



# GRADUATING FROM EVs 101



## Electric vehicles: Been there, done that. Right?

### *Wrong.*

Feel like you've been pushing EV content since 2001? Well, that was for early adopters. As EVs continue to gain momentum, your energy utility will need to educate a brand new wave of potential EV drivers.

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In fact, electric car registrations increased by 41% in 2020, despite the pandemic leading to a 16% drop in car sales worldwide.<sup>1</sup>

Your energy utility may have converted customers as EVs started gaining traction, but now it's time to do it again. This time, with a renewed focus on the second wave of EV adopters who are gaining interest in the technology.

### **Drive Conversions with Personalized Content**

According to the Smart Energy Consumer Collaborative (SECC), 42% of consumers said involvement or endorsement from their utility would influence their adoption of new technologies like EVs.<sup>2</sup>

Empower customers to be confident in their purchasing decisions with an electric vehicle content strategy from Questline.

### **Questline has created content to reach these EV customer segments:**

- Green Champions – "EVs fit our eco-friendly lifestyle."
- Savings Seekers – "How can an EV save us money?"
- Technology Cautious – "We want to use energy wisely, but are apprehensive about new technologies."
- Movers & Shakers – "Smart energy technologies impress us."
- Business Navigators – "We want to know how EVs can help our business."

### **Take Charge with Content Marketing.**

The second wave of EV adopters are here, and they are ready to be guided on their purchasing journey. Personalize content to fit their needs and interests to see EV program participation rise.

[WE CAN HELP](#)

<sup>1</sup> IEA Global EV Outlook 2021

<sup>2</sup> Smart Energy Consumer Collaborative

