



## ELECTRICS: German Example Shows Research is Needed to Sell Hybrids and EVs

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A research project conducted by the Center for Automotive Management at Duisburg-Essen University has discovered some interesting perceptions held by German car buyers. Germans indeed, must represent some of the savviest car buyers on the planet, but they have some interesting views on electric vehicles (EVs). [Share](#)

According to the study, German car buyers are willing to pay up to 21,500 euro (\$29,930) for an EV from an established brand like Volkswagen or BMW. They would spend the same amount of money on an unknown brand if it offered a driving range and battery charging time that were 20% better.

The survey results indicate that Germans are willing to pay as much as an extra 2,500 euro for an EV that has more technical features, but the average price German car buyers are willing to pay for an EV is 15,000 euro (\$20,900), a figure that is far below current market prices for EVs.

Heike Proff, coordinator of the survey, said, "One reason for the low willingness to pay results from customers' fear of limited flexibility due to excessive battery charging times and low range. But this is based on misunderstanding of the customers."

The research also revealed that, on average German drivers used their vehicles for distances of 50 miles per trip and the car was often parked for eight hours or more each trip, which demonstrates that for many German drivers, an EV would suit their needs.

The authors concluded that while global auto manufacturers are investing heavily to develop electric vehicles with zero-emissions in order to comply with tightening emissions regulations, there remain several obstacles. The two primary barriers are battery range and the initial high cost for EVs.