

# Meet the Belgian e-driver

Male, 47 years



Living in a detached house



Family of 3+



Highly educated



Technology Lover



Has an EV as a main car

## AGE



-35 YEAR

- Environmentally friendly
- Fiscal/tax advantages
- Dynamic and driving pleasure



35-55 YEAR

- Environmentally friendly
- Fiscal/tax advantages
- Dynamic and driving pleasure



55+ YEAR

- Environmentally friendly
- Fiscal/tax advantages
- Innovative and future oriented

## Reasons to choose an EV



60% of the respondents have a company-owned EV



45% would buy the same brand/model for themselves

15% : required choice by employer  
9% : for access to LEZ-zones  
6% : other legal framework

## BEHAVIOR



76% use a car DAILY for commuting, leisure and private errands



50% of the cars have been in the possession of the current driver for less than a year



19% have only ONE CAR for the family



48% of e-drivers use an ELECTRIC BIKE



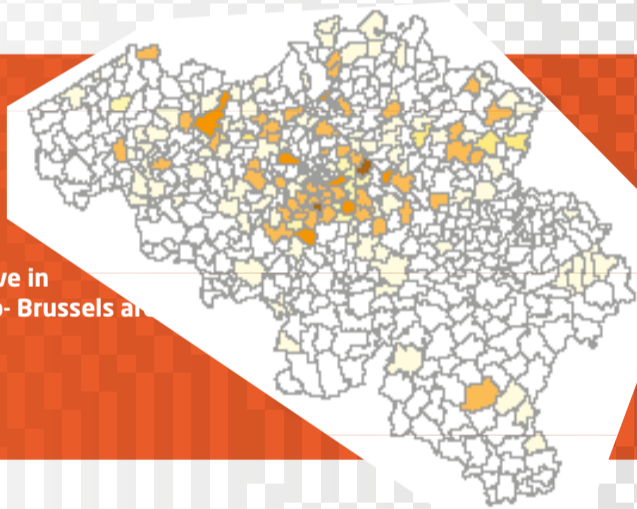
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Top 3 BEV brands in the survey  
Tesla · Audi · Polestar

## WHERE

76% of the e-drivers in the survey live in Ghent- Antwerp- Brussels area



Respondents per municipality in survey

## Willingness-to-pay

For a fast charging session (20 min charging for 300km range)



Less than 50 cent per kWh (41,31%)

50-60 cent per kWh (31,08%)

Up to 1 Euro per kWh (5,73%)

I don't know what a fair price is per kWh (21,88%)

## CHARGING



22% never charge at home



50% charge when battery goes under a certain level



33% don't take battery level into account when charging

## Top 3 concerns:



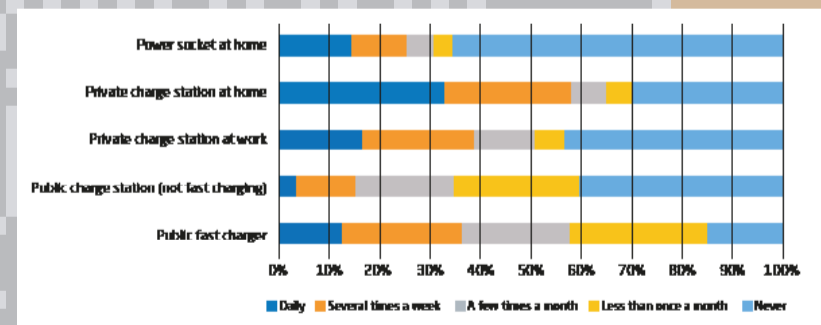
Charge card that works immediately



Short waiting time for charge point availability



Availability to do something during the charging session



- 63% are described by family and friends as a true car lover/driver
- 63% of users indicated they really need their own car but 27% of them will be willing to share this with their neighbors or members of their neighborhood
- 45% of company cars spend up to 24 hours in a week charging at home
- 72% of EV drivers use their car for holiday trips

8 FACTS

- 59% of e-drivers own photovoltaic solar panels
- 51% never heard of V2G however 73% of those knowing something about V2G are interested in buying
- 49% never heard of 'Plug & Charge' however 78% of those knowing is interested in buying
- 22% of the Belgians never charge at home vs. 33% of the Dutch people\*

\*Source: Nationaal Laadonderzoek 2022, Laden van elektrische auto's in Nederland, Ervaringen en meningen van EV-rijders. EiaadNL, de Vereniging Elektrische Rijders (VER) en de Rijksdienst voor Ondernemend Nederland (RVO) en de Rijksuniversiteit Groningen (RUG).