



INFLUENCE THE **WORKPLACE**

ENVIRONMENT & ELECTRIC VEHICLES
OCTOBER 2018



INFLUENCE THE GREEN CONSUMERS

Sincere in their intentions with a growing commitment to a greener lifestyle, the **WORKPLACE AUDIENCE** do not expect companies to be perfect to be considered 'green', however, they look for companies that are taking substantive steps towards a greener future.



CENTRAL LONDON

Grappling with poor air quality, London is implementing ambitious local measures to accelerate the electric vehicle transition. Supported by policies that work to increase electric vehicle availability, affordability, practicality and awareness, analysis and modelling predict the city could have *50,000 ultra low emission vehicles registered by 2020 and 250,000 by 2024.

*Source – www.London.gov.uk



TOP ENVIRONMENTAL CONCERN

79%



AIR POLLUTION

78%

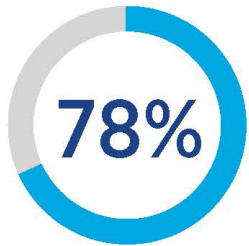
Think the streets
of London are
unhealthy.

54%

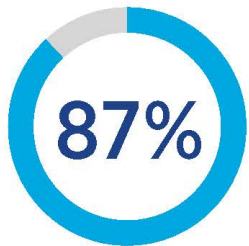
Think the 2040 ban on
all combustion only
vehicles is too far.



CITY OF LONDON POLLUTION



Think Public Transport/cycling is the most reliable, efficient & affordable way of getting around London.



Think most car trips within London city can be walked/cycled.



LONDON

CAR OWNERSHIP



60%
OWN A CAR



88%

OWN A COMBUSTION
ENGINE VEHICLE

49%

WOULD CONSIDER PURCHASING
AN ELECTRIC/HYBRID VEHICLE



49% WOULD CONSIDER PURCHASING
AN ELECTRIC/HYBRID VEHICLE

37% 
PLAN TO BUY A CAR
IN THE NEAR FUTURE

65% 
PLAN TO FINALISE PURCHASE
WITHIN THE NEXT 6-12 MONTHS

INFLUENCED BY



PURCHASE
PRICE

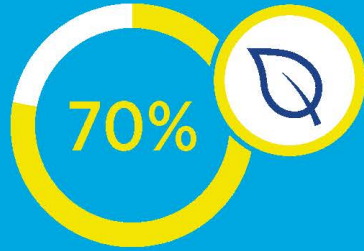


RELIABILITY



FUEL
EFFICIENCY

BENEFITS



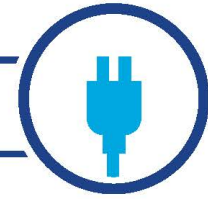
**FUEL
ECONOMY**



**LESS CARBON
EMISSIONS**

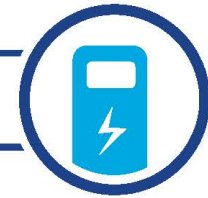
DRAWBACKS

RECHARGING
TIME



72%

CHARGING
POINTS



63%

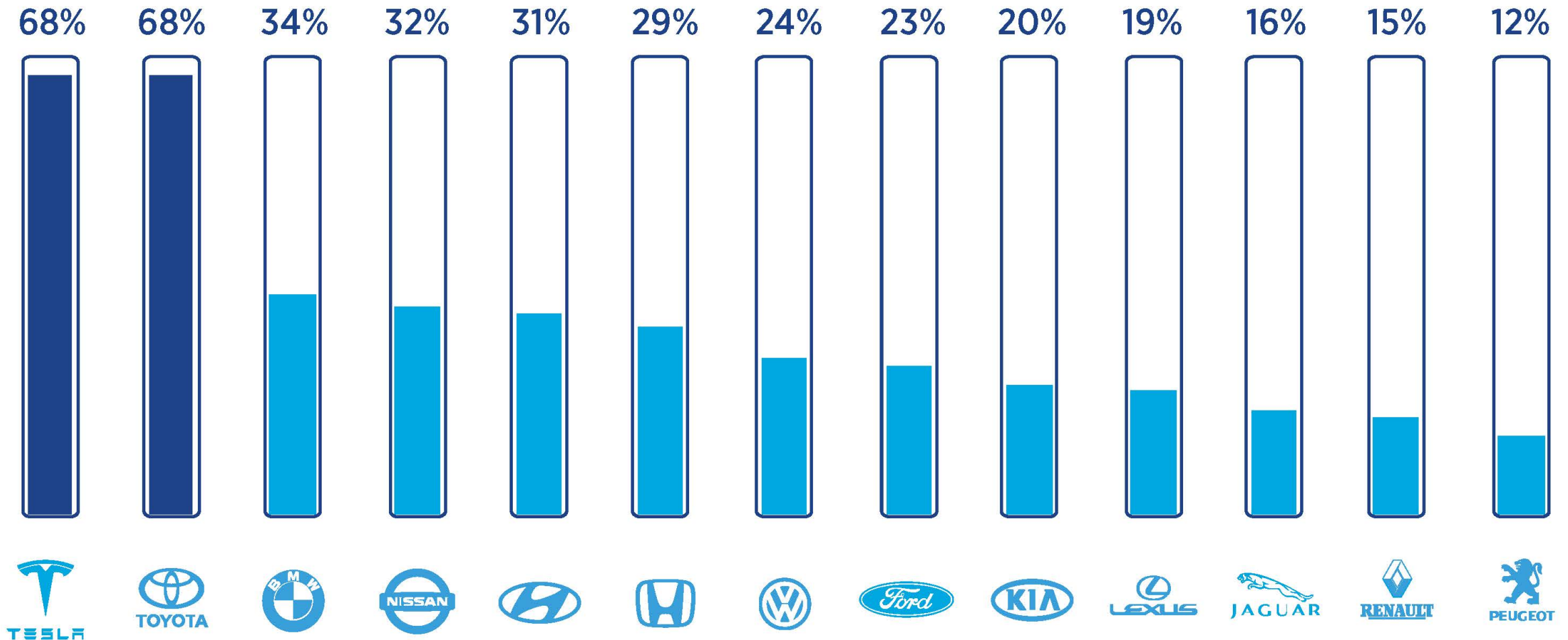
PURCHASE
PRICE



43%

A clear opportunity for car manufacturers to ensure they are communicating better with the public about the cost benefits of electric vehicle ownership.

ELECTRIC & HYBRID CAR MANUFACTURERS



CITY OF LONDON

A CLEAN AIR FUTURE

London is taking various measures to ensure a clean air future and exploring nearly every policy to overcome hybrid/electric vehicle barriers, free itself from car pollution and have a transport system that is zero emission by 2050.



New developments
to provide charge
points for 1 in every 5
parking spaces



New low emissions
zones by October
2021



Increased rebates
for ultra-low
emission taxis



9,200 buses to be
zero emission by
2037 at the latest

INFLUENCE THE GREEN CONSUMERS



Are concerned about
air pollution.



Would consider
electric/hybrid vehicle.



Plan to finalise their car
purchase in 6-12 months.

INFLUENCE THE WORKPLACE





SMART &
CONNECTED

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