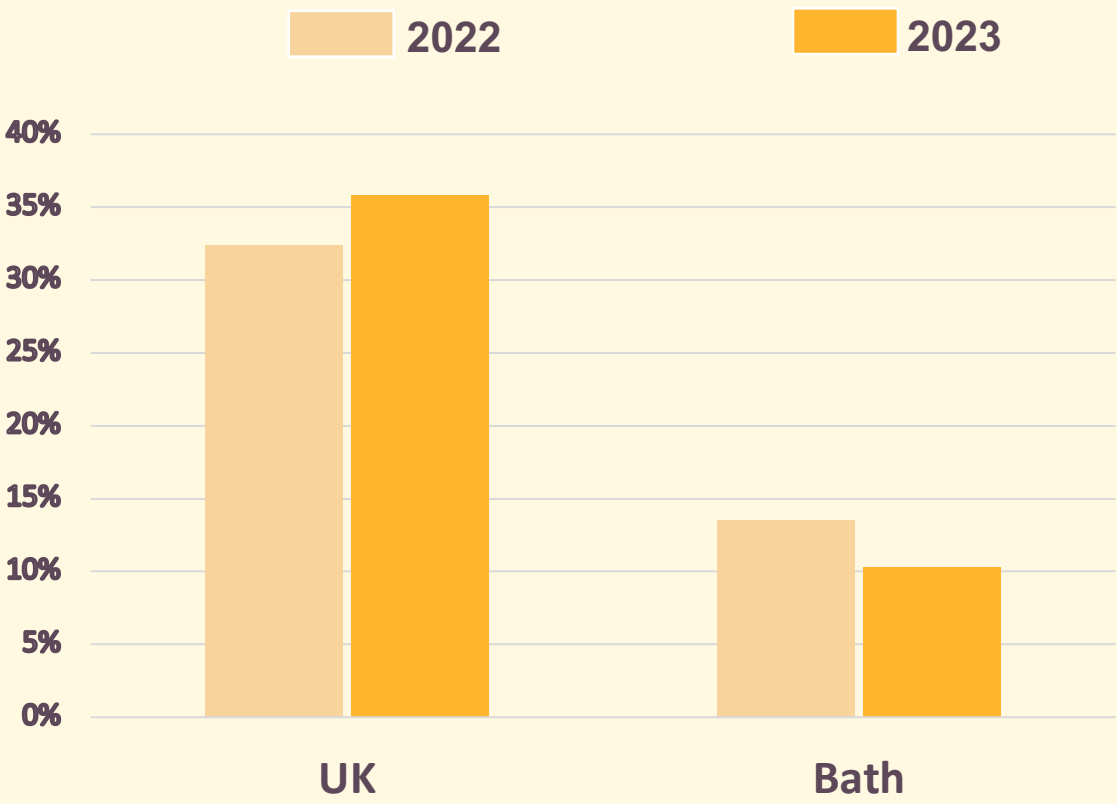


How can insights derived from brand preferences and EV age distribution be utilised to boost EV adoption in the bath community?

I. EV Growth Analysis

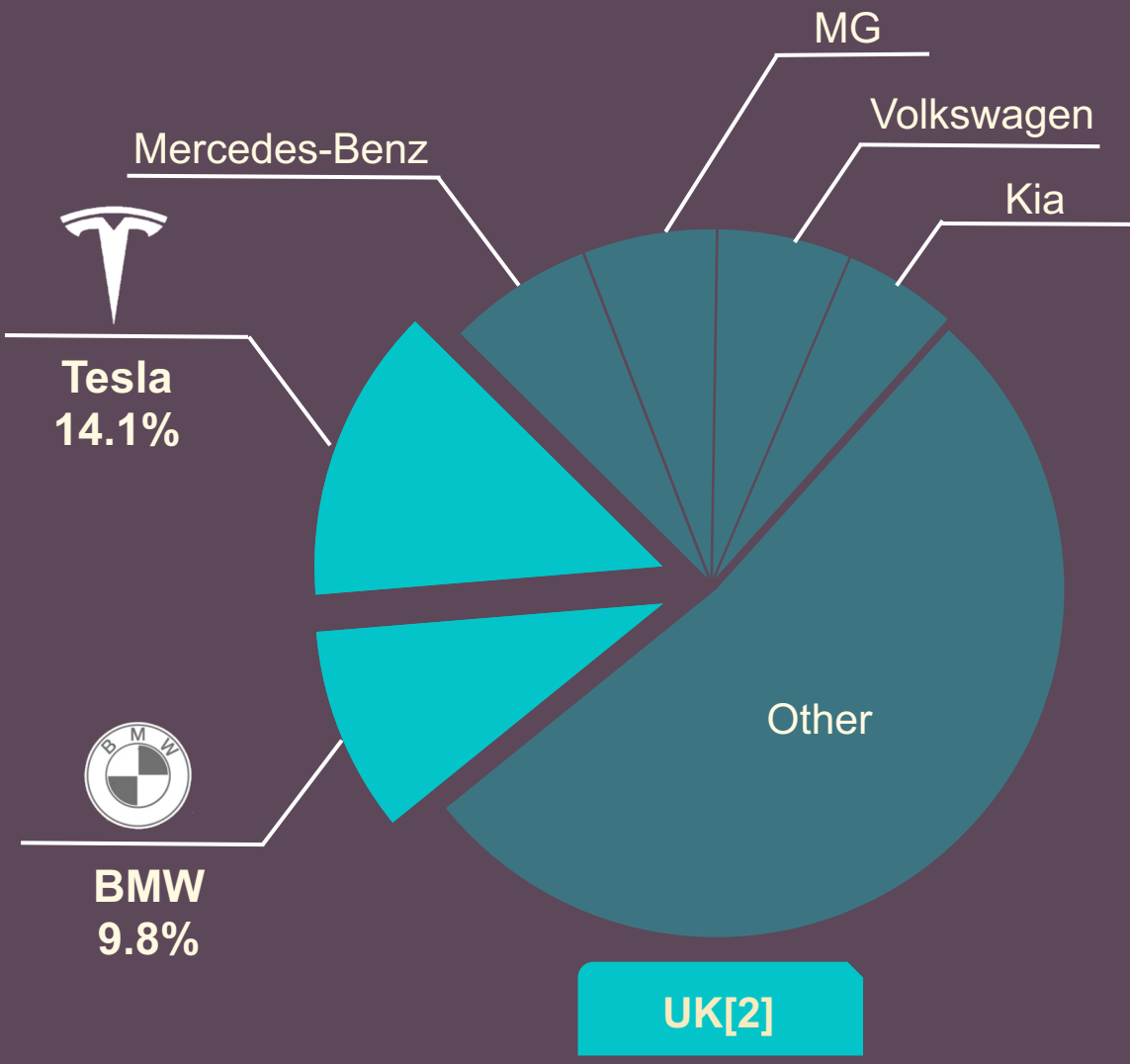
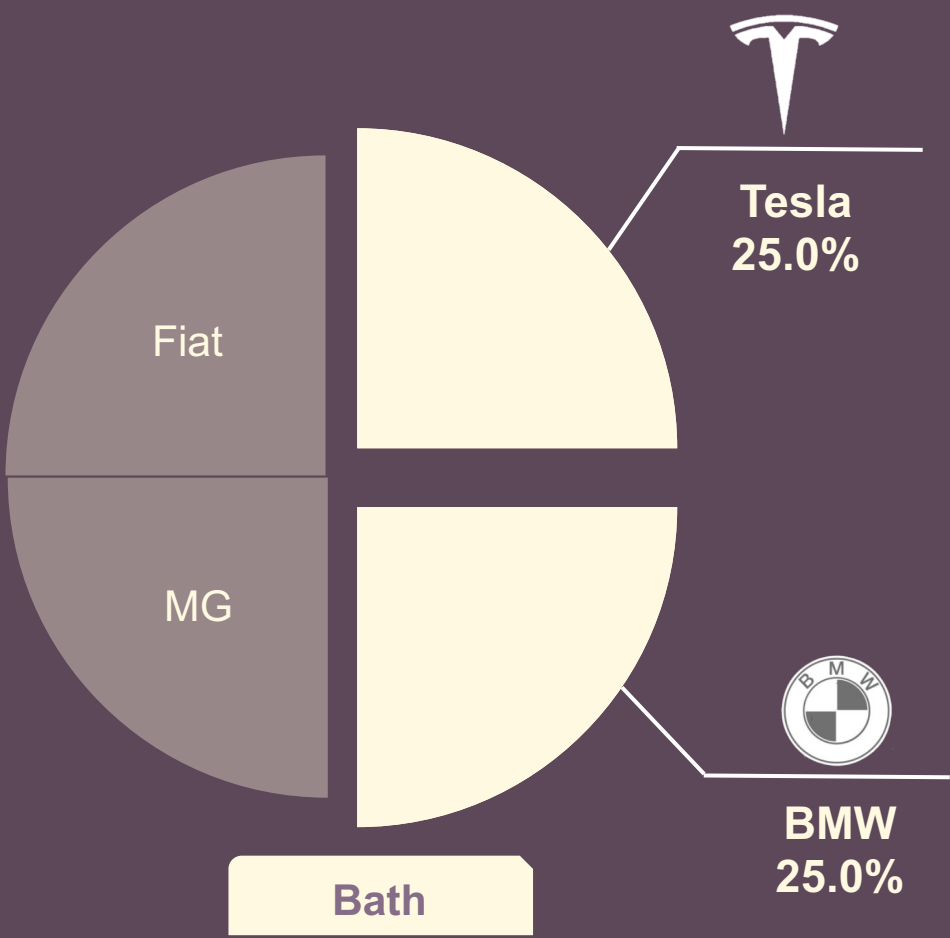


UK's EV market share increased by 3% from 2022 to 2023, according to SMMT[1], while Bath's EV adoption decreased by 3.2%, indicating a local challenge.

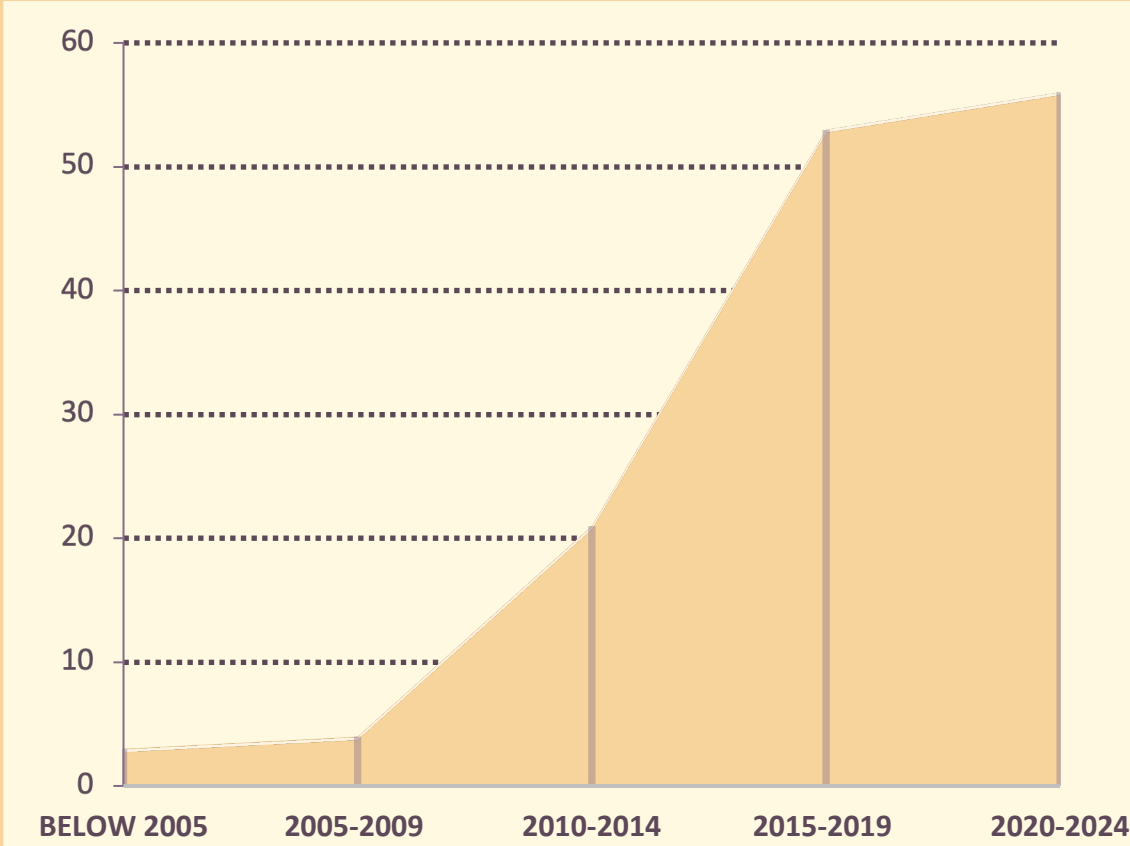


II. Enhancing Bath EV Adoption.

A. Brand Insight.



Key features why **Tesla** and **BMW** are the preferred choices
Driving ranges and **Stylish**.



B. Age of Cars Distribution.

2015- 2019

2020-2024

- Key events [3],[4]:
- European Union's CO2 emissions standards
 - The growing number of EV charging infrastructure
 - Government Increased subsidy schemes

Note: In this infographic, "EV" refers to hybrid electric vehicles, plug-in hybrid electric vehicles , and battery electric vehicles.

Summary :

The infographic highlights a decline in EV adoption rates in Bath against a growth trend in the UK, suggesting a need for the community to address this trend.

To boost sales in Bath, strategies should include promoting popular brands like **Tesla** and **BMW**, highlighting features like driving ranges, and stylish.

Additionally, following key events such as **expanding the EV charging infrastructure** could align local trends with the national increase in EV adoption.

References :

[1] Society of Motor Manufacturers and Traders, 2023. September new car market grows but motorist support needed to reverse falling private consumer EV demand [Online]. Available from: <https://www.smm.co.uk/2023/10/september-new-car-market-grows-but-motorist-support-needed-to-reverse-falling-private-consumer-ev-demand/> [Accessed 20 November 2023].

[2] Statista, 2023. Electric Vehicles - United Kingdom [Online]. Available from: <https://www.statista.com/outlook/mmo/electric-vehicles/united-kingdom> [Accessed 20 November 2023].

[3] International Energy Agency, 2021. Global EV Outlook 2021: Trends and developments in electric vehicle markets [Online]. Available from: <https://www.iea.org/reports/global-ev-outlook-2021/trends-and-developments-in-electric-vehicle-markets> [Accessed 21 November 2023].

[4] UK Government, 2023. Electric vehicle charging device statistics: January 2023 [Online]. Available from: <https://www.gov.uk/government/statistics/electric-vehicle-charging-device-statistics-january-2023/electric-vehicle-charging-device-statistics-january-2023> [Accessed 21 November 2023].