

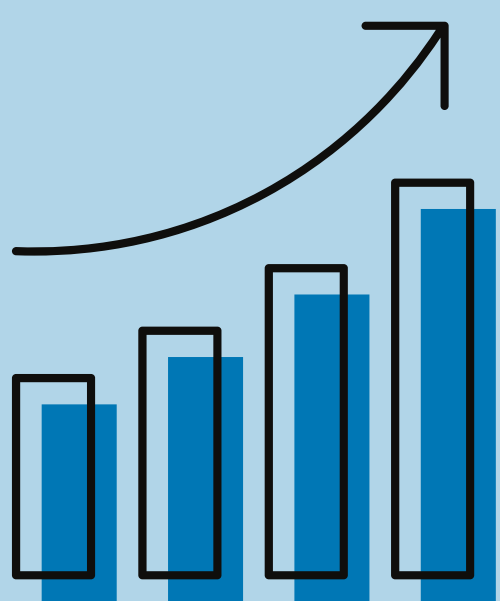
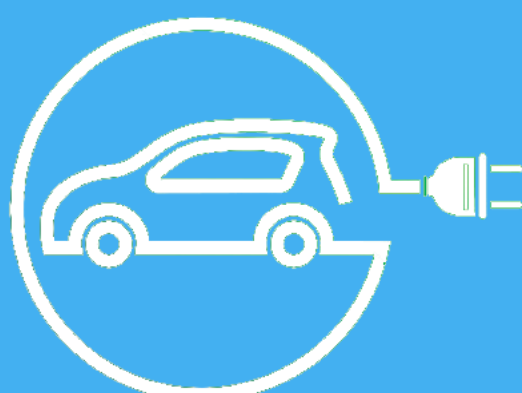
EV GROWTH TRENDS



Electric Vehicles Rising to Power on LinkedIn

RISING CONSUMERS INTEREST CONVERTS INTO PURCHASE

ComScore data showed visitation to EV segment websites surged 92%. The market registers triple digits growth for Electric Vehicles. As a result, market share doubles in 2020 for Electric segment versus 2019.



ELECTRIC-RELATED CONTENT IS MORE POPULAR THAN EVER ON LINKEDIN

Engagement is growing strong (based on specific #)
(1) Electric: +413%, (2) Hybrid: +312%, (3) Electric Mobility as a Service: +332%

THERE'S AN OPEN OPPORTUNITY TO OWN THE CONVERSATION

Analysis shows that VW and Tesla are owning majority of the conversation, however brands like Land Rover or Mercedes are getting more engagement. Overall, no one is yet in the quadrant of Thought Leader.



YOUNG GENERATIONS ARE THE CONSUMERS FOR FUTURE GROWTH

Generations have a different attitude towards Electric Vehicles. Manufacturers should start building a brand now with younger generations (Gen Z & Millennials) and think about the Early Adopters

WANT TO KNOW MORE ABOUT ADVERTISING ON LINKEDIN?

CONTACT LINKEDIN@PEBBLEMEDIA.BE

