Switching ON the rEVolution

The road to EV readiness, for markets, carmakers and consumers

About this study

Switching ON the rEVolution is a global opinion research study amongst 10,000 consumers and 100 automotive executives, exploring levels of readiness for the switch from internal combustion engine (ICE) vehicles to electric vehicles (EVs). For the purposes of this study EVs refers to fully electric vehicles (also known as battery electric vehicles), unless otherwise stated.

10,000 Consumers

100 Automotive executives

10 Key markets

The road to readiness

In **2021**, the share of electric cars (pure battery electric vehicles and plug-in hybrids) in new car sales was **9.6%** [1]

[1] LMCA Global Hybrid and EV Forecast.

CARMAKER

66%

of automotive executives state that the transition to EVs is the **number one strategic priority** for their organisation

97%

of automotive executives are confident they will **meet the ICE phase-out deadline**

MARKET

2040

Many governments have now set target dates for ending the sale of new petrol and diesel-powered by 2040 or earlier

CONSUMER

53%

of all consumers would **consider an EV** for their next vehicle purchase

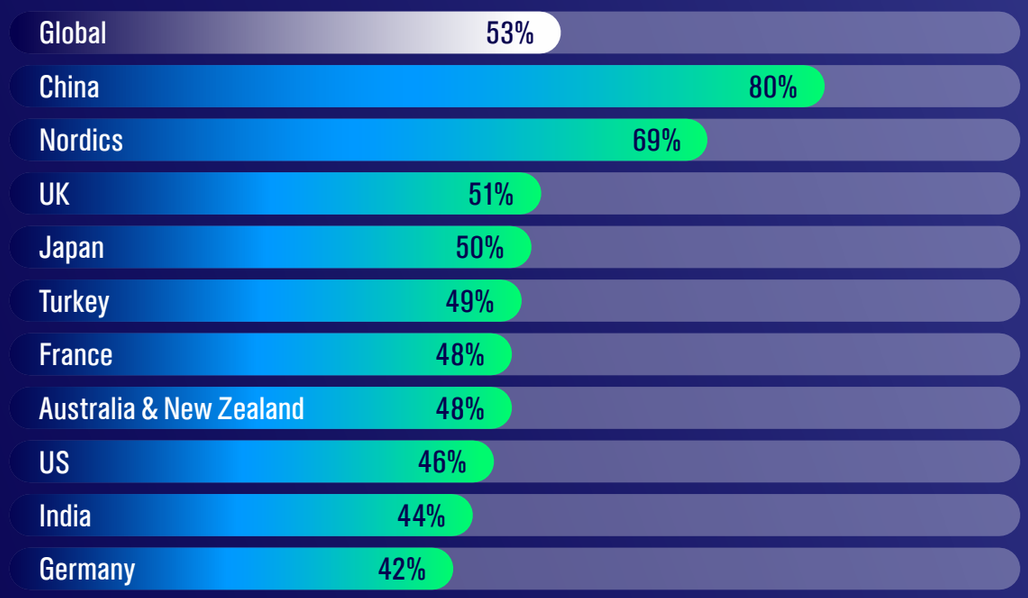
99%

of **current EV drivers** would consider an EV for their next vehicle purchase

By **2035**, the share of electric cars (pure battery electric cars and plug-in hybrids) in new car sales could rise to **50-70%** [2]

[2] According to the Accelerated and Net Zero scenarios in the 2022 bp Energy Outlook: bp.com/en/global/corporate/energy-economics/energy-outlook.html

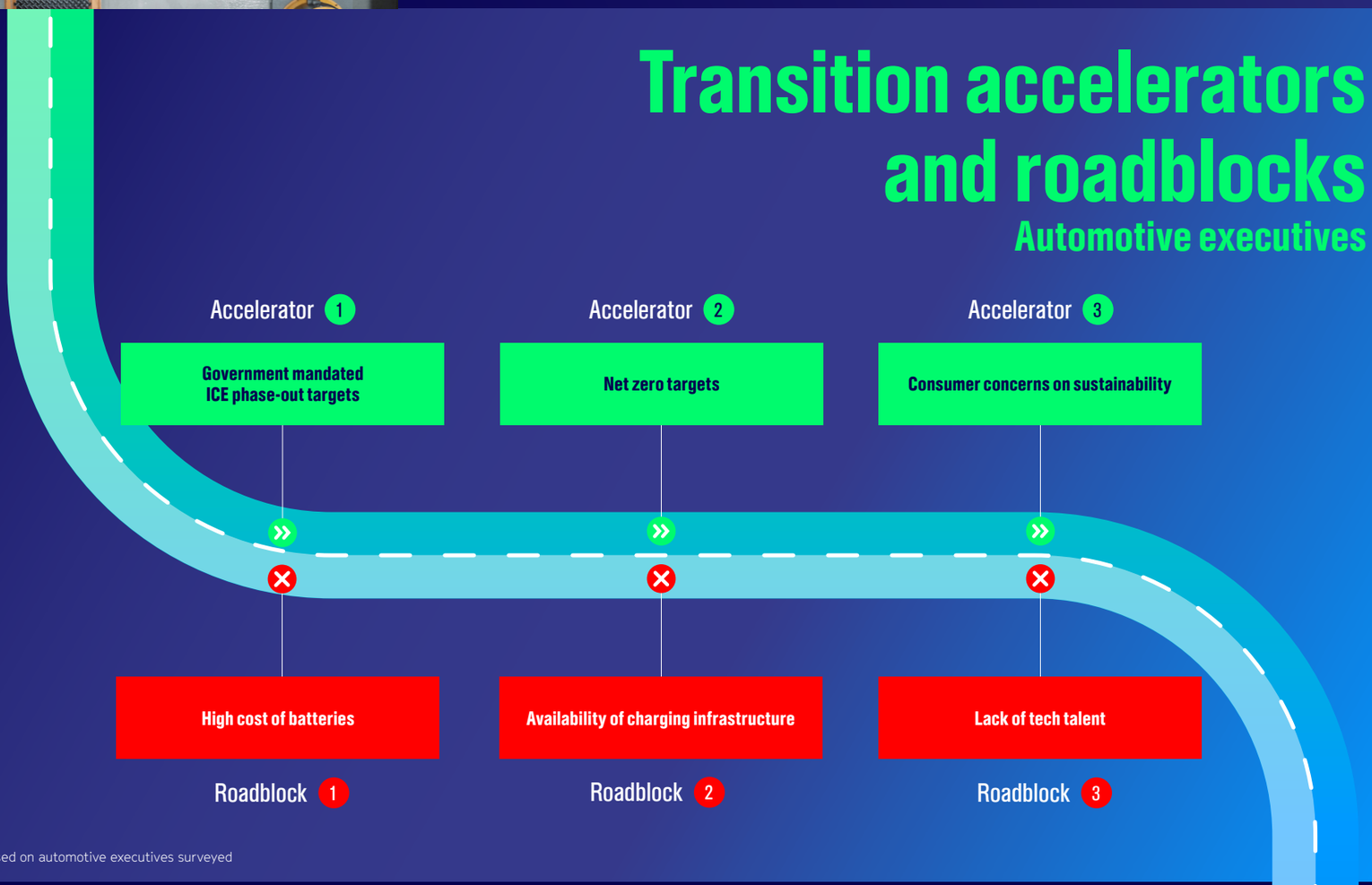
The proportion of consumer survey respondents considering an EV for their next vehicle:



Based on opinion research data of 10,000 consumers

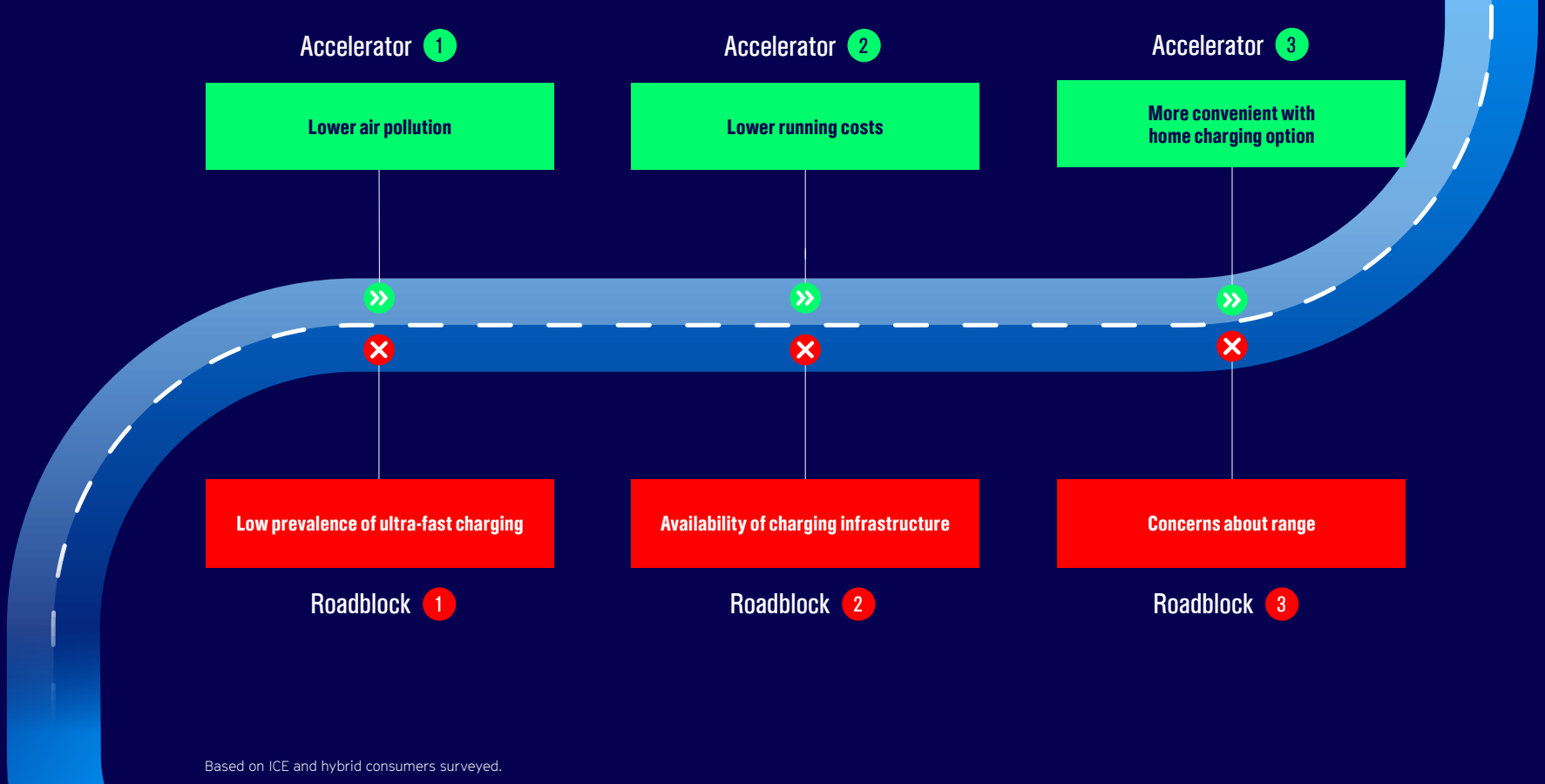
Transition accelerators and roadblocks

Automotive executives



Based on automotive executives surveyed

ICE and hybrid consumers



Based on ICE and hybrid consumers surveyed.

Switching ON the rEVolution

With governments prioritising the transition, consumers increasingly considering EVs, and the industry focused on the task ahead, collaboration and co-engineering will play a pivotal role in Switching ON the rEVolution.

Castrol and the road to readiness

At Castrol, we are committed to working with our industry partners to accelerate the transition, helping to switch on an electric future. Our Castrol ON EV Fluids aim to bring the industry closer to overcoming the challenges faced by helping EVs go further[3], charge faster[4] and last longer[5*].

*Castrol EV Fluids benefits are demonstrated in bespoke testing and development. [3] vs mass market EV factory fill fluid. [4] vs indirect cooled battery system. [5] vs standard EV transmission fluid

Visit **castrol.com/EV** to download the study

bp pulse and the road to readiness

At bp pulse and Aral pulse, an electrified future drives our ambition to become a leading provider of future e-Mobility solutions. We are committed to helping make the switch to EV easier by building a significant public charging network and reliable charging products and services, that is fast, simple to use and totally seamless.

bp pulse

IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.

Castrol ON