

COP26 Member Webinar

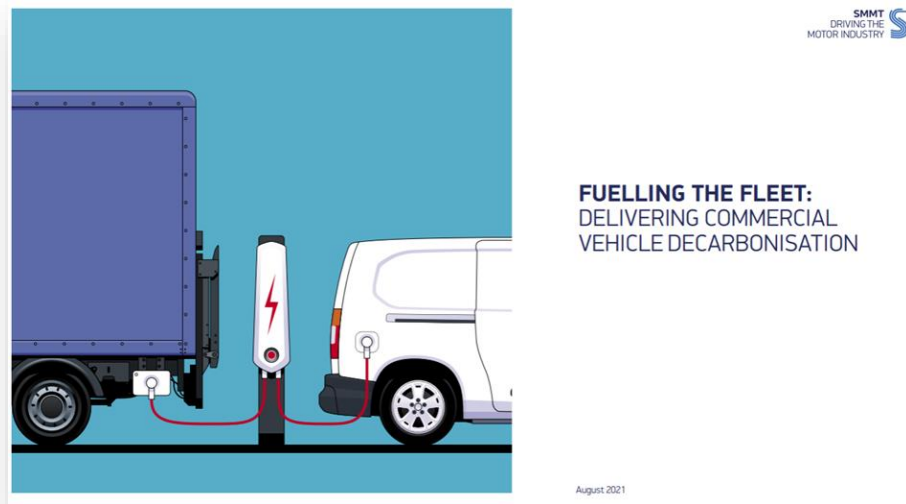
Industry Overview

Sukky Choongh

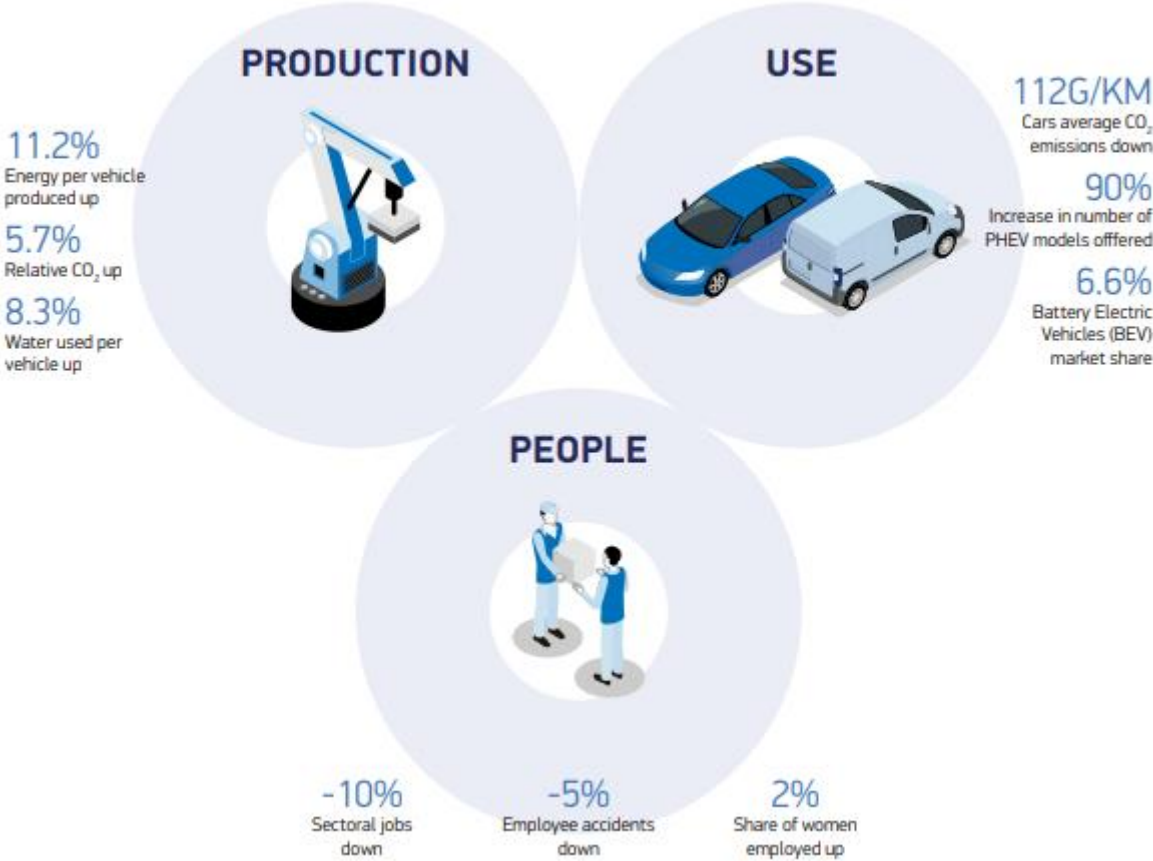
Environmental Manager, Air Quality and Ultra Low Emission Vehicles

SMMT activities

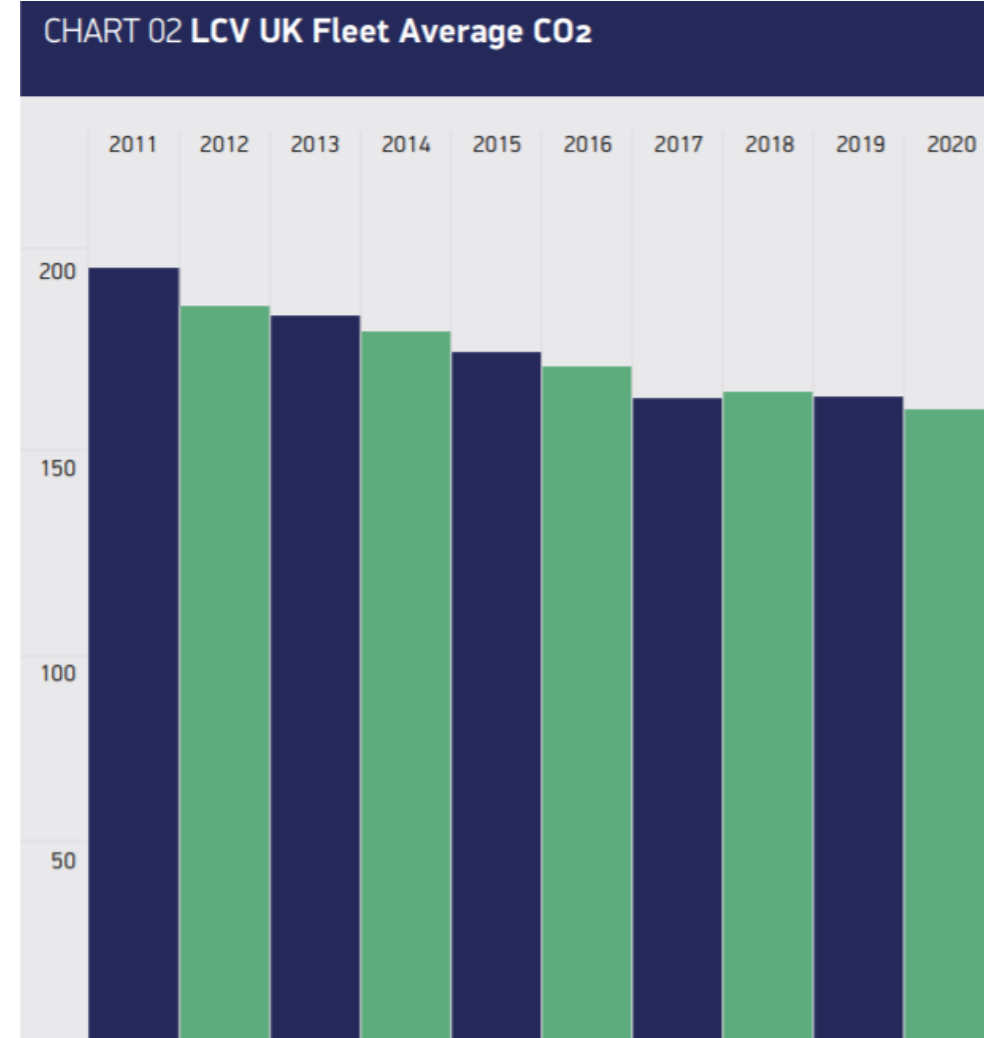
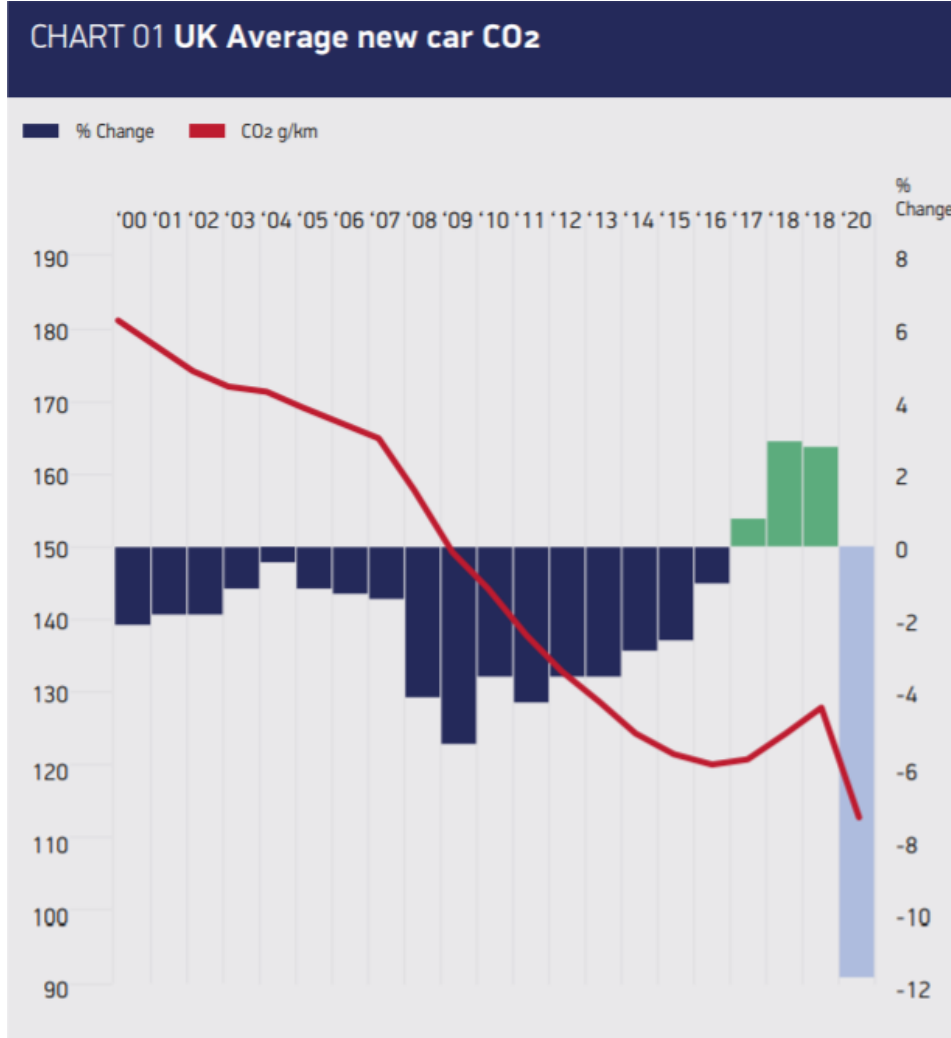
- HGV decarbonisation report
- Sustainability Report
- Trade report



Sustainability Summary



Fleet average CO2



Product Availability



SMMT Electrified 2021

SAVE THE DATE
SMMT ELECTRIFIED 2022 – 23 MARCH



EV Rally of Scotland



EV RALLY OF SCOTLAND
08-12 NOVEMBER 2021 | SHOWCASING UK EV EXCELLENCE

PROUD TO PROMOTE
COP26
TOGETHER FOR OUR PLANET - THE UK'S YEAR OF CLIMATE ACTION

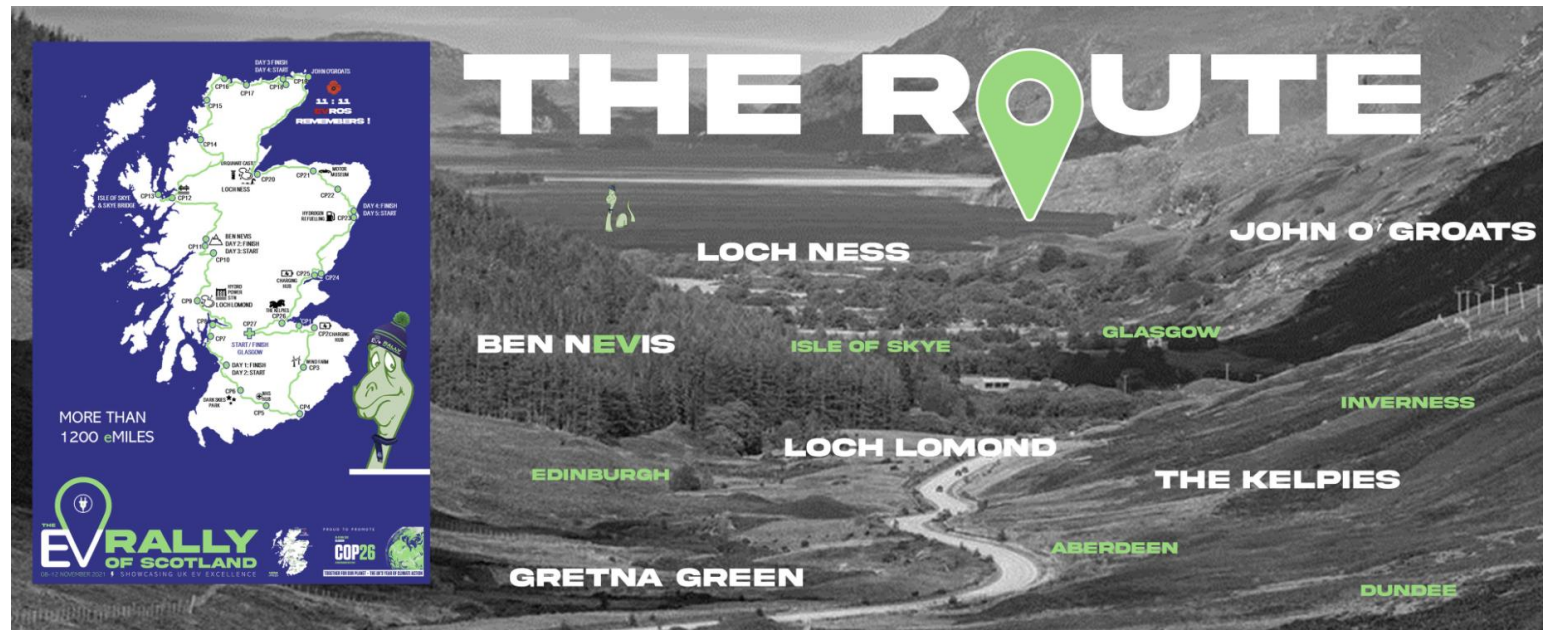
BE A PART OF SOMETHING UNBELIEVABLE!

GREEN FLEET EVENT | #EVROS #TogetherForOurPlanet #COP26 | OFFICIAL EV RALLY MARKET



Polestar

Western Commercial | Mercedes-Benz

THE ROUTE

LOCH NESS | JOHN O' GROATS

BEN NEVIS | ISLE OF SKYE | GLASGOW

LOCH LOMOND | INVERNESS

EDINBURGH | THE KELPIES

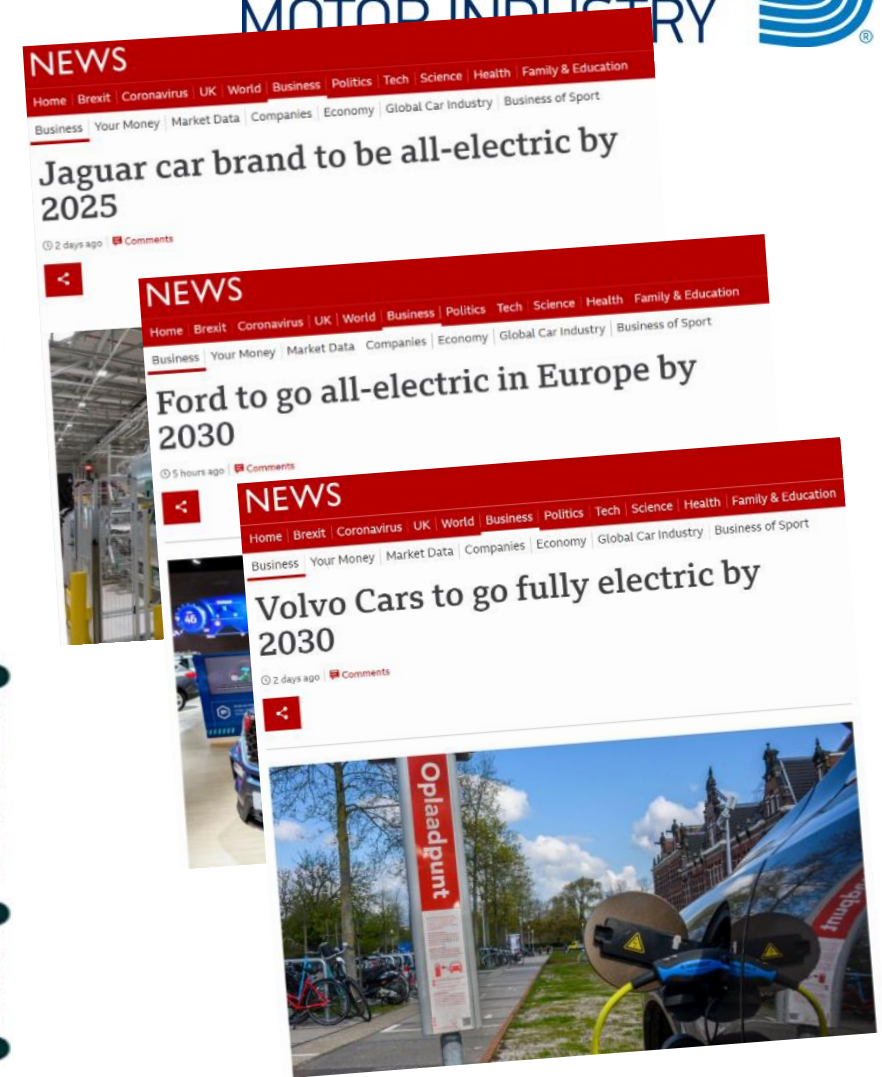
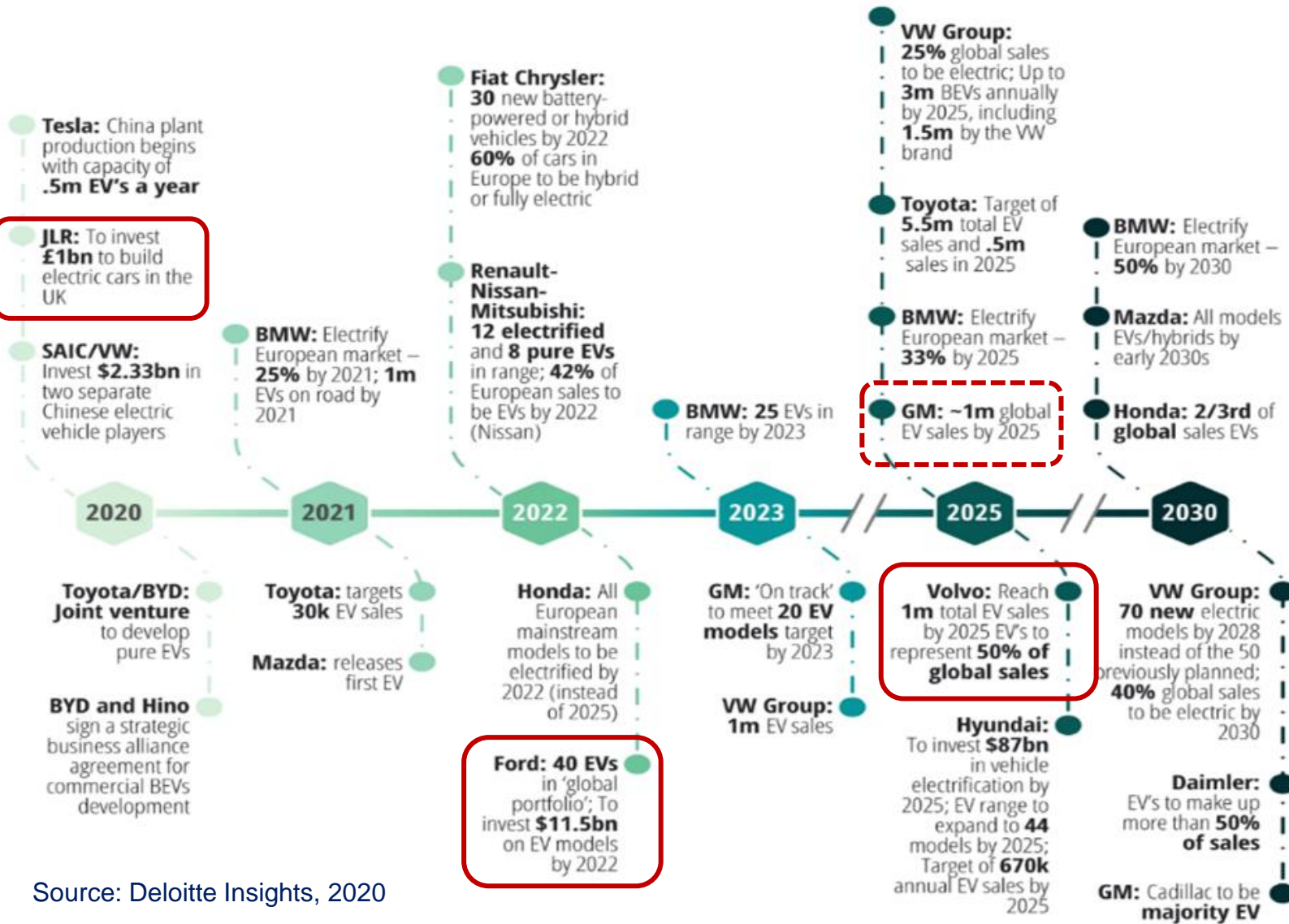
ABERDEEN | DUNDEE

GRETNA GREEN

MORE THAN 1200 eMILES



The electrification ramp-up gathers pace



Source: Deloitte Insights, 2020

Understanding the consumer

Consumer segment descriptions of the United Kingdom automotive market

SEGMENT A

Potential addressable market of circa 3 million people:

All ages; do not own a car; will use it for multiple purposes



SEGMENT B

Circa 5.25 million people:

Point-to-point commuters; rarely travel long distances; ages 17–50; those aged 31–50 will buy outright or spend less than £299/month (\$382/month)



SEGMENT C

Circa 1.75 million people:

Long-distance commuters; ages 17–50; those aged 31–50 will buy outright or spend less than £299/month (\$382/month)



SEGMENT D

Circa 2.5 million people:

Under age 30; will spend less than £299/month (\$382/month) or buy outright for work travel or personal use



SEGMENT E

Circa 2.75 million people:

Under age 30; will spend £300+/month (\$383+/month) or buy outright for work travel or personal use



SEGMENT F

Circa 5 million people:

Ages 31–50; will spend less than £299/month (\$382/month) or buy outright for limited work travel or personal use



SEGMENT G

Circa 2 million people:

Ages 31–50, regularly travel long distances or commute for work; will spend £300+/month (\$383+/month)



SEGMENT H

Circa 2.5 million people:

Ages 31–50; will spend £300+/month (\$383+/month); will use for short work travel or personal use



SEGMENT I

Circa 5 million people:

Ages 51+; will use for multiple purposes



Source: Deloitte analysis⁴⁰

Deloitte Insights | deloitte.com/insights

Consumer experience



Enabling the transition



Thank you

The Society of Motor Manufacturers and Traders Limited

71 Great Peter Street, London SW1P 2BN

www.smmt.co.uk



Suggested Questions

DELETS FROM FINAL

- Is a global ambition for ZEVs by 2040 possible?
- What needs to be done to achieve this?
- How can we ensure that no community or individual is left behind in this transition?
- Is it the same for commercial vehicles?
- The UK government has positioned itself as being a global leader in the fight against climate change. Can it's TDP be implemented anywhere in the world?