Electric Vehicle – Groschengrab oder Cash Cow? Bietet Elektromobilität das Geschäftsmodell der Zukunft für traditionelle Automobilhersteller?

Electric Vehicle – Money Trap or Cash Cow? Is E-Mobility the Business Model of the Future for Traditional Automotive OEMs?

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Abb. 1: EV uptake and overall profitability will depend on 3 key levers

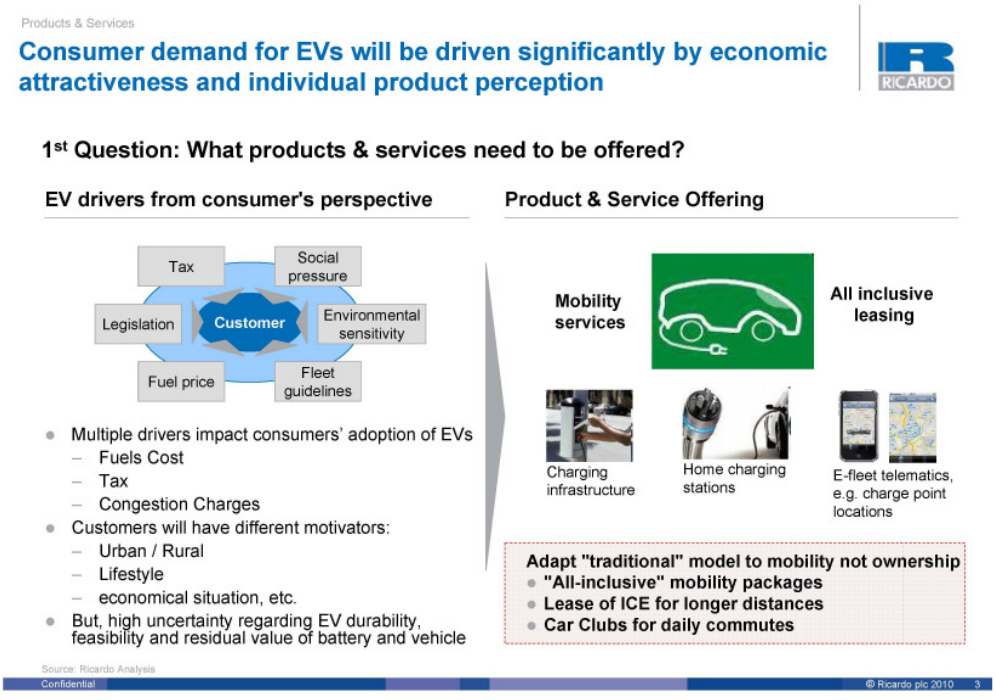

Abb. 2: Consumer demand for EVs will be driven significantly by economic attractiveness and individual product perception

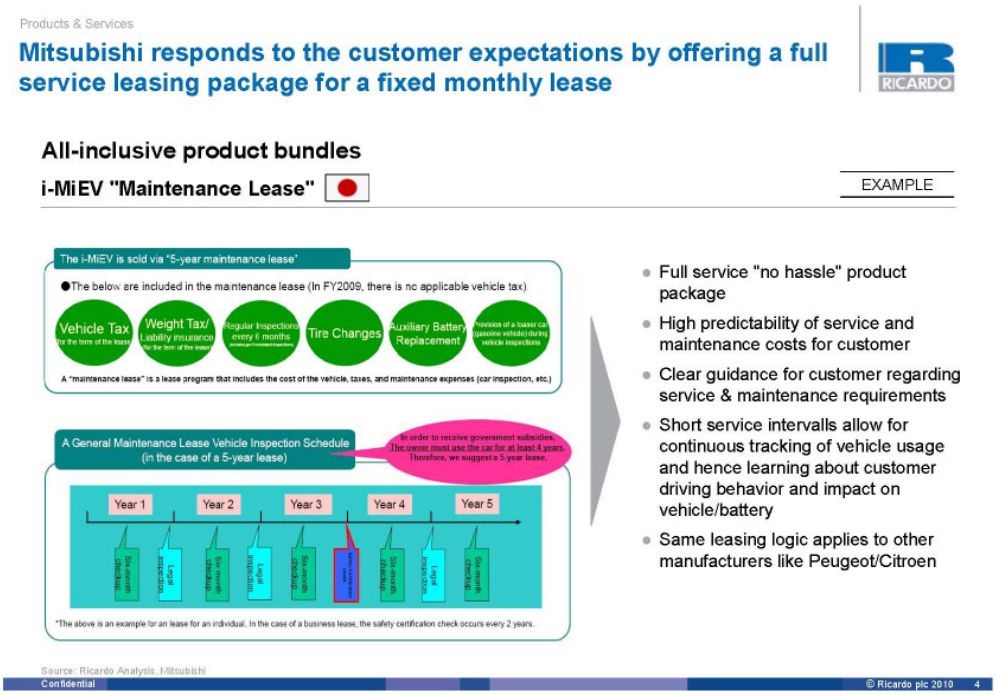

Abb. 3: Mitsubishi responds to the customer expectations by offering a full service leasing package for a fixed monthly lease

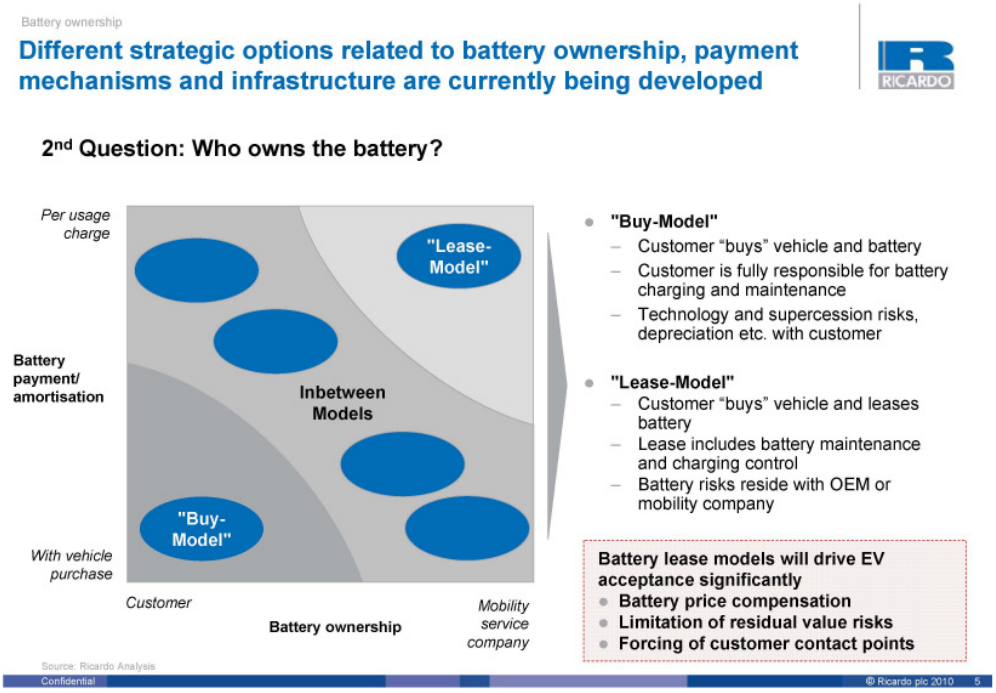

Abb. 4: Different strategic options related to battery ownership, payment mechanisms and infrastructure are currently being developed

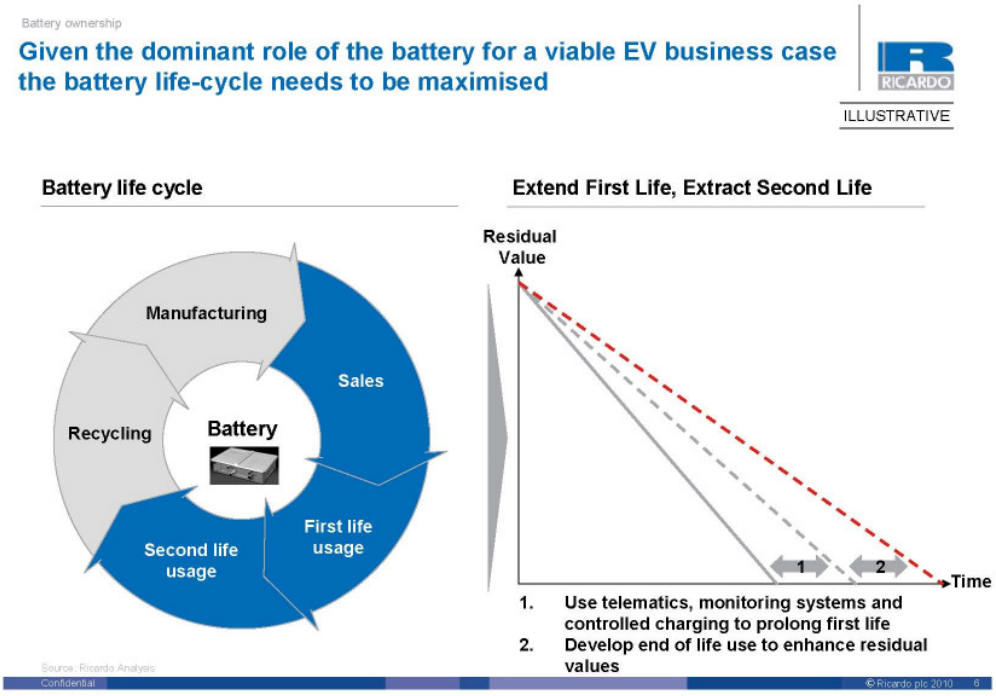

Abb. 5: Given the dominant role of the battery for a viable EV business case the battery life-cycle needs to be maximised

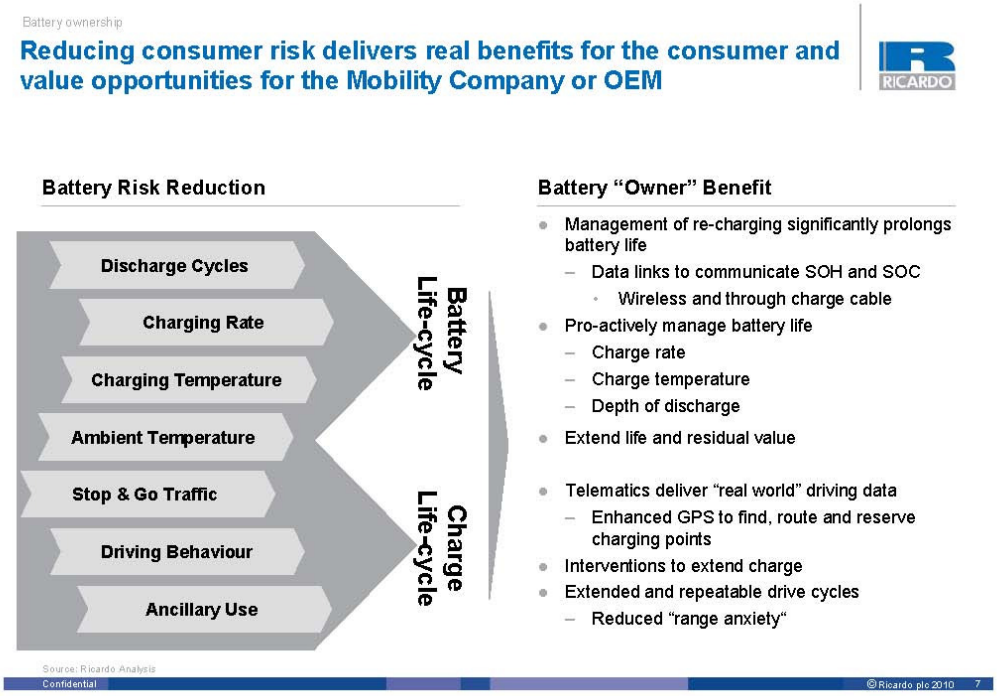

Abb. 6: Reducing consumer risk delivers real benefits for the consumer and value opportunities for the Mobility Company or OEM

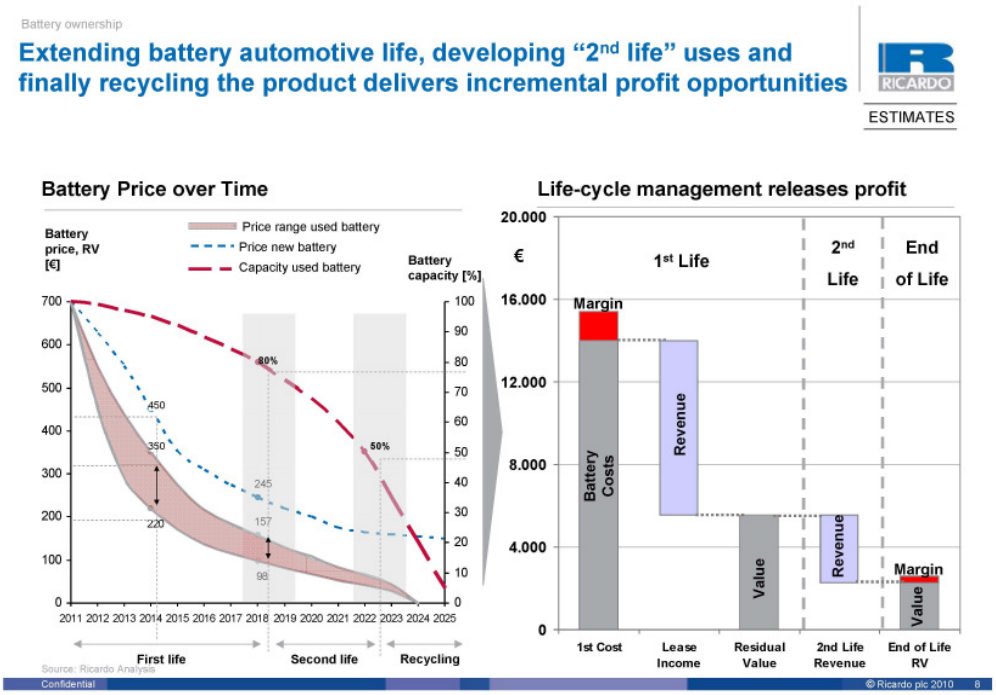

Abb. 7: Extending battery automotive life, developing "2nd life" uses and finally recycling the product delivers incremental profit opportunities

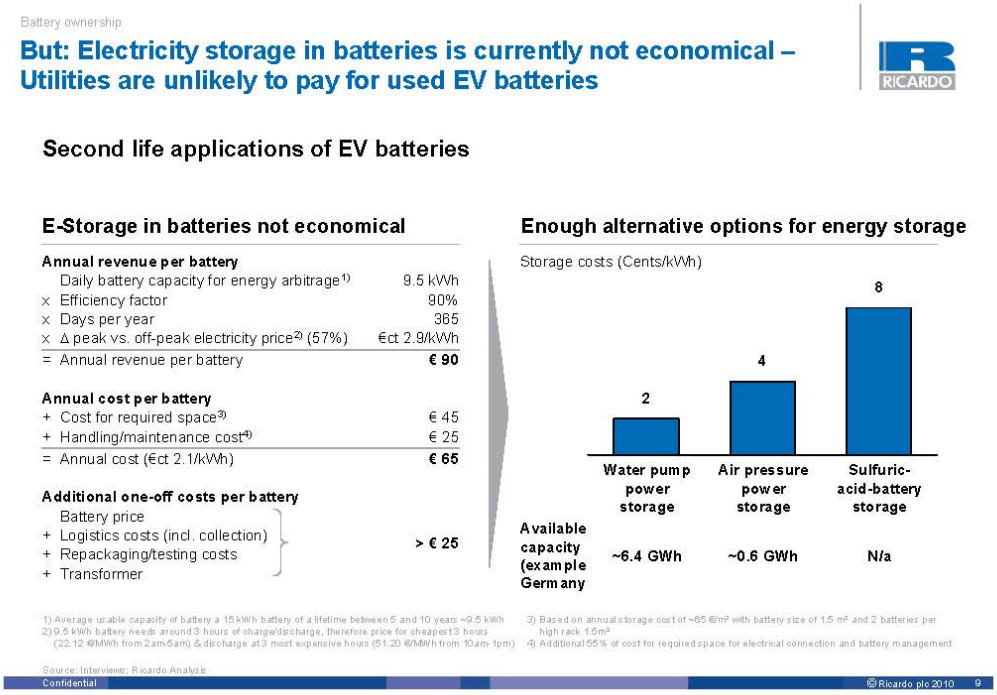

Abb. 8: But: Electricity storage in batteries is currently not economical – Utilitites are unlikely to pay for used EV batteries

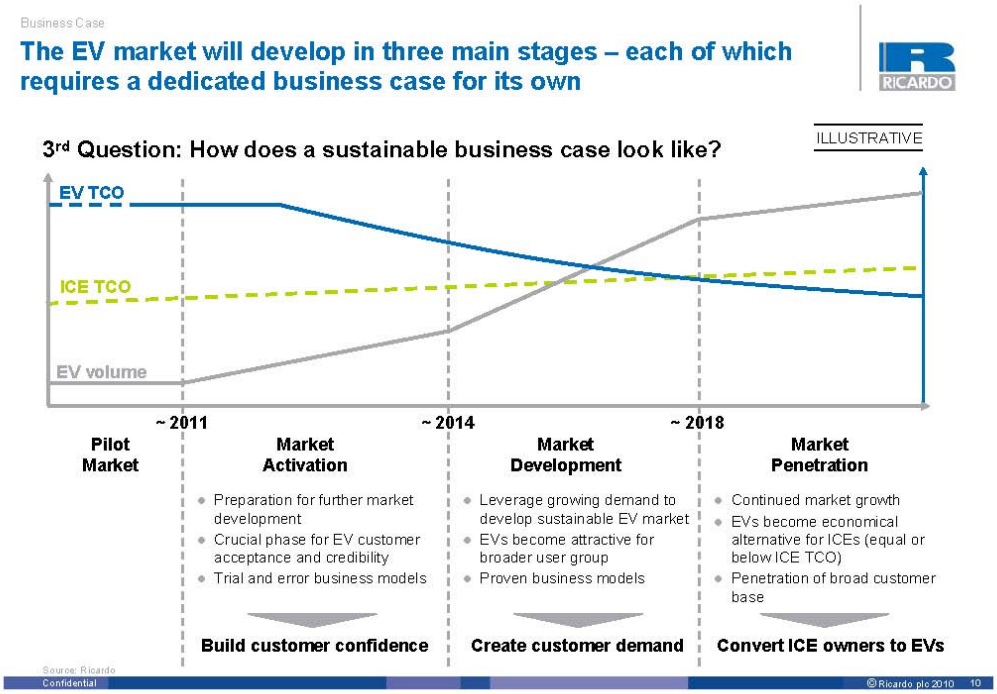

Abb. 9: The EV market will develop in three main stages – each of which requires a dedicated business case for its own

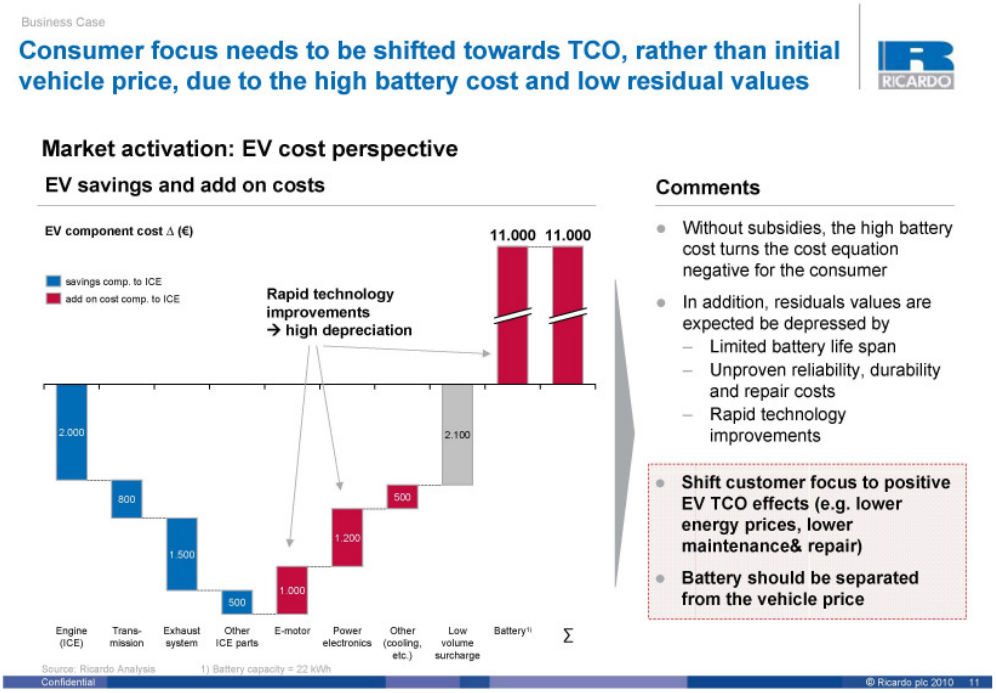

Abb. 10: Consumer focus needs to be shifted towards TCO, rather than initial vehicle price, due to the high battery cost and low residual values

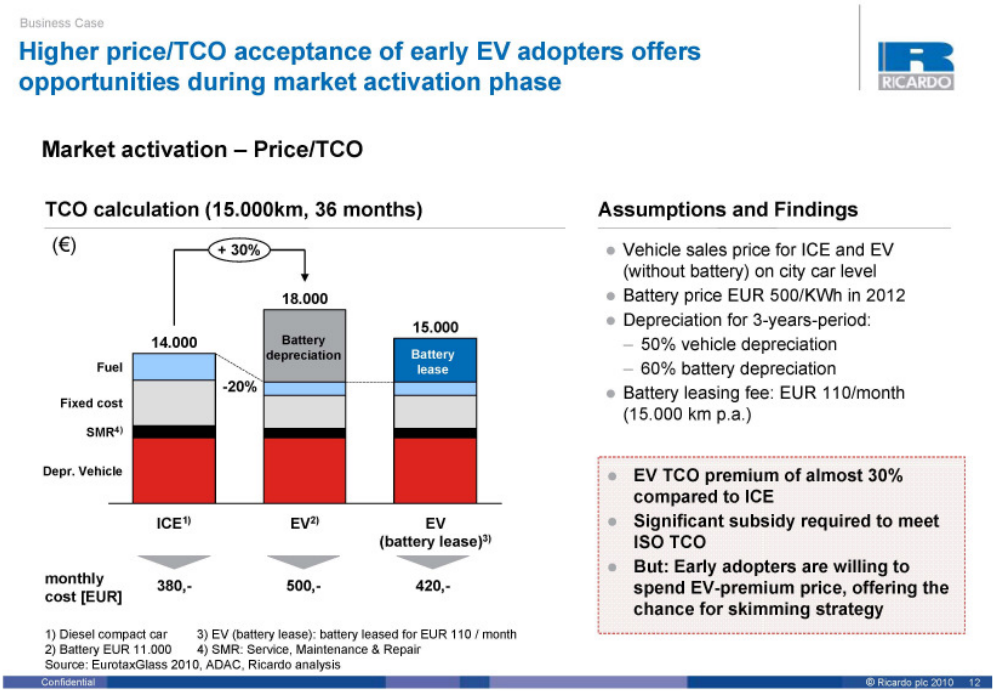

Abb. 11: Higher price/TCO acceptance of early EV adopters offers opportunities during market activation phase

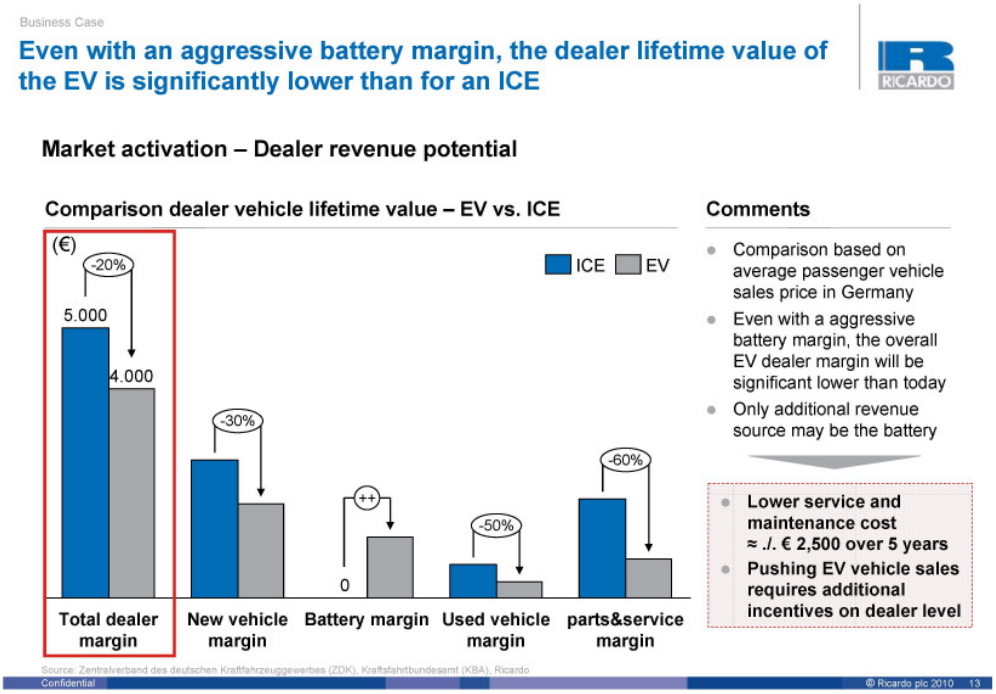

Abb. 12: Even with an aggressive battery margin, the dealer lifetime value of the EV is significantly lower than for an ICE

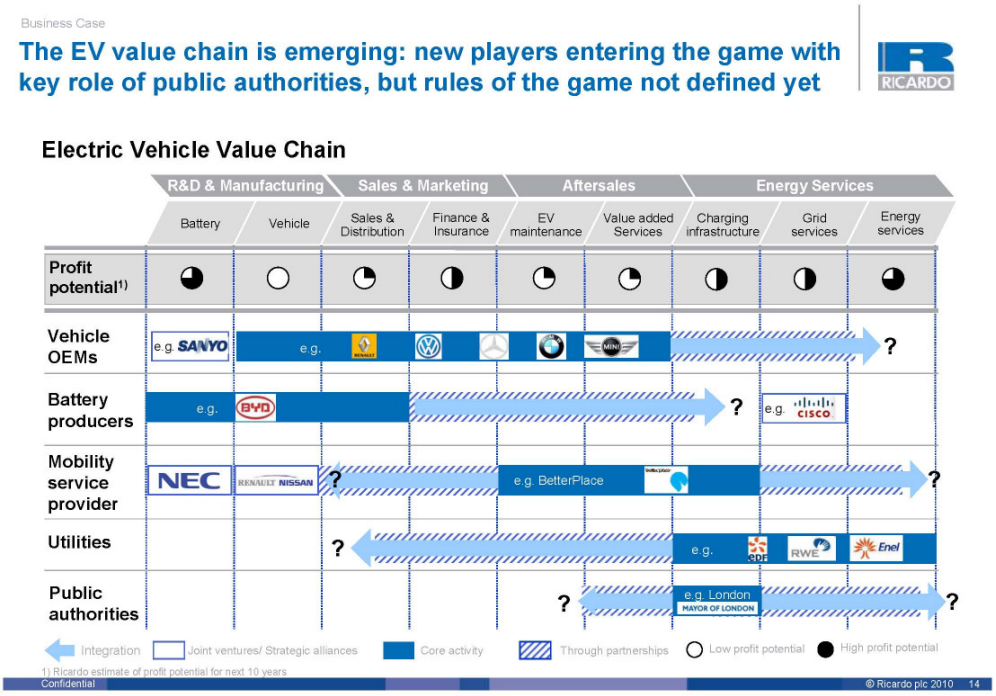

Abb. 13: The EV value chain is emerging: new players entering the game with key role of public authorities, but rules of the game not defined yet

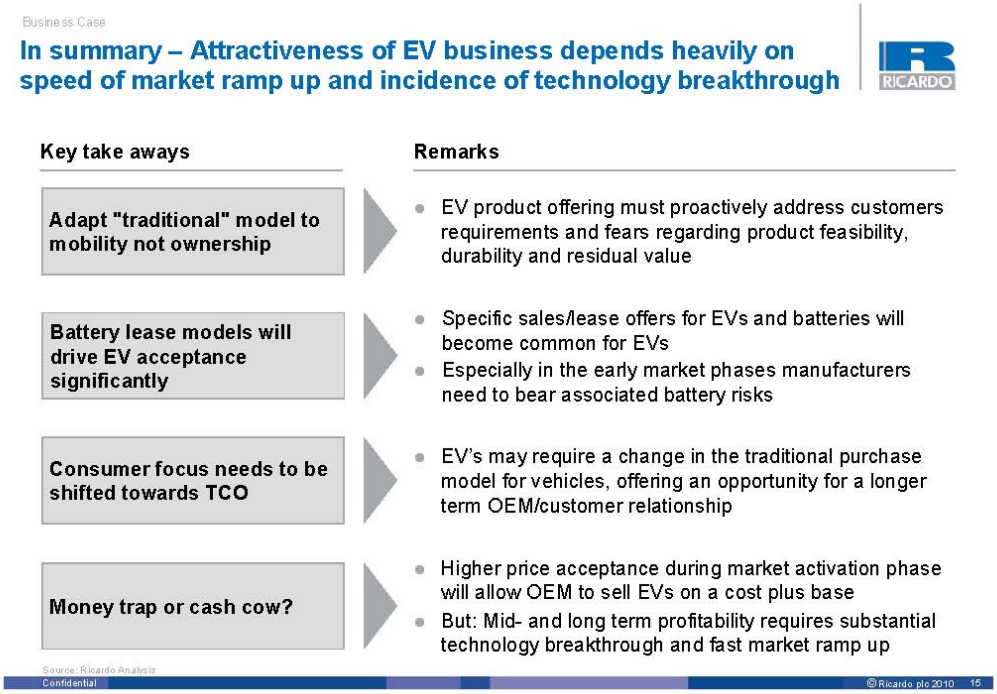

Abb. 14: In summary – Attractiveness of EV business depends heavily on speed of market ramp up and incidence of technology breakthrough

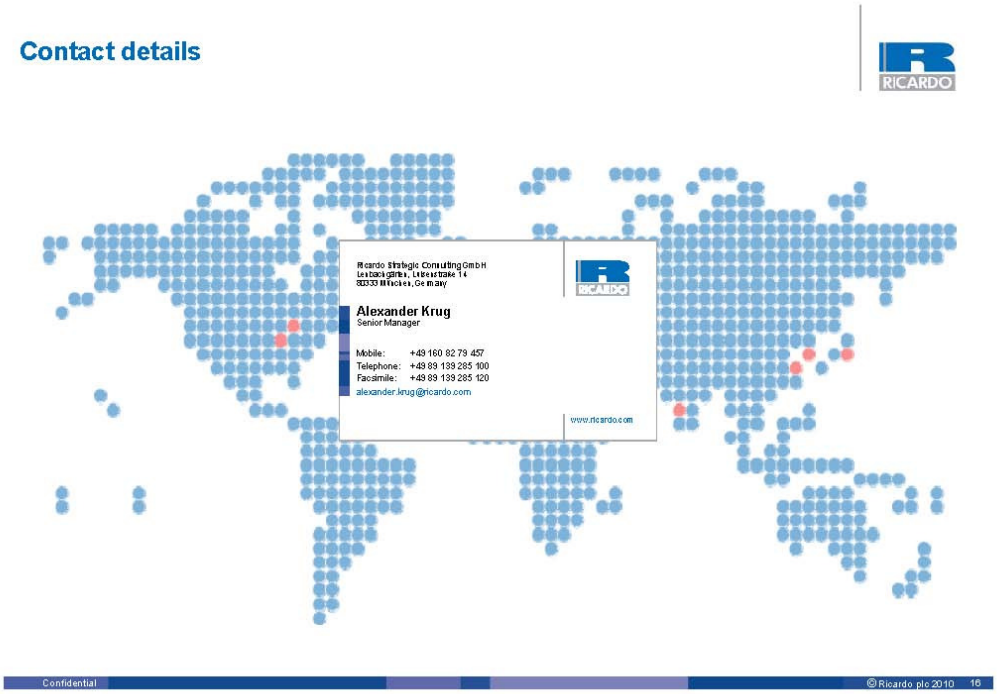

Abb. 15: Contact details