

# Electric Vehicle Consumer Information Needs

Chris Harto  
Senior Policy Analyst  
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# About Consumer Reports (CR)

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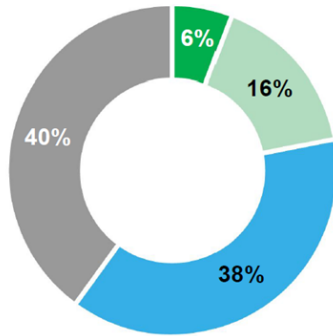
- Independent nonprofit organization with 6 million members
- Known for testing and rating of products, especially vehicles
- Survey, research, and advocacy on behalf of consumers



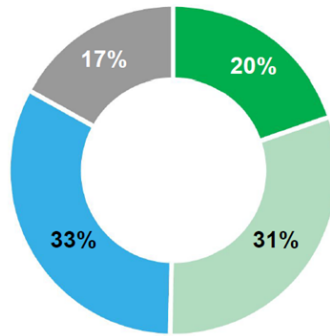
**CR Test Track**

# Improved knowledge and experience can accelerate EV adoption

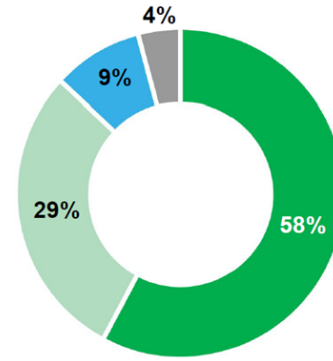
Which Statement below BEST describes your thoughts on buying or leasing an electric-only vehicle if you were to buy or lease a vehicle today?



Experience Score 0



Experience Score 2



Experience Score 4

- I would definitely buy or lease an electric-only vehicle
- I would seriously consider buying or leasing an electric-only vehicle
- I might consider getting an electric-only vehicle in the future, but not if I were to buy or lease a vehicle today
- I would not consider getting an electric-only vehicle

# Transparent and Standardized Vehicle Data Can Help

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- EV range and what it really means under different conditions
- EV charging information
- Battery information

# EV Range Data

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- Current EPA range numbers are useful for comparison across vehicles, but limited in their ability to communicate to consumers what to really expect
- Range during long distance highway driving is most relevant to consumers
- Range information under different weather conditions can help consumers understand how their performance may vary under conditions they are likely to experience.
- Whether or not a vehicle has a heat pump can greatly influence cold weather range, but can sometimes be difficult for consumers or even experts to determine which features are included on which vehicles.
- CR will be releasing new EV highway range test data next week
  - Incorporating into our ratings

# EV Charging Data

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- Current L2 charging information does not indicate at what wattage or amperage it was tested at.
- There is currently no standardized DC fast charging tests or metrics.
- DC Fast Charging speed can be more important than range in terms of convenience of long distance travel.
- Peak charging speed is useful, but doesn't tell you anything about the shape of the charging curve.
- Proposed metric: miles of range/minute averaged from 10% SOC to 80% SOC

# EV Battery Information

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- Standard information about the battery in the vehicle can also be useful
- Provide both the total installed battery capacity and the usable battery capacity
- Providing the basic battery chemistry details will also be useful as automakers explore new chemistries.
  - Certain types of batteries perform differently under different conditions