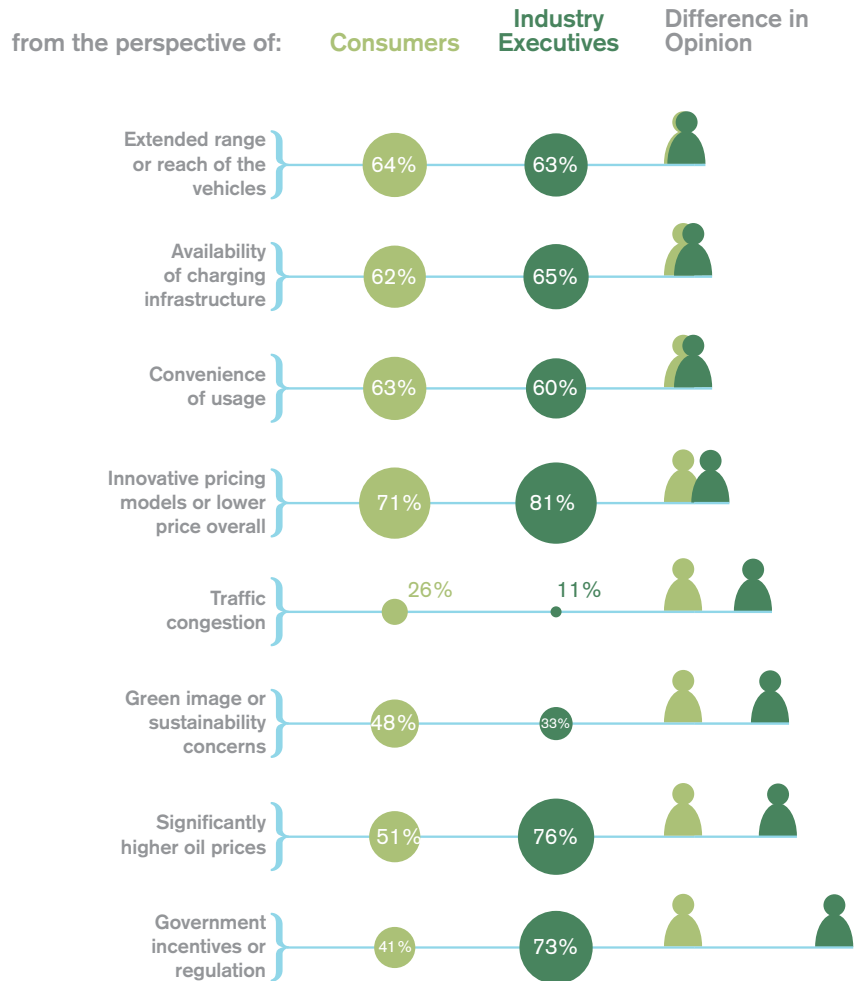


The Flux Report™

a catalyst for change in the greentech sector



Consumer Motivations for Purchasing an Electric Vehicle



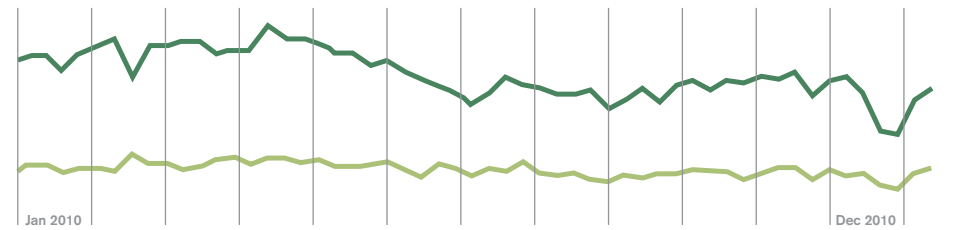
Source: IBM Institute for Business Value, Jan 2011

Top 5 Consumer Concerns about Purchasing Electric Vehicles

- 1 Cost of home charging/retrofitting
- 2 Premium price
- 3 Range anxiety
- 4 Battery life
- 5 Cost of ownership

Source: IBM Institute for Business Value, Wikipedia

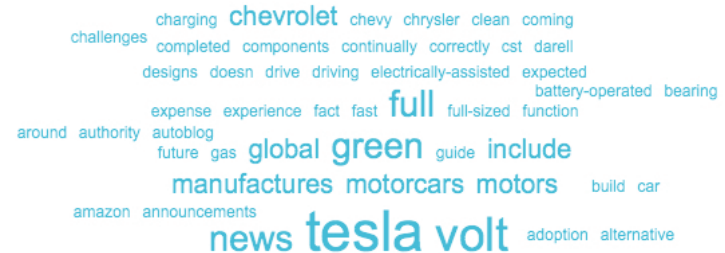
Interest in Electric Vehicle vs. BioDiesel



Relative search volume over one year

Source: Google

Top Related Search Terms For "Electric Vehicle"



Size of terms indicates the relative search volume

Source: Google