

PM Breakout Session

EVs, PHEVs, etc.

Phase 2 and Beyond

Setup for the afternoon breakout session

- Imagine it's the year 2022, and you are being interviewed by a *New York Times* reporter
- You created a program that succeeded in accelerating the adoption of advanced vehicles such as EVs and PHEVs in the U.S.
- Tell us about what you did
 - ▶ What concept(s) did you employ?
 - ▶ What were the benefits to the consumer?
 - ▶ How did you scale up the size of the program?
 - ▶ What barriers did you overcome?

Outline

Discussion summary: session V1

Discussion summary: session V2

Session summary

- What had impact was not one particular thing, but rather a lot of little things.
- We communicated to people that, if you take one small positive action that others repeat, it will have great impact. We helped people understand the impact of their actions if repeated globally.
- Part of the story: there was a big oil shock just as 2nd generation EVs/PHEVs were coming out, which was the tipping point for many people
- At the same time, engaging apps had been developed that people responded to. Car companies were data mining both real-world actions and virtual activity to better understand consumer's relationship with their EV. They correlated virtual activity with probability of buying something.

Outline

Discussion summary: session V1

Discussion summary: session V2

Our multipronged solution

- Segmentation into communities: we figured out how to personalize the message to different communities while allowing those communities to choose the right solution for them (e.g. Rush Limbaugh and Berkeley).
- Develop metrics and incentives that apply to all communities; can be virtual (gamification) and real (lotteries).
- Social networks as “force multiplier”
- Alternative business models that provide access (I don’t have \$50k)
- P2P groups: create social platforms that facilitate trust, give people chances to try EVs. Also include ZipCar in this.
 - ▶ Use smart phones to instantly customize seat position, radio channels
 - ▶ Personalize the commodity
 - ▶ Move to a subscription model

Our multipronged solution, cont'd

- Leverage millennials: They're more techy, buying cars soon, could influence their elders. Create something that can go viral.
- Make the experience broader : integrate solar installation with EVs so your fuel supply is on your roof (existing supply chains not amenable to change)
- Similar concepts for different platforms: go for pure EVs in parallel with PHEVs that gradually get bigger batteries
- Create more visual connection between choices and consequences—easier to communicate