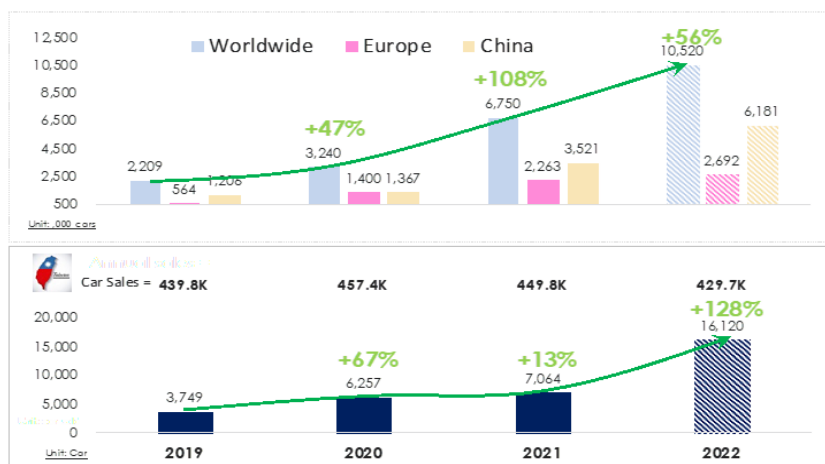


IPSOS Brand Competitive Index – EV Brand Competitiveness

Ipsos Taiwan | Darren Chiu, Senior Research Director

❖ Transition to EV era is ongoing, even if TW market started later and is catching up with the trend with rapid growth.



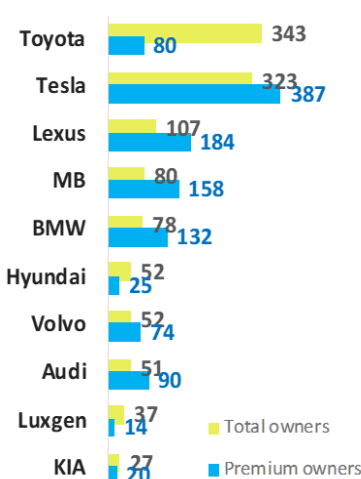
【Chart 1: Sales of EV】

- Since 2019, EV sales has shown a sharp upward trend worldwide, especially in 2021, with sales doubling
- When looking into TW market, it has generally followed the global trend and achieved a 128% growth in 2022, firstly breaking the 10K units sold, accounting for 3.7% of the total car sales.

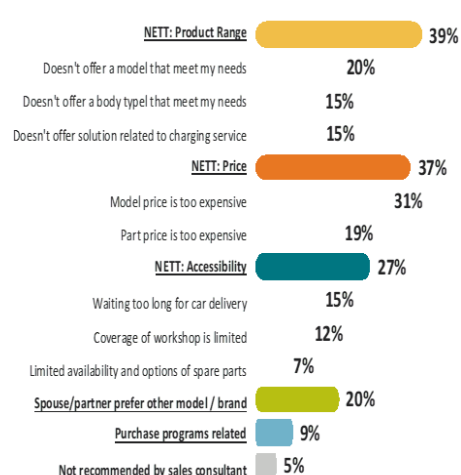
- Furthermore, in the period from January to August 2023, electric vehicle (EV) sales reached 16,093 units, already on par with the 2022 figures, and surpassing the 20,000 units for the full year seems achievable.
 - But, the EV market shows an extreme situation as Tesla strongly dominates the segment, capturing over half of the market share at around 54%.
 - Among traditional automakers, only BMW has exceeded a 10% share at approximately 16%, while other brands have not been able to break the 10% sales share due to various reasons.

❖ Toyota maintains strengths based on its reputation. But Tesla clearly holds a significant advantage in the premium brand category.

- With a doubling of sales in 2022, it is the time to know the rankings of EV brands in consumers' minds and the market factors influencing brand performance by Ipsos' Brand Value Creator (BVC)*1.
- Toyota remains the top-ranked brand in consumers' minds, primarily due to the brand reputation built up by traditional gasoline models. Therefore, even though there is only one EV model launched, it hasn't diminished the brand's position in consumers' perceptions.



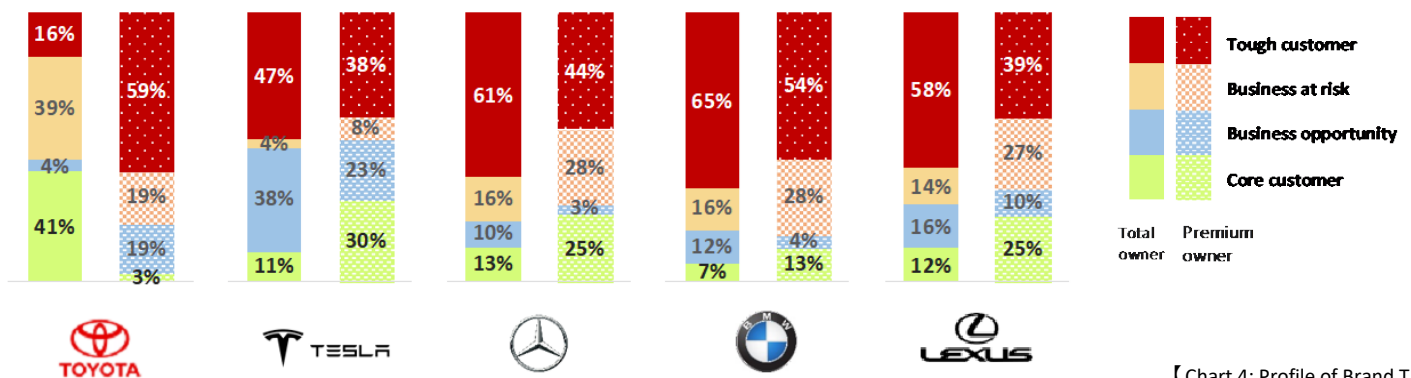
【Chart 2: BCI index; average=100】



【Chart 3: Market Effect】

- Furthermore, luxury car owners show a significantly higher desire for Tesla compared to traditional luxury brands such as Mercedes-Benz, BMW, and Lexus.
- Price and product variety have a significant impact on EV purchase, followed by accessibility. Apart from pricing strategies, it is necessary to enhance product choices and related services to raise brand competitiveness.

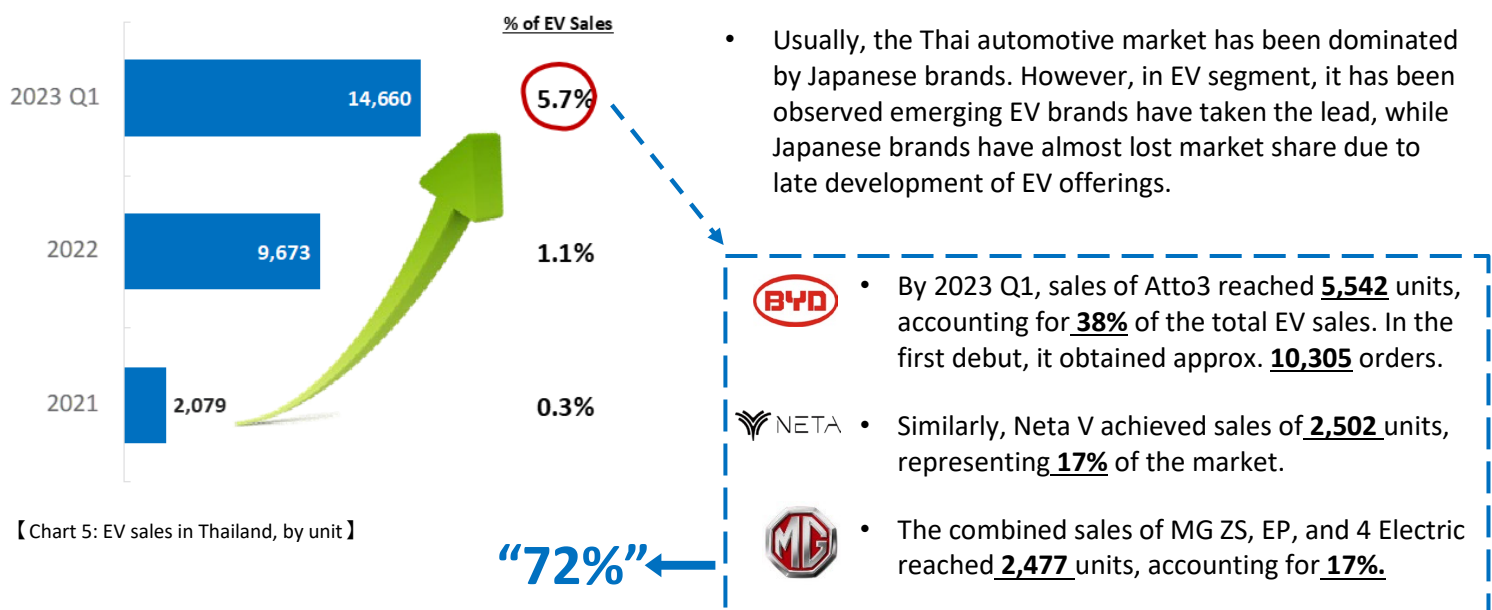
❖ Once market effect released, Tesla will gain more sales momentum for growth



【 Chart 4: Profile of Brand TA 】

- Regarding potential customer structure of each brand, Toyota has gained a significant advantage among total owners, with 41% core customers. Further, Tesla has a high proportion of high-potential customers, indicating that once market effect are eliminated, the brand is likely to get substantial growth again.
- Among premium brand owners, Tesla holds an absolute dominant position, with high proportion of core customers and high-potential customers. Other premium brands need to pay more attention to raise consideration rate of their respective EV offerings.

❖ Learnt from other markets, EVs do provide new brands with an opportunity to capture a position in consumers' minds.



【 Chart 5: EV sales in Thailand, by unit 】

❖ Ipsos POV



With brand reputation and market share advantage built from ICE models, Toyota maintains a strong position in EV segment. Even though the product range is limited, consumers still show confidence on purchasing its offerings in future.



As a global leader in EV market, Tesla has already established a solid foundation in TW consumers' minds, surpassing traditional luxury brands. But, market effect shows critical impacts on its sales growth in TW market.



Given the limited offerings and quota distributed, other automakers still have room for improvement in the transition to EV age. This involves not only enhancing brand desire (AE) but, more importantly, strengthening the brand's presence to facilitate future EV deployment.

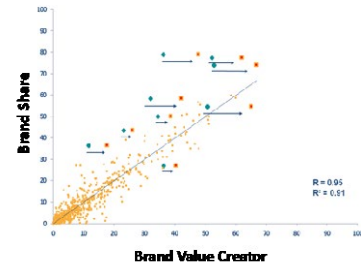
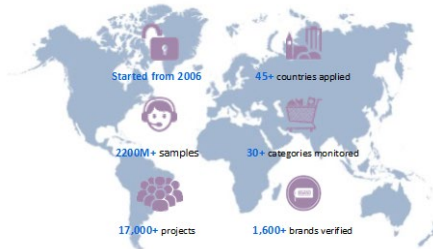
Note: Introduction of Research Scope & Ipsos Brand Value Creator (BVC)

Research Details

- Car owner aged 20-55
- Main decision maker & user
- Plan to purchase an EV (to excl. EV rejecters)
- Sample Size: N=1,000
 - Male: Female = 65% / 35%
 - North: Central: South=40%/30%/30%
 - Premium: Mainstream=23% / 77%
 - Detailed quota by brand sales in TW
- Survey timing: 2023 Q1
- Methodology: Online survey with LOI=8 mins

Ipsos BVC brand Analysis

- Ipsos “Brand Competitiveness Index” is based on BVC (called as Brand Value Creator) model which has been extensively verified and widely applied by numerous reputed companies. It has a high correlation with actual market shares.
- In the study, total 13 brands are covered, incl. those with EV offerings launched or pre-order campaigns.



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