

PEVs and the Consumer

Mobile Sources Technical Review Subcommittee

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TOYOTA

Toyota Electrification History

Toyota

RAV4-EV



~1000 Leased
~500 Sold



Prius

Prius V

Prius C

Prius PHEV



Camry HV

Highlander HV

Avalon HV

New

Lexus

RX h

GS h

LS h

HS

CT

ES h

New

'98

'00

'02

'04

'06

'08

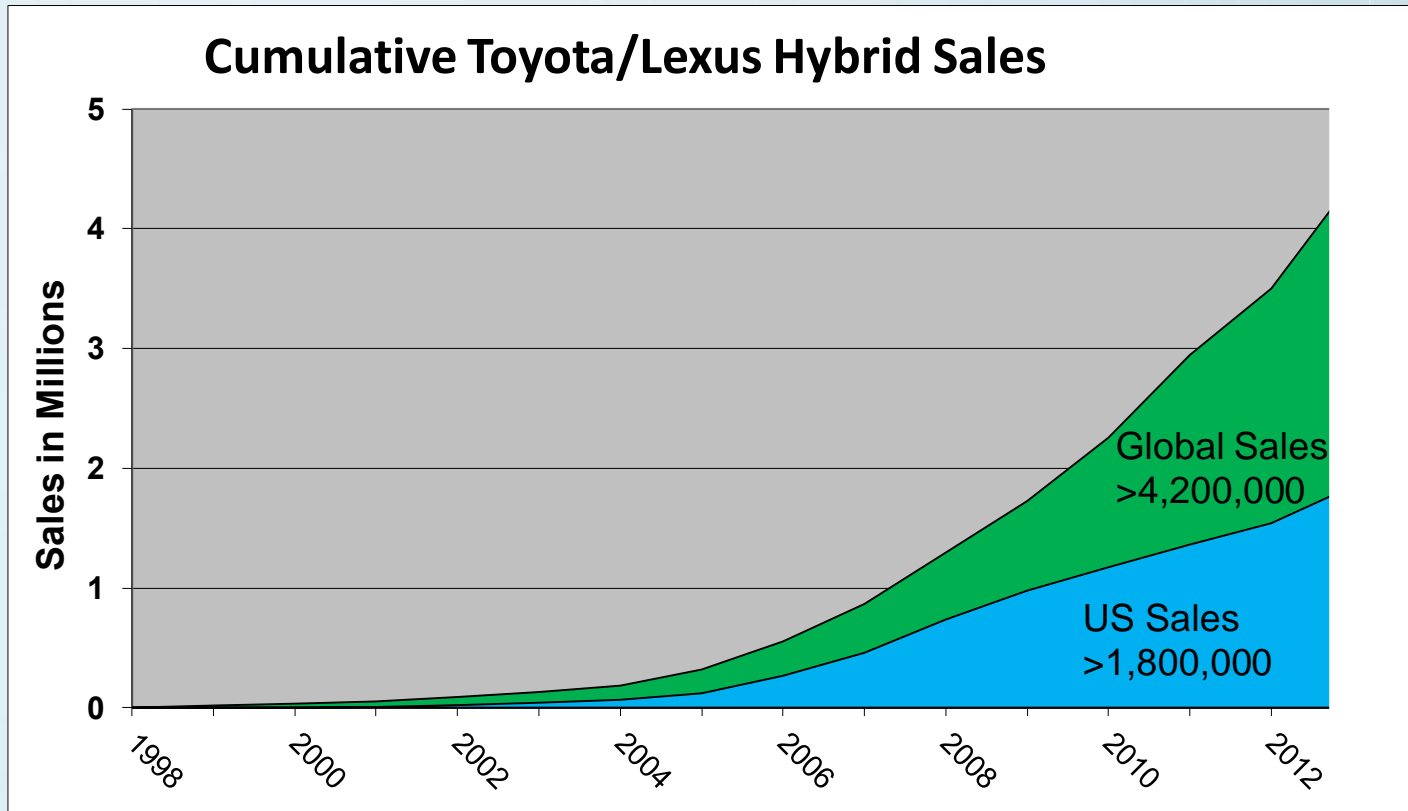
'10

'12

'13

15 years of electrified vehicle design, manufacturing and marketing experience

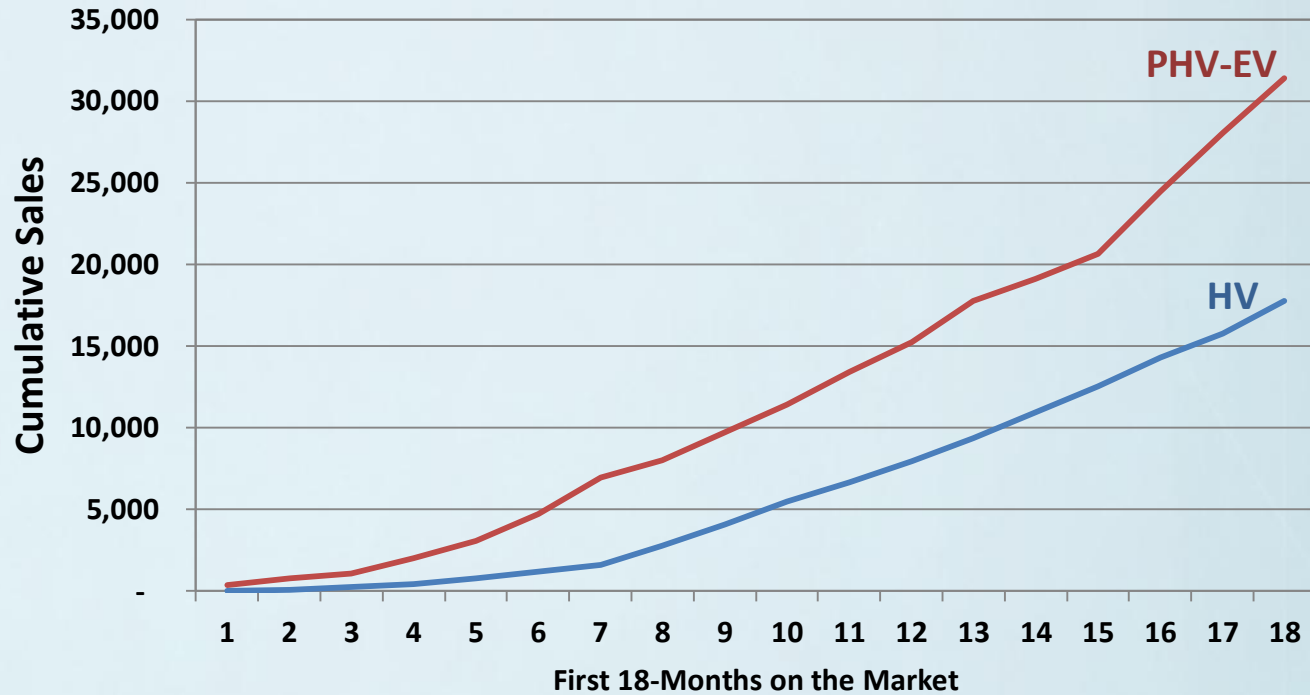
Market Growth Takes Time



Over 15% of Toyota's year to date sales are hybrids

Today's PEV Market

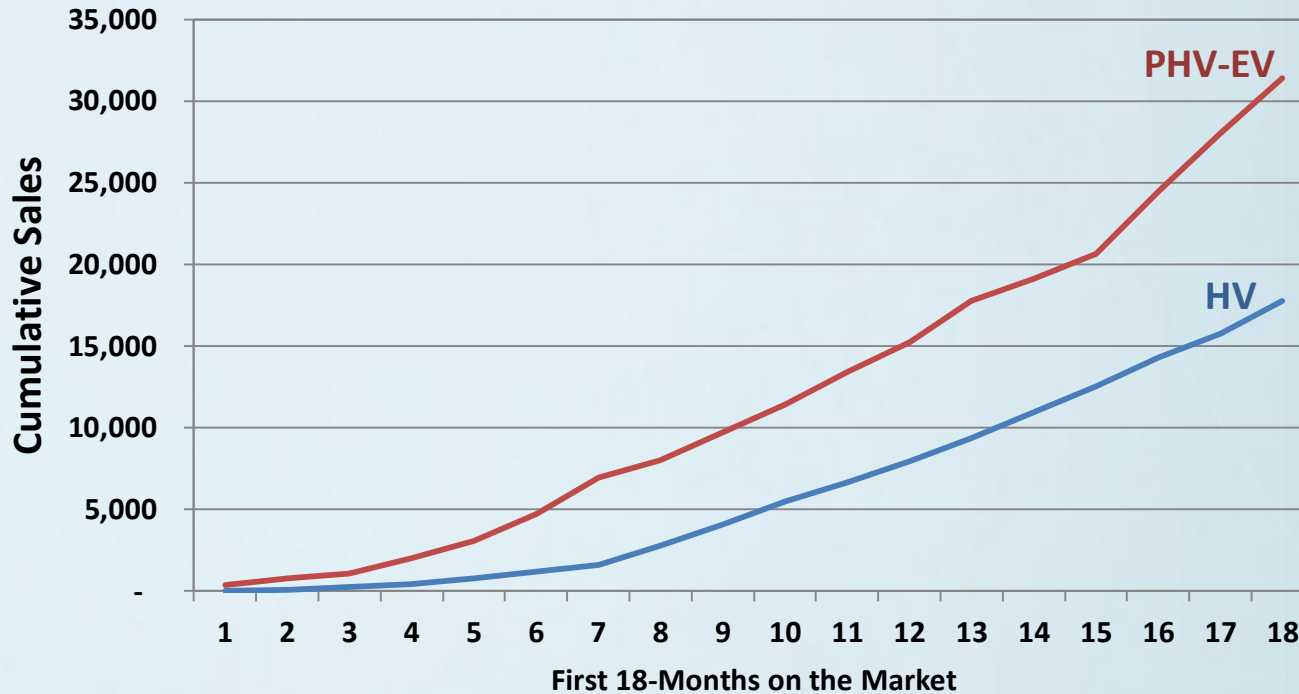
Early HV Sales vs Early PHV-EV Sales (US Market)



Initial PEV sales out paced hybrids, but

Significant Market Differences

Early HV Sales vs Early PHV-EV Sales (US Market)



The major differences from a decade ago

Average Weekly Real Gasoline Price During each 18-Month Period

2000 ⇒ **\$1.52** **Now** ⇒ **\$3.58**

Average Federal Incentive During each 18-Month Period

2000 ⇒ **\$0** **Now** ⇒ **\$6,918**

PEV Market Size in 2012

Over 35,000 PEVs sold so far in 2012

← ~ the same as Porsche

• ← For every one EV sold

• ← There are 4 PHEVs sold

• ← 55 HEVs sold

1550 conventional vehicles sold

PHEV Buyer Demographics

Vehicle	Median Age	College	Median Income	Male
Prius	Mid-50s	Grad School	<\$100k	~ ½
Prius PHEV	Early 50s	½ Grad School	>\$150k	> ¾
Lexus	60	Most	<\$150k	~ ½
RAV4	Late 50s	½	<\$75k	~ 1/3
RAV4-EV	Similar	Highly Educated	Affluent	~ ¾

Prius PHEV “Image”

- Environmentally friendly
- Innovative
- Technologically advanced

} Similar % to Prius v & c

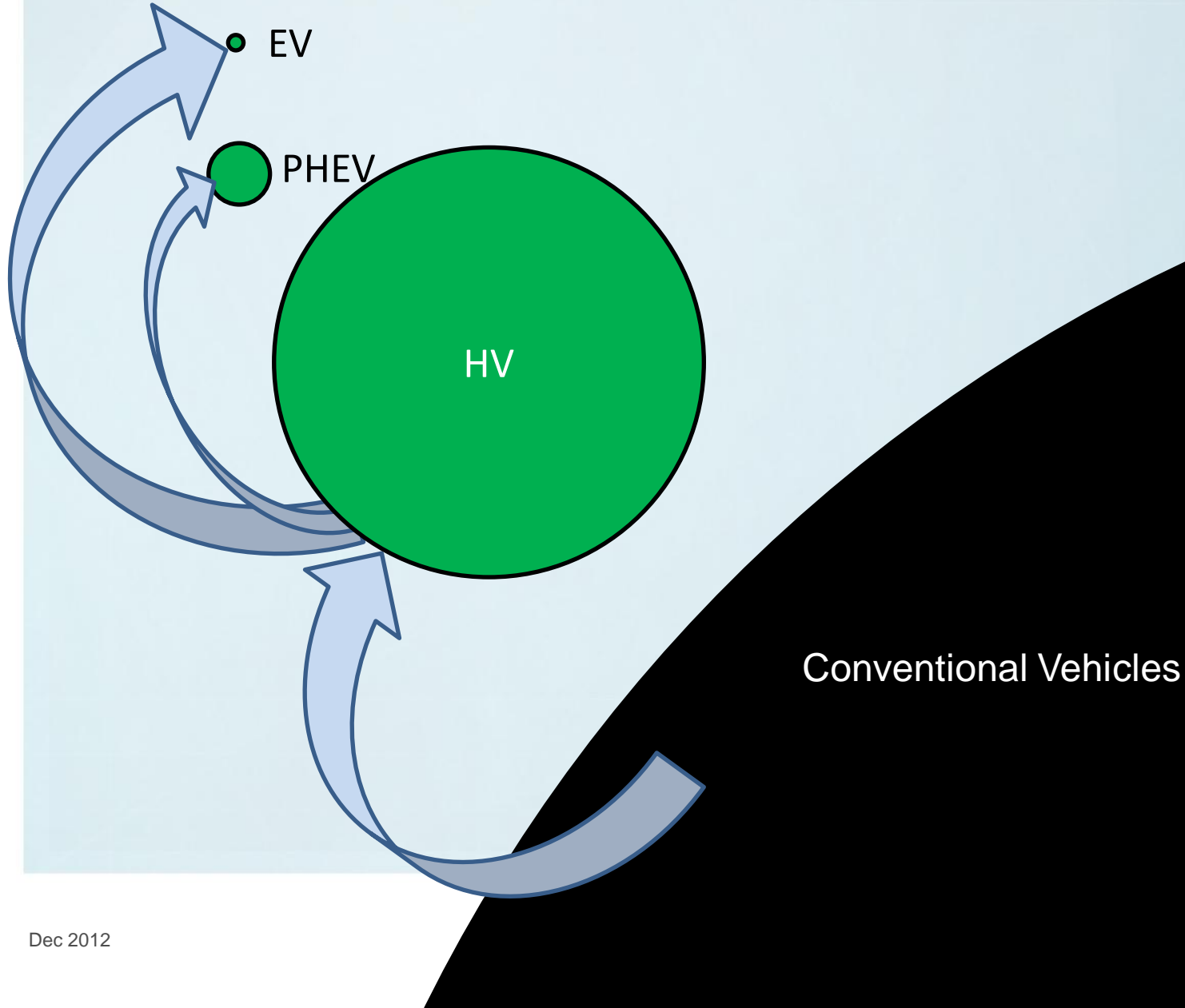
Limited Cross Shopping

- 35% with Volt
- 25% with Leaf
- 5% with Prius

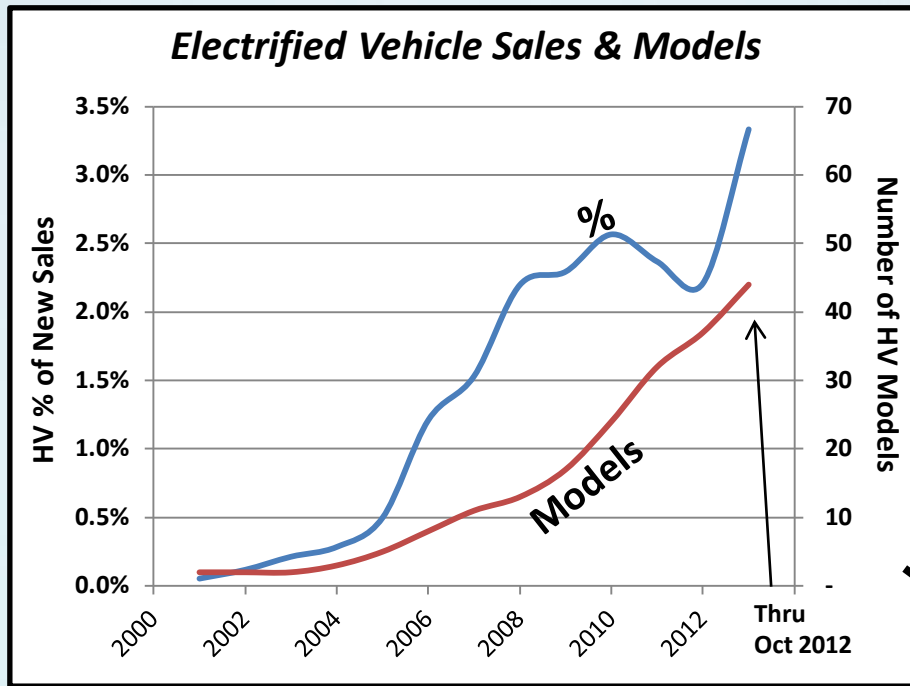
Reasons for Buying Prius PHEV

- EV & high MPG as HV
- Gov incentive (rebate, carpool sticker, etc.)
- Fuel economy

Growing the PEV Market

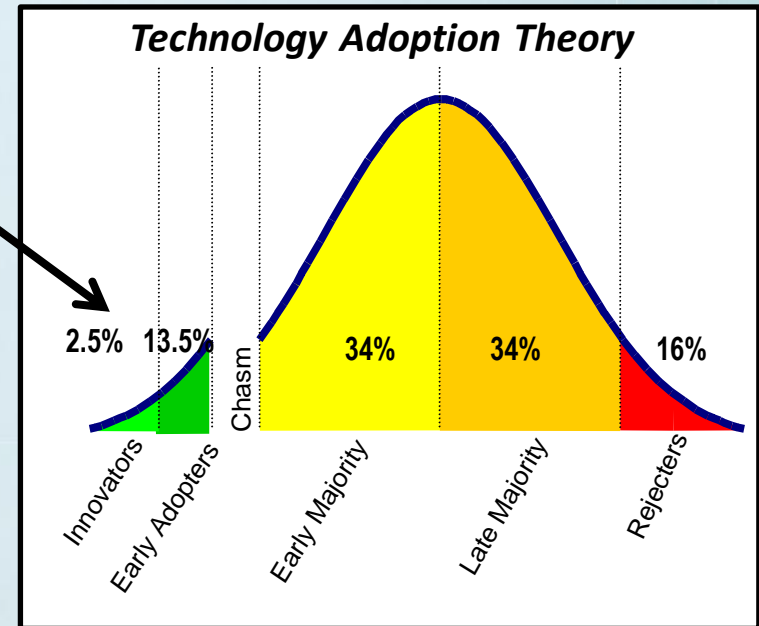


Technology Adoption **Accelerating**



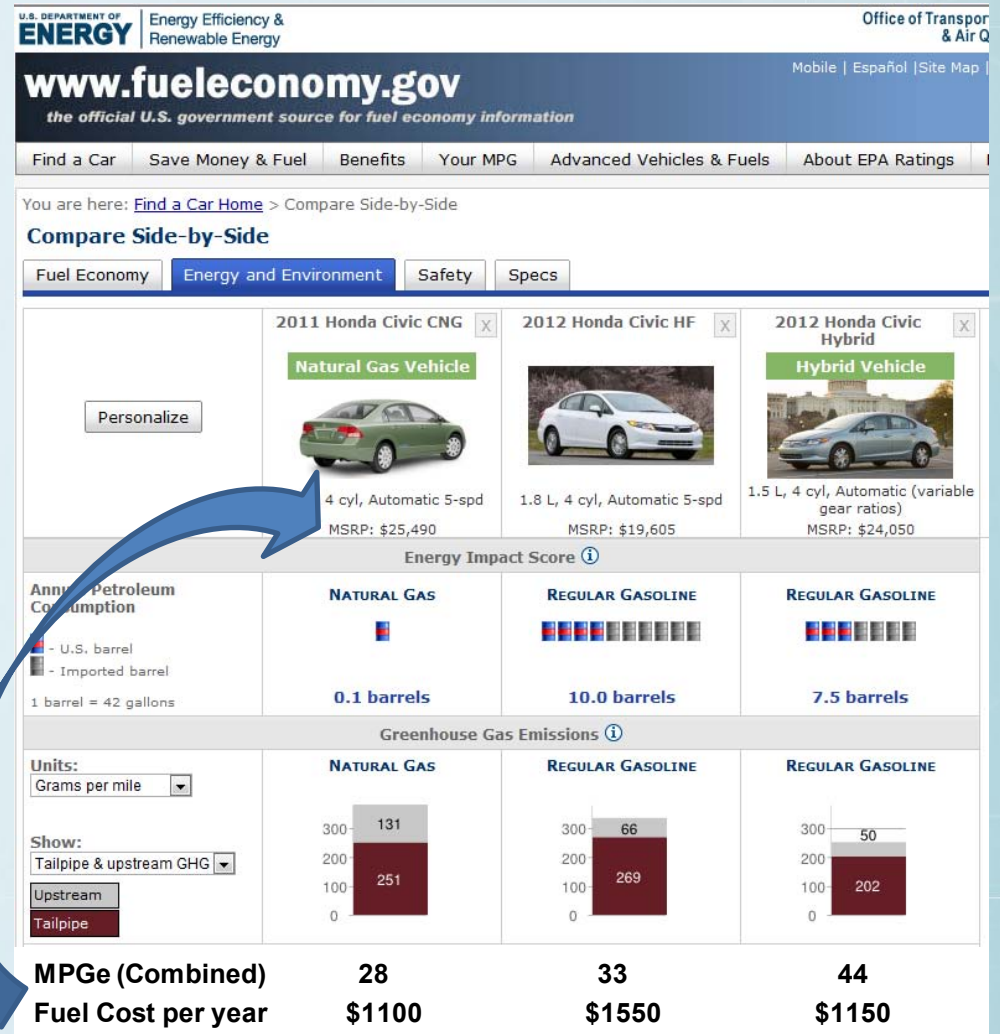
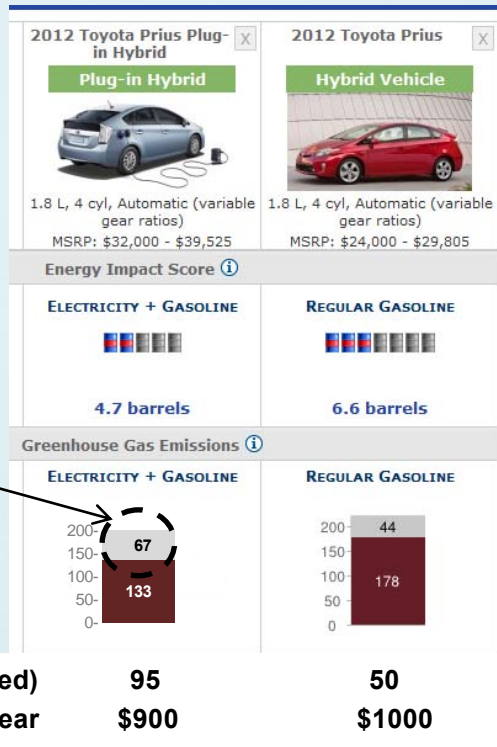
➡ Best year yet for electrified vehicle sales

➡ Not yet mainstream – must jump chasm



Your Mileage May Vary

- Consumers are overwhelmed with data
- How to choose???



PEV Market Growth will Require

⇒ *Time*

⇒ *Significant expansion of hybrids*

⇒ *Greater appeal to a broader demographic*



Thank You For Your Attention

