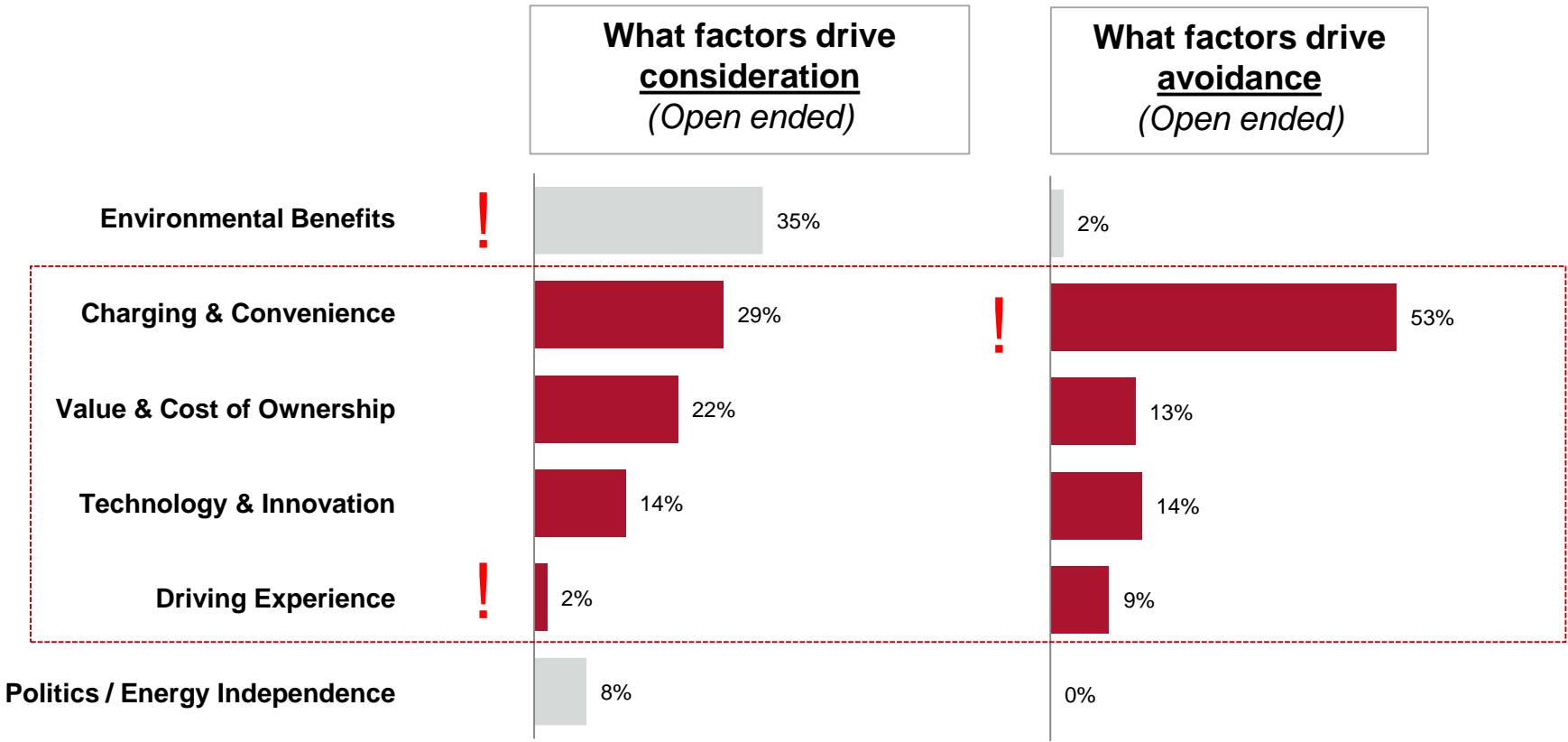


Audi ONE

Consumer Insights

Lack of education and experience lead to EV consideration and avoidance reasons that are opposed – showing the huge opportunity but need for education/aspiration



The most compelling statements to passive avoiders reflect the lack of knowledge and perception gaps in the marketplace

