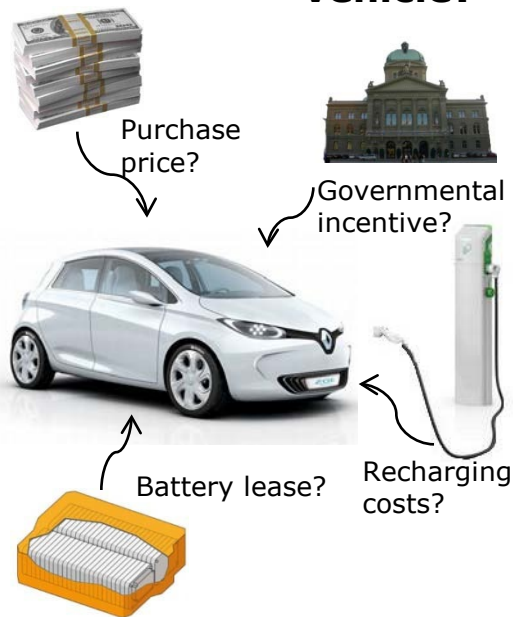


Objectives

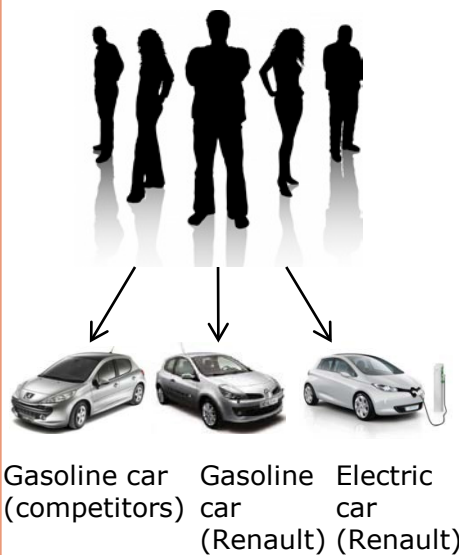
- Identification of the **ideal pricing** of an **electric vehicle (EV)**
- Identification of the **potential customers** of electric vehicles
- Assessment of the **impact** of the release of electric vehicles on the current **market shares** of vehicles with other fuel types

What is the ideal pricing of an electric vehicle?



Definition of the attributes of an electric car

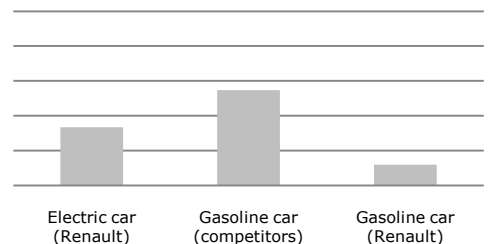
Who are the target customers?



A choice situation context

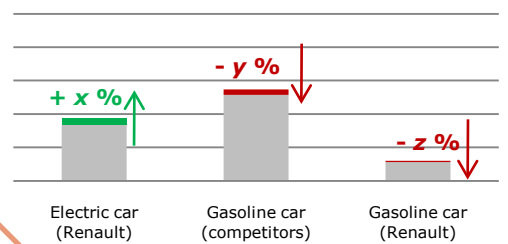
What is the impact on the car market?

Market shares with basis EV price



What happens if the price of an EV is decreased of 5'000 CHF?

Market shares with lowered EV price



Scenario with decreased EV price

Analyses and predictions performed via a discrete choice model

Research steps in the analysis of demand for electric vehicles:

- Design of a **stated preference survey** with **choice situation contexts** involving gasoline cars (Renault and competitors) and electric vehicles.
- Specification and estimation of a **discrete choice model**:
 - Evaluation of the effect of **purchase price**, **governmental incentive**, **battery lease** and **recharging costs** of the battery on vehicle preferences.
 - Identification of **population segments** with a **strong interest** for electric cars.
- **Forecasting** of market shares of different vehicle types:
 - Correction of the sample shares using **real market data**.