



Electric Vehicles: What are the barriers and who are the buyers?

BARRIERS to purchasing an EV



Who are the BUYERS?



1st HORIZON:

Early Adopters (current owners)

Consumers with higher incomes and/or ecofriendly and high-tech mindset who also value "new" and "different" products

2nd HORIZON:

Near Term Buyers

New segments that need more basic mobility with shorter range and fewer vehicle options: typically live in more urban areas

3rd HORIZON:

Long-term buyers requiring new business model

Mainstream consumers, including families, who would purchase EVs over ICE for driving performance and efficiency, but also expect more driving utility and equivalent range versus ICE

NXP AND ELECTRIFICATION

At NXP, we're leveraging our broad portfolio and application **LEADERSHIP IN AUTOMOTIVE POWER CONTROL** to help accelerate EV system development. We provide system solutions that deliver the **OPTIMAL PERFORMANCE**, robust functional safety and power management required for the next-generation of electric and hybrid vehicles.

Learn more about electrification at
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