

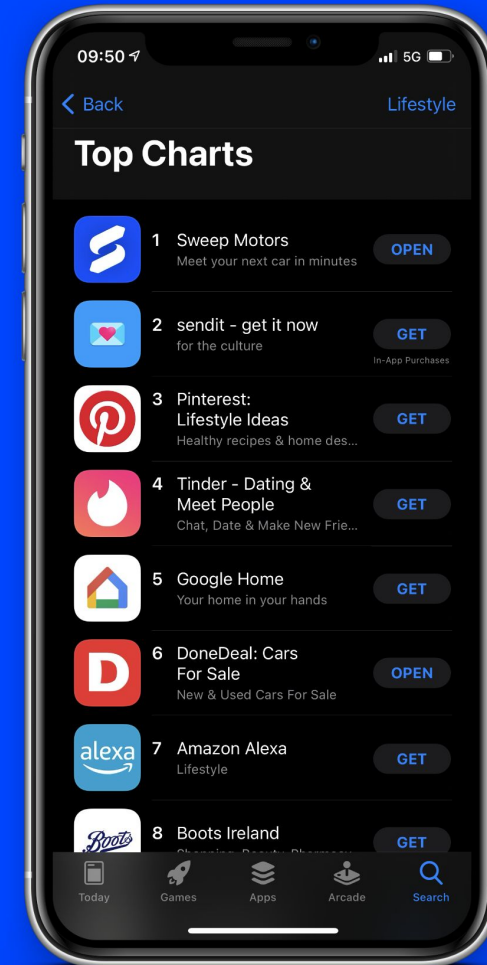
The logo for Sweep, featuring a stylized white 'S' icon followed by the word 'sweep' in a lowercase, sans-serif font. The background is a solid blue color with a dark blue gradient at the bottom.

**sweep**

# Sweep Motors

A trusted, technology-led car shopping platform that reduces the time of finding your next car by up to 75%.

- Browse over 24,000 vehicles from over 500 trusted dealerships in Ireland
- #1 downloaded lifestyle app in Ireland as at 11<sup>th</sup> October 2021
- We survey our users regularly to find the latest trends, sentiments and opinions influencing car buying decisions

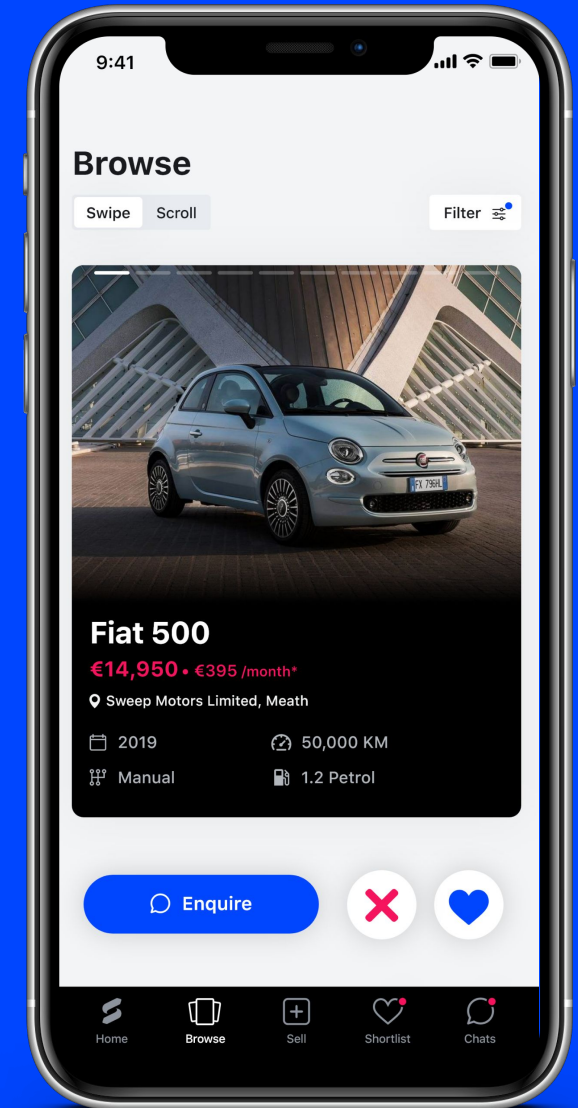


#1

# Taking stock of active car buyer EV purchasing attitudes

2,102 people responded to our latest EV survey

- Active car buyers in the Irish market
- What is the current sentiment towards EVs from car buyers?
- What are the biggest roadblocks to driving mass adoption of EVs?



# Consumer Profiles

## *What age bracket do you fall into?*

- **19%** aged 18 to 30
- **16%** aged 31 to 39
- **29%** aged 40 to 50
- **36%** aged 51+

## *What kind of vehicle do you currently drive?*

- **31%** drive a Petrol vehicle
- **60%** drive a Diesel vehicle
- **9%** drive a Hybrid or Electric Vehicle

# Buyer Sentiment

*When would you consider buying an Electric Vehicle?*

- **23%** in the next 2 years
- **24%** in the next 2 to 4 years
- **36%** in the next 5 to 10 years
- **13%** not interested in switching to electric

*What type of electric vehicle would you consider buying as their next car?*

- **53%** would consider a PHEV
- **22%** would consider a BEV

# Experience

*Have you driven an Electric Vehicle before?*

- **14%** have driven a BEV
- **20%** have driven a PHEV
- **66%** have never driven a BEV or PHEV

*Are you environmentally conscious?*

- **63%** always
- **35%** are sometimes
- **2%** are not

# Education & Information

## *Have you heard of Ireland's Electric Vehicle Grant Scheme?*

- **34%** have heard of it
- **34%** are briefly aware of it
- **32%** have never heard of it

## *Would you use green or renewable energy to charge at home?*

- **73%** would
- **11%** wouldn't
- **16%** don't feel there is enough information available

# Infrastructure & Education

*Do you know where your nearest public charger is?* **67%** know

- **33%** don't know

*Is there enough public information available to help you purchase an electric vehicle?*

- **51%** not enough information is available
- **29%** there is enough available
- **20%** there is some information but more is needed



# Preventing Factors

*What are the key factors preventing you from purchasing an Electric Vehicle? (multi-select)*

- **63%** said the high price of an Electric Vehicle
- **42%** said a lack of charging infrastructure
- **37%** said range anxiety
- **16%** said high price of electricity
- **13%** not enough public information

# Summary & Key Points

- *The Irish market needs education and convincing on electric vehicles – they are underinformed and fearful of making the switch*

**71%** cited a lack of public information

**66%** have never driven an EV

**94%** are environmentally conscious

Only **34%** aware of EV grant schemes

**Price, Environment & Running Costs** the key considerations