EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

Living Lab, tool for fire starting attitude change?: Study of ex-post attitude & purchase intention.

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Session 1B: ELECTRIC VEHICLES

Flemish living Lab Electric Vehicle 2011-14

Vlaamse Proeftuin
Elektrische
Voertuigen

= open innovation environment in real-life settings, in which user-driven innovation is fully integrated within the co-creation process of new services, products and societal infrastructures.

http://www.proeftuin-ev.be/

Setting

Belgium ➔

- Flat roads
- Mean travel distance/day = 39,52 km (Flanders)
- Car use: 48% of all trips < 40 km
- 3,4 milj private garages, parking's and drive ways

iMove - platform

- **B2B population: fleet and company cars**
- **Cities/communes: fleet cars and specific use**

B2C population: private persons

- 193 users
- 50 cars
- March 2012 ï March 2013
- 4 groups
- 10 weeks
- Daily family use
- Different vehicle brands

iMove ï B2C

→

- Perception
- Attitude
- Purchase intention

Data collection

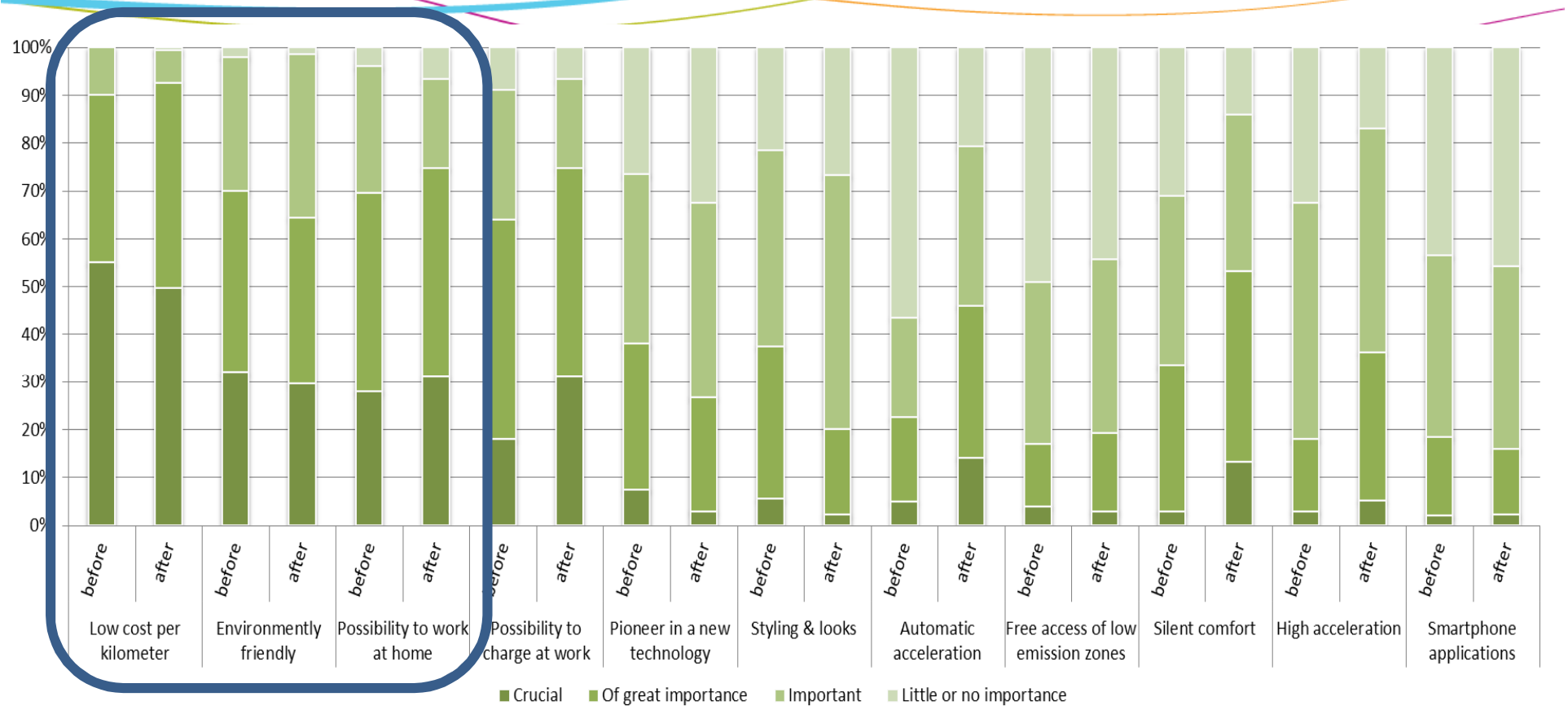
- Pre-survey
- Travel diary via smartphone
- Post-survey

- Logging car
- Logging charging post: private pole MODE 3

Facts and Figures

	Total	Week days	Weekend days
# trips	40.125	30.481	9.644
Total distance	369.815 km	284.460 km	85.356 km
Mean distance /trip	9,22 km	9,33 km	8,85 km
Max distance on 1 day		218 km	219 km
Mean distance/day	24,7 km	26,3 km	20,4 km

Importance of EV *advantages*



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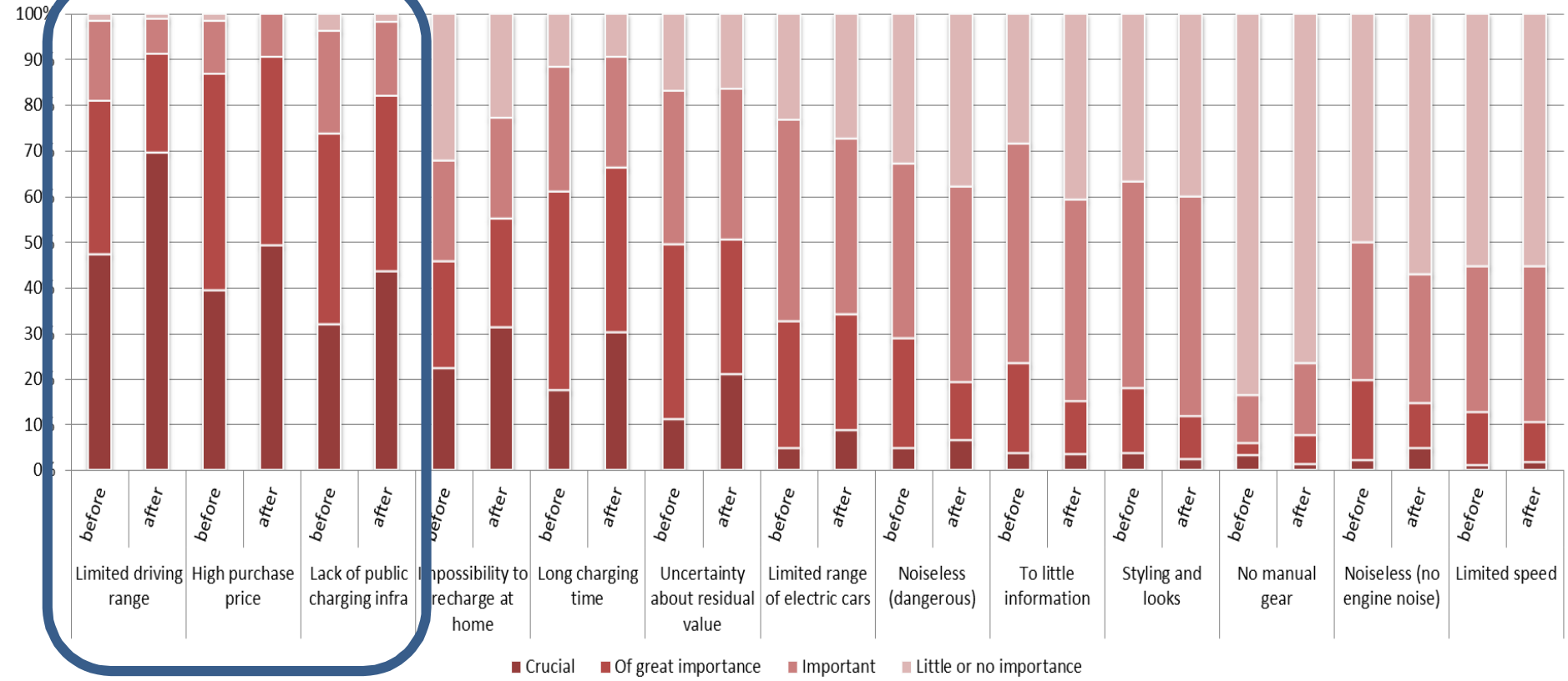
Importance of EV *disadvantages*



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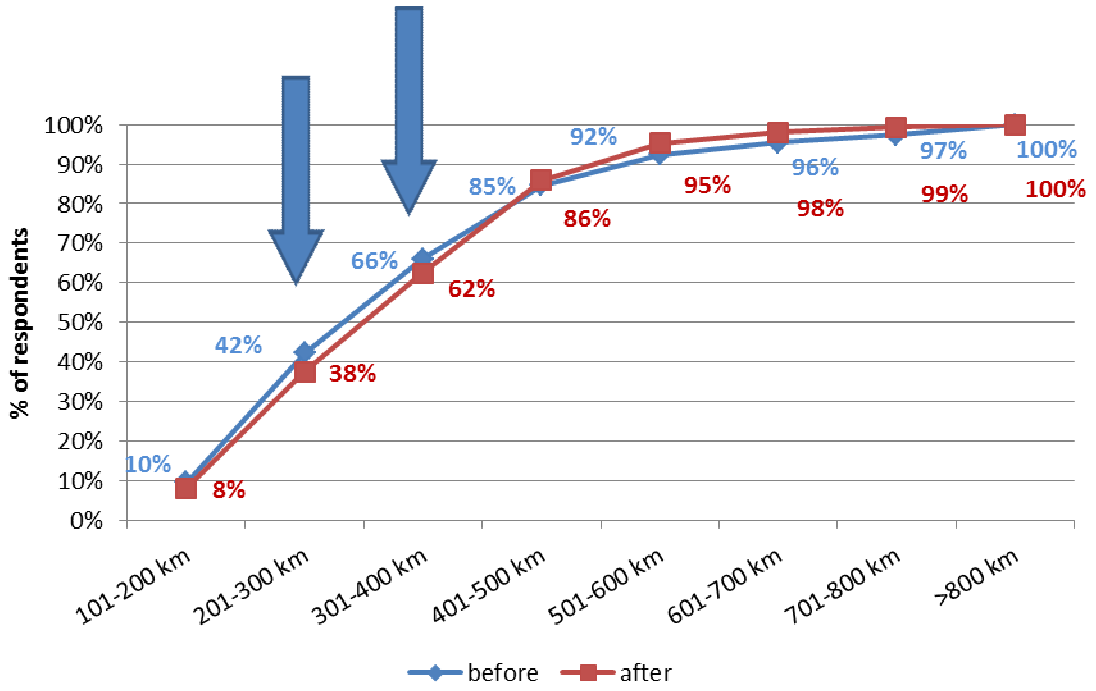
Electric range - preferred

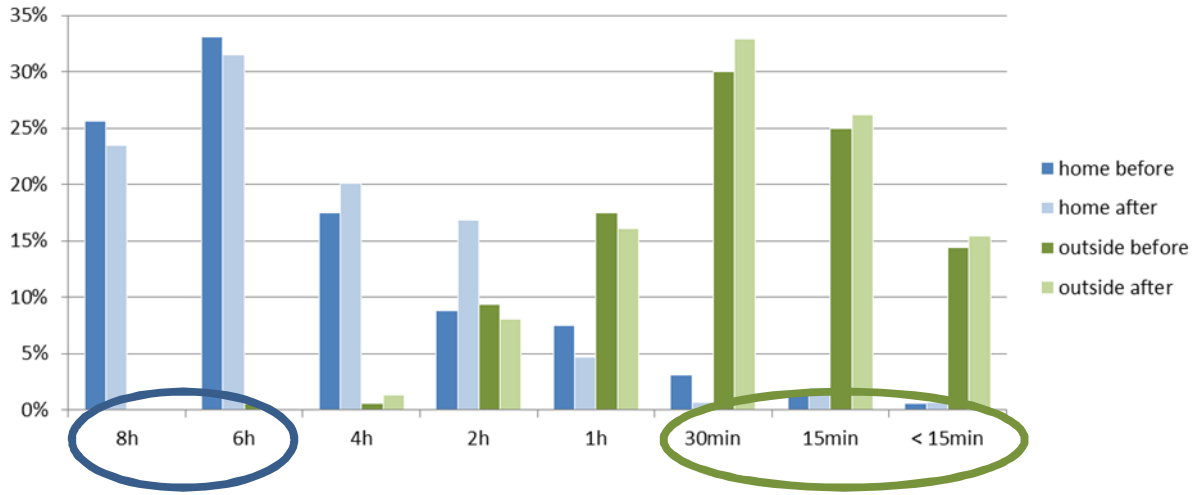


Charging

Preferred charging time:

At home

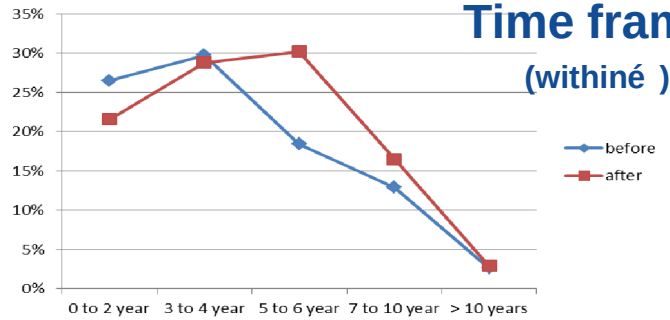
Alongside the road



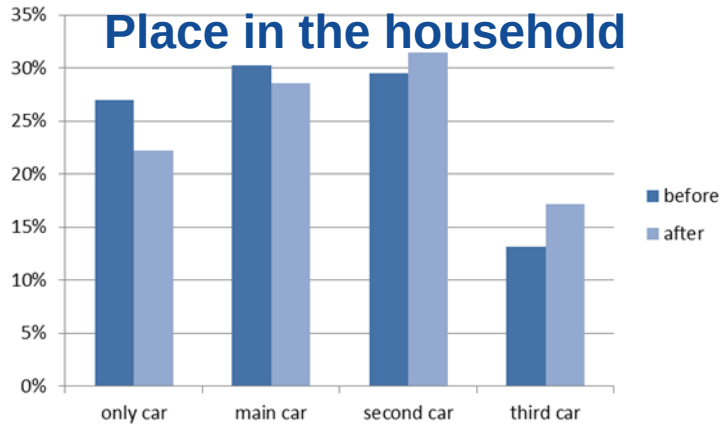
Purchase intention

- 93% is willing to purchase EV

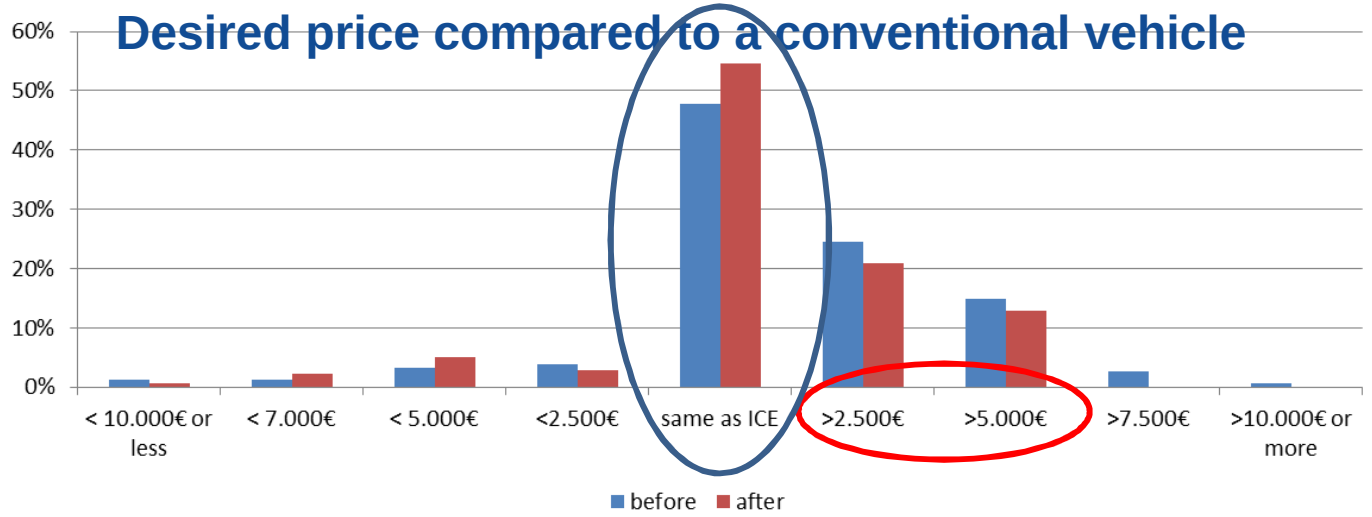
Time frame (withiné)



Place in the household



Desired price compared to a conventional vehicle



Role of government

MUST invest

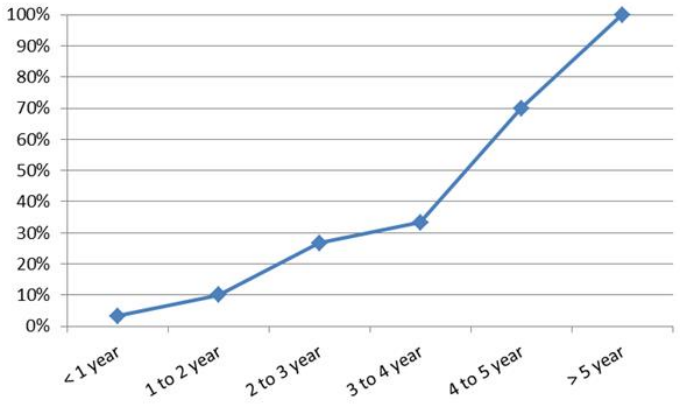
1. **Standardisation of charging infrastructure**
2. **Installation of public fast chargers**

3. **Tax incentives for EV purchase**
4. **Exemption of registration and road tax**

Effective purchase behaviour

- **Post-survey after 1,5 years**
- **5 testers out of 132 (4%) bought an EV (Nissan Leaf, BMW i3, Renault Fluence)**
  - Tax aspect
  - Environmental aspect
- **23% of non-buyers still willing to purchase**

Convincing factor	Top 1
environmental friendly	40%
low cost per kilometer	37%
silent comfort	7%
pioneer in a new technology	7%
possibility to charge at home	3%
automatic acceleration	3%
possibility to charge at work	3%



Conclusion

- **Living Labs => create awareness, publicity, free PR**

- **Range and price remain major stumbling blocks**
  BUT which has to which should be tackled first?
  Golden driving range: up to 300 km !!!!

- **Government should play active role via**
  - Positive tax incentives for EVs for companies AND private persons
  - Deployment infrastructure

Thank you for your attention!

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