

A fully electric car is the best choice for one-in-five new car buyers

Submitted by: Performance Communications

Tuesday, 12 November 2019

A fully electric vehicle is the ideal choice for 19.2% of new car buyers today, according to What Car?'s What Fuel? research

What Fuel? calculator shows drivers the most suitable fuel choice for their daily needs

More than 8400 motorists took part in survey analysing their daily driving requirements

Hybrid and plug-in vehicles recommended for 63.8% of drivers, while diesel and petrol best for just 12.5% and 4.8% of motorists respectively

Electric vehicles only account for 2.2% of new car registrations*, with previous What Car? research highlighting a 'knowledge gap' in the industry**

To find out what kind of vehicle you should next purchase, visit: www.whatcar.com/what-fuel-tool/

For best new car deals, visit: www.whatcar.com/new-car-deals

An electric vehicle is the best option for nearly one-in-five new car buyers in the UK, according to exclusive research by What Car?.

Analysis of the daily mileage, driving habits and vehicle requirements for more than 8400 users of the What Fuel? Calculator by the UK's leading consumer champion and new car buying platform, shows 19.2% of drivers could use a fully electric vehicle (EV) as their daily driver without compromising their routine.

The What Car? What Fuel calculator found a whopping 63.8% of new car buyers should opt for a hybrid or plug-in hybrid vehicle as their next car, while diesel and petrol models came out on top for just 12.5% and 4.8% of new car buyers respectively.

Sales of fully electric vehicles are failing to reach their potential and currently account for only 2.2% of the UK's new car market, according to the latest figures from the Society of Motor Manufacturers and Traders (SMMT)*. The disparity was previously highlighted by a What Car? Electric Vehicle White Paper, which identified a 'knowledge gap', which is causing motorists to overlook the latest generation of EVs as they remain unaware of their capabilities and benefits**.

What Car?'s research found EVs are suitable for some drivers covering more than 15,000 miles a year and even those who live rurally. The best EVs can now cover more than 200 miles on a single charge – including the current What Car? Car of the Year, the Kia e-Niro, which comes with a WLTP-approved 282-mile range and a What Car? Real Range of 253 miles under real-world driving conditions.

The What Car? Electric Vehicle White Paper revealed that many potential owners remain concerned about range, while others fail to take into account the savings from running an electric vehicle when searching for a new car.

What Car? editor Steve Huntingford said: "There are more than 20 different fully electric vehicles available, with many giving their petrol and diesel counterparts a serious run for their money. Yet

electric ownership is lagging behind its potential. Our What Car? What Fuel tool shows nearly a fifth of drivers could make a seamless switch to electric ownership right now.

“Our previous research highlighted a ‘knowledge gap’ among new car buyers, with car manufacturers identified as not providing enough information on the benefits of owning an EV. Since our research, many manufacturers have updated the information on their websites, but more could still be done. The more people learn about the benefits of running and owning an electric car, the faster the technology can reach its full potential.”

To read the latest electric vehicle news, reviews and advice, visit: www.whatcar.com/electric-cars

To find the best deals on a new electric vehicle, visit: www.whatcar.com/new-car-deals/category/electric

www.whatcar.com/new-car-deals/category/hybrid

To try out the What Fuel? tool, visit: <https://www.whatcar.com/what-fuel-tool/>

ENDS

*<https://www.smmf.co.uk/vehicle-data/car-registrations/>

** To read the full What Car? Electric Vehicle White Paper, visit:

<https://www.dropbox.com/sh/d8pdxdhhecxf7z/AAC8yo0t2dWDGoo1FUVLBg1Ha?dl=0>

About What Car?

What Car?, the UK's leading and most trusted car buying brand, has the magazine, a market-leading website and several established brand extensions. It has helped Britain's car buyers to make purchasing decisions for more than 40 years and its tests are widely regarded as the most trusted source of new car advice.

Whatcar.com is the UK's leading car buying website, offering trusted reviews and data on every new car. A winner of numerous awards and accolades, whatcar.com is recognised as one of the UK's leading consumer websites and attracts 1.7m unique users every month and over 13m monthly page impressions. The brand has seen major investment in its digital infrastructure as it develops a new ecommerce platform, allowing users to act on the trusted advice What Car? offers.

With a print circulation of 55,459, combined with its mobile and social reach, What Car? has more than 5.5 million monthly points of contact with its audience on the move, at work, at home and at the crucial point of sale. It is the top performing monthly on the UK newsstand in the motoring category.

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