

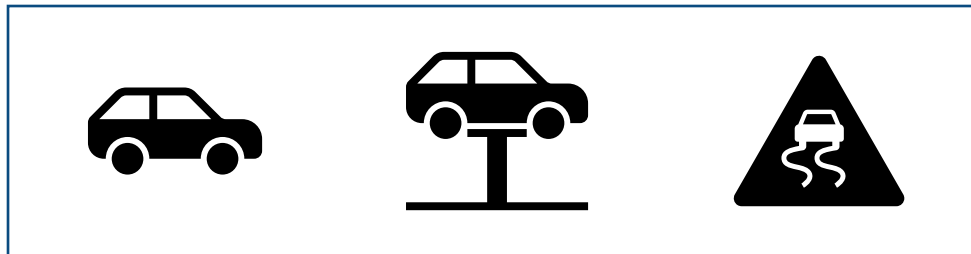
Car Subscription and Flat Rate Charging: Enablers for EV Adoption?

Introduction

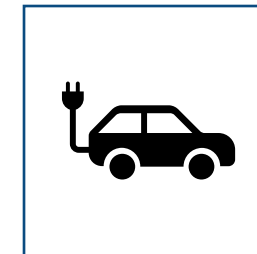
- EVs are pivotal for decarbonization, but face challenges with existing ownership models like buying or car sharing
- Regular drivers typically prefer (perceived) car ownership, seeking to test how new technologies like EVs meet their needs before fully committing
- Drivers with short-term mobility needs, such as vacation, might consider the learning curve for the new technology too steep

Setting

Car subscription: (Almost) all-inclusive



@AMAG

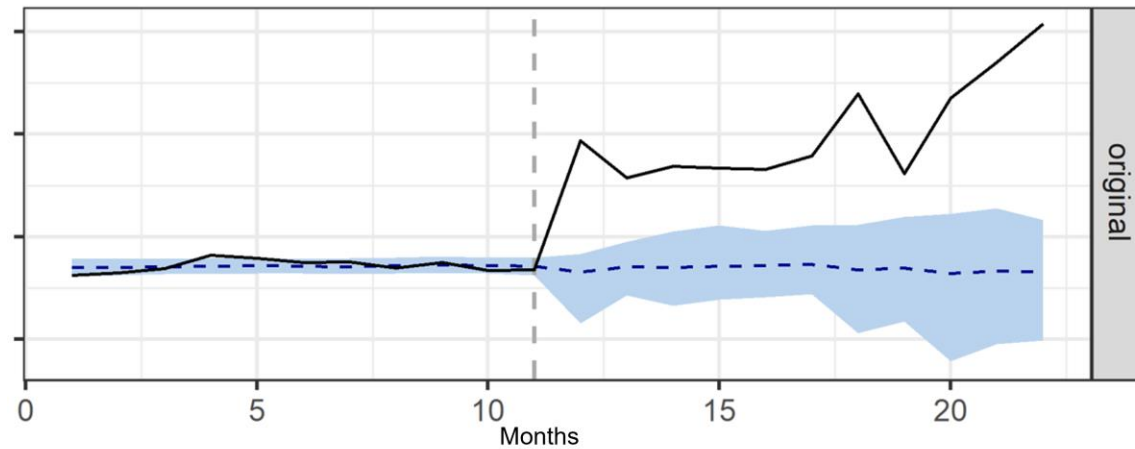


Research question

Does the charging flat rate drive EV adoption?

Causal Impact: Isolating the effect of the charging flat rate

Method¹



¹ Brodersen, K. H., Gallusser, F., Koehler, J., Remy, N., & Scott, S. L. (2015). Inferring causal impact using Bayesian structural time-series models. *The Annals of Applied Statistics*, 247-274.

Results

