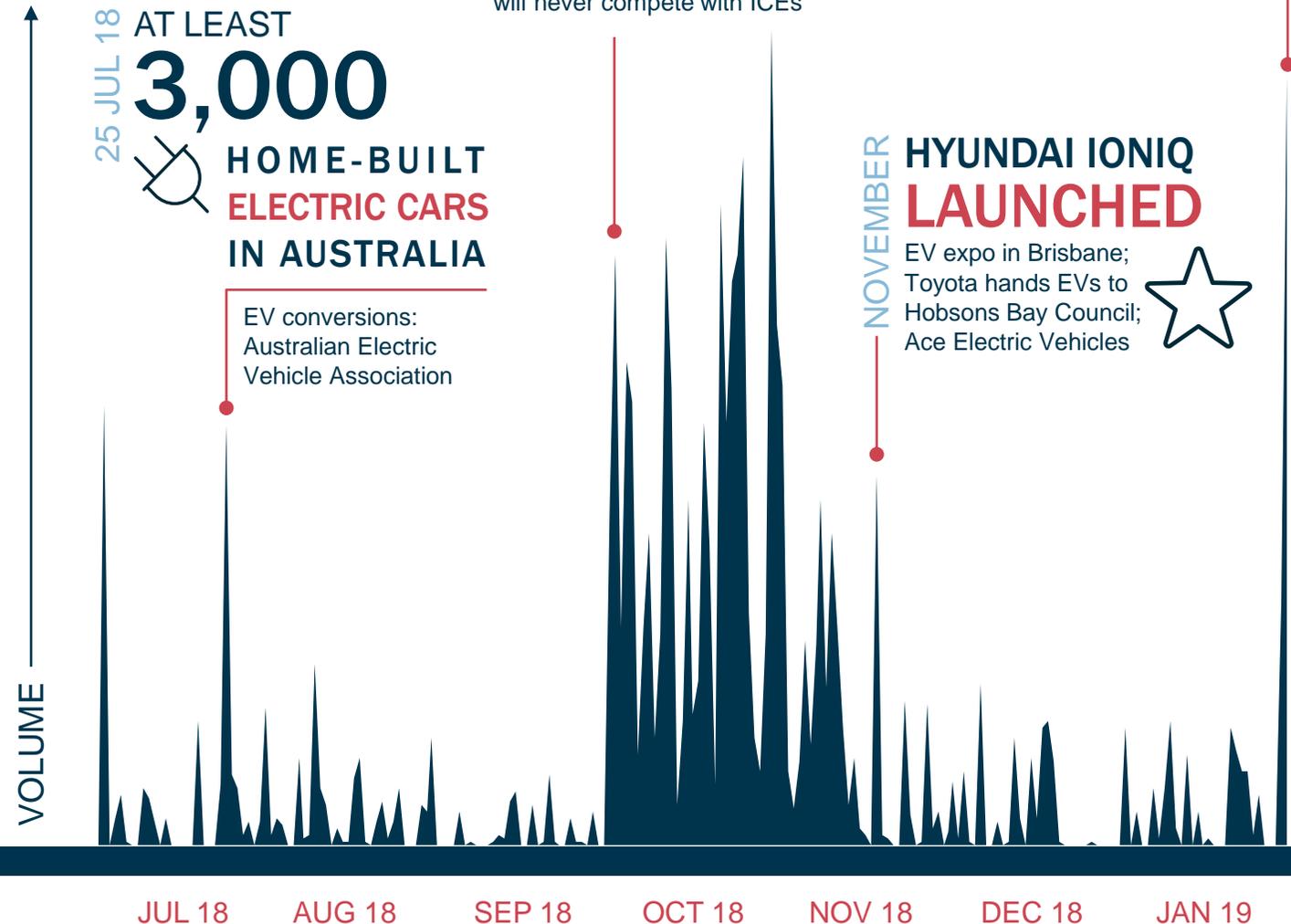
Aside from the media-friendly Tesla, the Jaguar I-PACE was discussed almost as often as the Nissan Leaf and Hyundai Ioniq combined.

Paris Motor Show;  
Chargefox station in  
Euroa, VIC; NRMA  
says

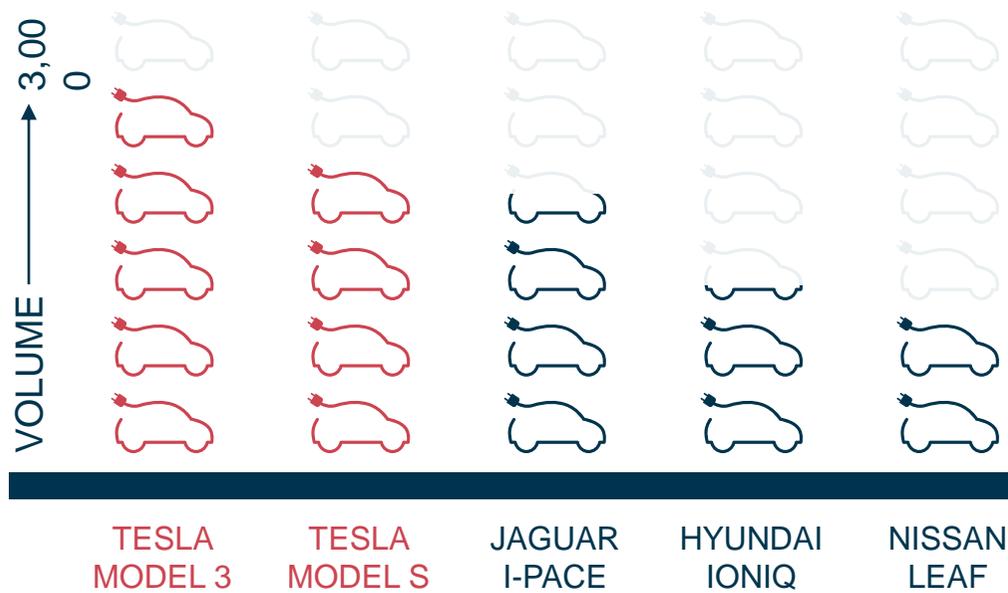
OCTOBER  
**EVS**  
are the   
**FUTURE**

BMW executive says EVs  
will never compete with ICEs

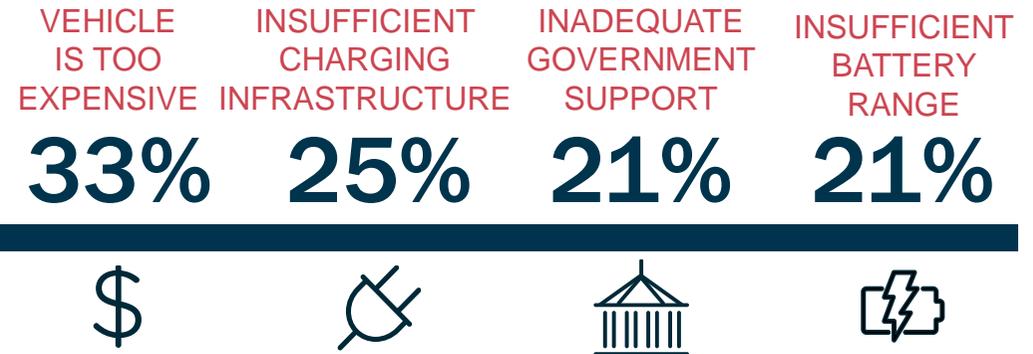
LATE JAN     
Senate Committee calls for  
**NATIONAL EV  
STRATEGY**



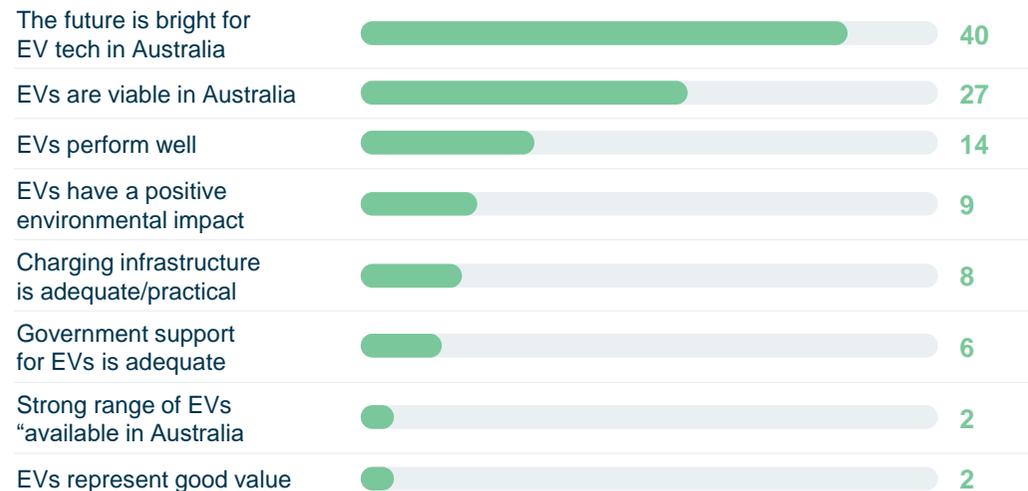
## Tesla leads share of voice by model



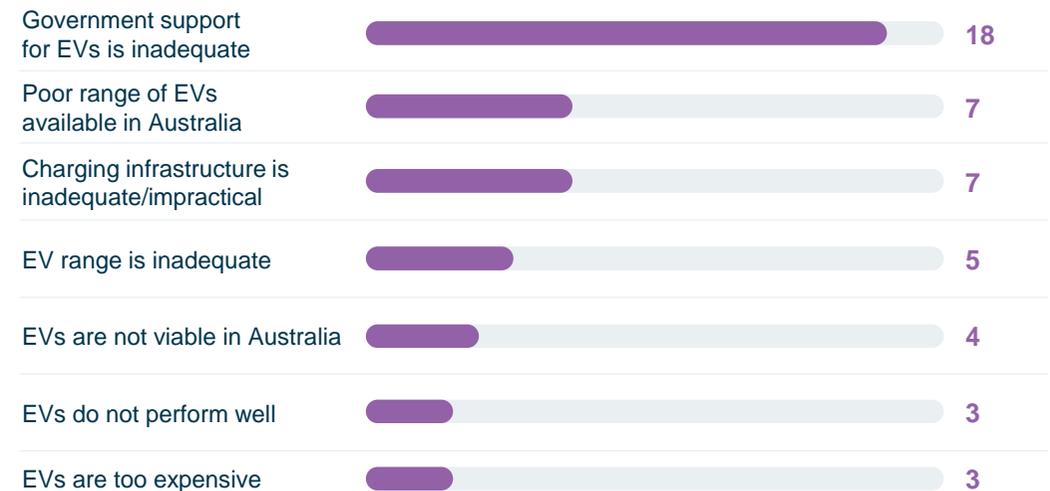
## Voice of the customer: Major buying obstacles in social media



## Favourable Messages: Enthusiasm for EV industry is strong



## Unfavourable Messages: Debate over govt involvement





## Contact us

Isentia Group Limited  
Level 3, 219-241 Cleveland Street  
Strawberry Hills, NSW Australia 2012

Head office telephone: +61 2 9318 4036