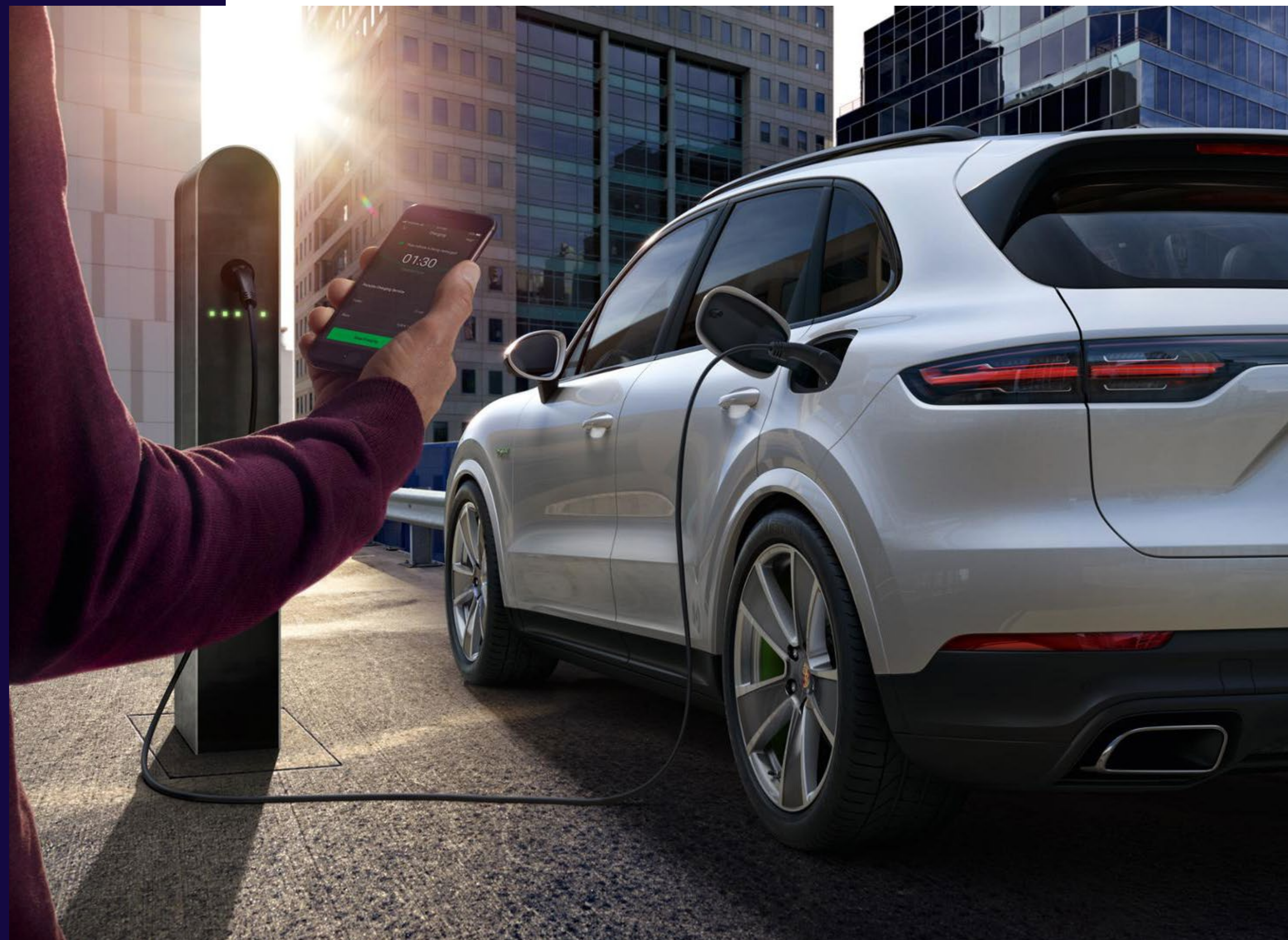


WHAT'S THE FUTURE OF E-MOBILITY?

Digital Tribes and their impact during COVID-19



A LINKFLUENCE SOCIAL INTELLIGENCE REPORT | 2020

E-MOBILITY WILL DEFINE THE FUTURE OF THE AUTOMOTIVE INDUSTRY.



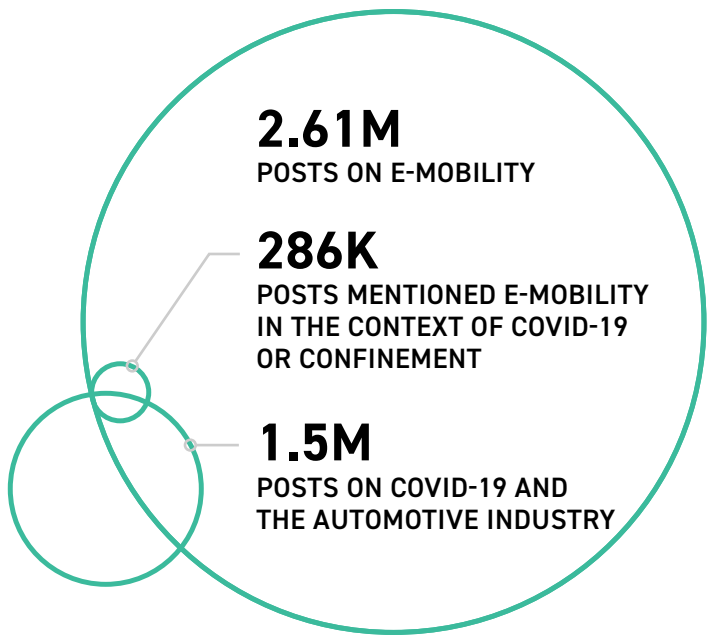
Conversations on electric mobility accounted for 2.29 million social media posts (and other publications) on the global English-speaking social web in 2019, reaching over 13 billion users. E-mobility is a conversational subject, with more than half of all conversations happening on Twitter, and less visual than other subjects, with Instagram accounting for less than 5% of all posts.

COVID-19 shifted conversation away from brands and towards societal subjects like price, sustainability, and reliability of infrastructure. Global lockdowns accelerated discussion about many of these topics, offering offering an unprecedented peek into what cities without internal combustion engines might be like. Speculations about long term-effects of the pandemic abound, including how it might slow down or accelerate the adoption of electric vehicles.

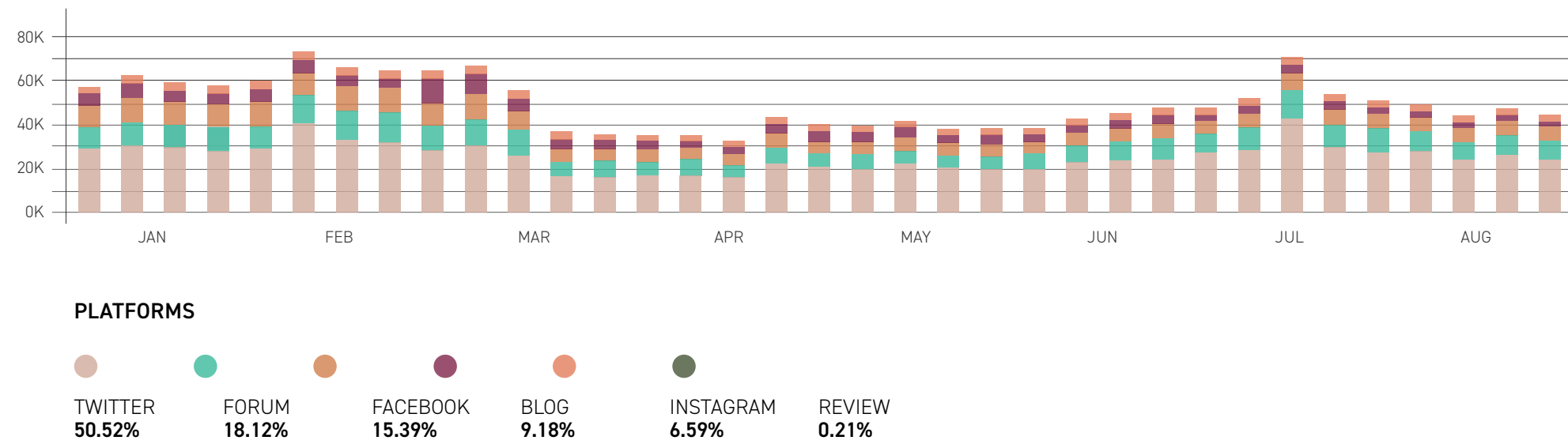
MOST FREQUENTLY USED HASHTAGS

- #goelectric
- #runningonsunshine
- #EVolveToElectric
- #electrifyamerica
- #electriccarsarethefuture

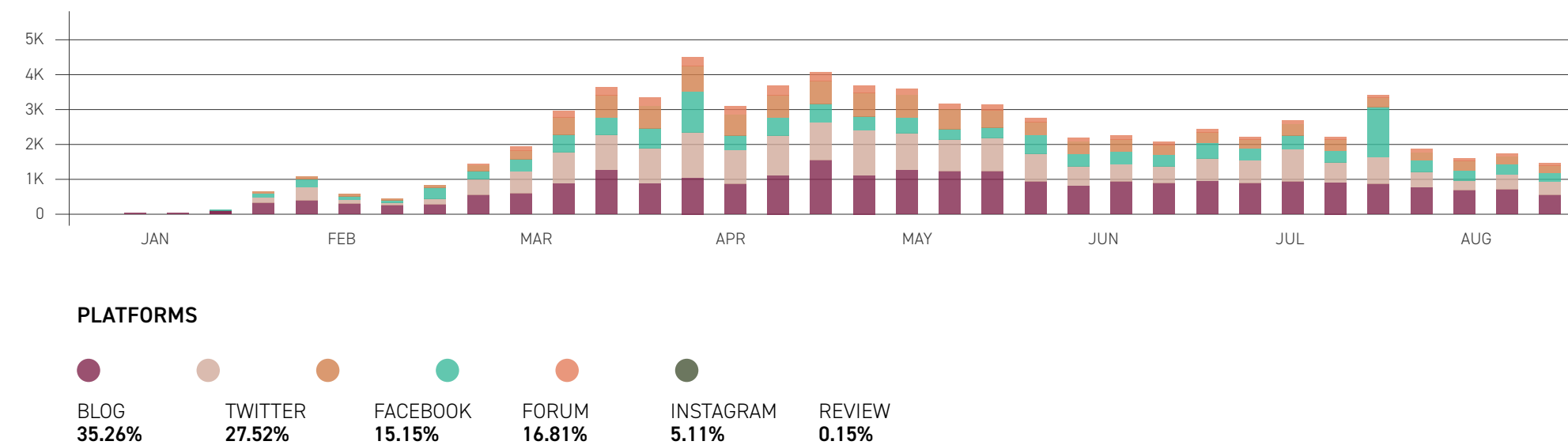
NUMBER OF POSTS DURING COVID-19 RELATING TO E-MOBILITY (JAN-AUG 2020)



CONVERSATIONS ON E-MOBILITY PER WEEK (JAN-AUG 2020)



CONVERSATIONS ON E-MOBILITY AND COVID-19 PER WEEK (JAN-AUG 2020)



SOCIAL MEDIA INTELLIGENCE REVEALS THE BRANDS AND TOPICS SHAPING CONSUMER SENTIMENT.

While conversations throughout the last year were focused on specific brands or nameplates, (30% of posts mentioned an automotive brand) this focus shifted after the pandemic and the corresponding economic recession to more pressing issues impacting e-mobility, such as costs and cost savings.

While Tesla was by far the most discussed OEM, Porsche was the next most popular, with conversations relating to the latter focusing on design, performance, and the “true sports car appeal” epitomized by the Porsche Taycan.

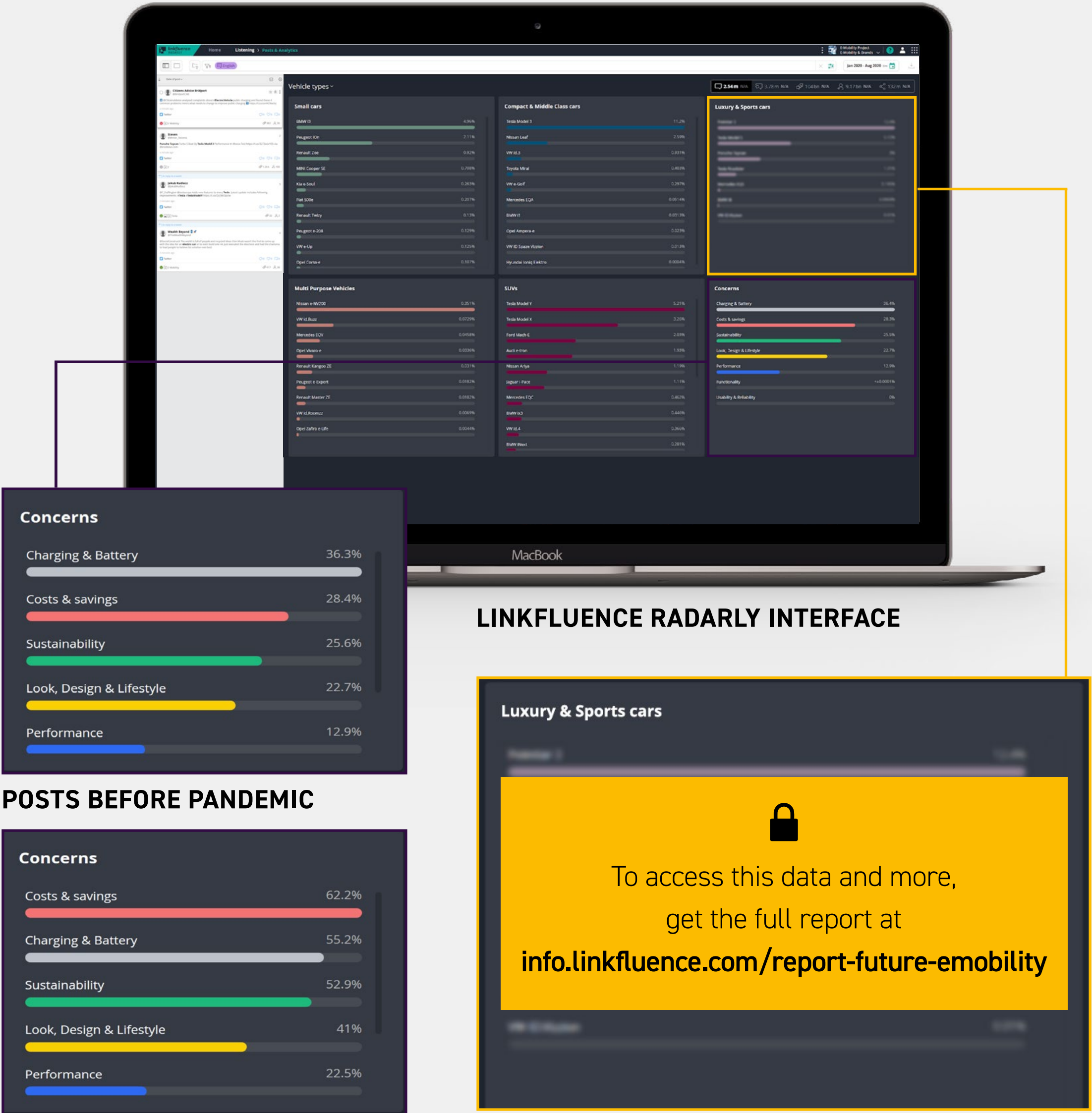
Break.
@k8ed53

Replying to @Mr_Krabs_Engine and @Bladed_Angel

The only electric car I would personally get if had the money would probably be the Porsche Taycan Turbo S, since the Taycan was made to be a sports car while the Teslas are more of a luxury car, and I love the look of Taycan.

Minnie Dlamini Jones
@MinnieDlamini

Did someone say South African Car of the Year for 2020!!!! I roll with WINNERS 🥳 Congratulations @jaguarsa I-PACE an ALL-Electric car winning is groundbreaking!!! #ProudAmbassador 💎 Next car? I definitely think so. Going Green 🌿



DIGITAL TRIBES SHAPE THE TOPICS OF DISCUSSION

Understanding the online groups united by identity and belief is even more critical during COVID-19.

E-mobility audiences are shifting to younger and more diverse groups, each with distinct motivations and priorities. Even luxury and performance brands need to reconsider traditional buyers in the midst of this

major shift. Online tribes have the biggest influence on consumer perception, and are a source of insights for customer-centric e-mobility brands.

A look at the lifestyles of the tribes talking about e-mobility reveals more than functional drivers of affinity. Lifestyle associations are a huge part of the category's success.



PERFORMANCE

Break.
@k8ed53

Replying to @Mr_Krabs_Eugine and @Bladed_Angel

The only electric car I would personally get if had the money would probably be the Porsche Taycan Turbo S, since the Taycan was made to be a sports car while the Teslas are more of a luxury car, and I love the look of Taycan.

FAMILY

EVmom
@evmom111

Husband: You're plugged in now. You were at 30%.

Me: My phone or my car?

One must specify these things in an [#EVfamily](#) 🤔😂


[#EV](#) [#electricvehicles](#) [#electriccars](#) [#tesla](#) [#EVmom](#)

TECHNOLOGY

FullyChargedDanCæsar
@FullyChargedDan

Change gonna come faster and faster...

"New ultra-fast pumps charge electric car 210 miles in 10 minutes if batteries allow."




New ultra-fast pumps charge electric car in minutes if batteries allow
dailymail.co.uk

SUSTAINABILITY

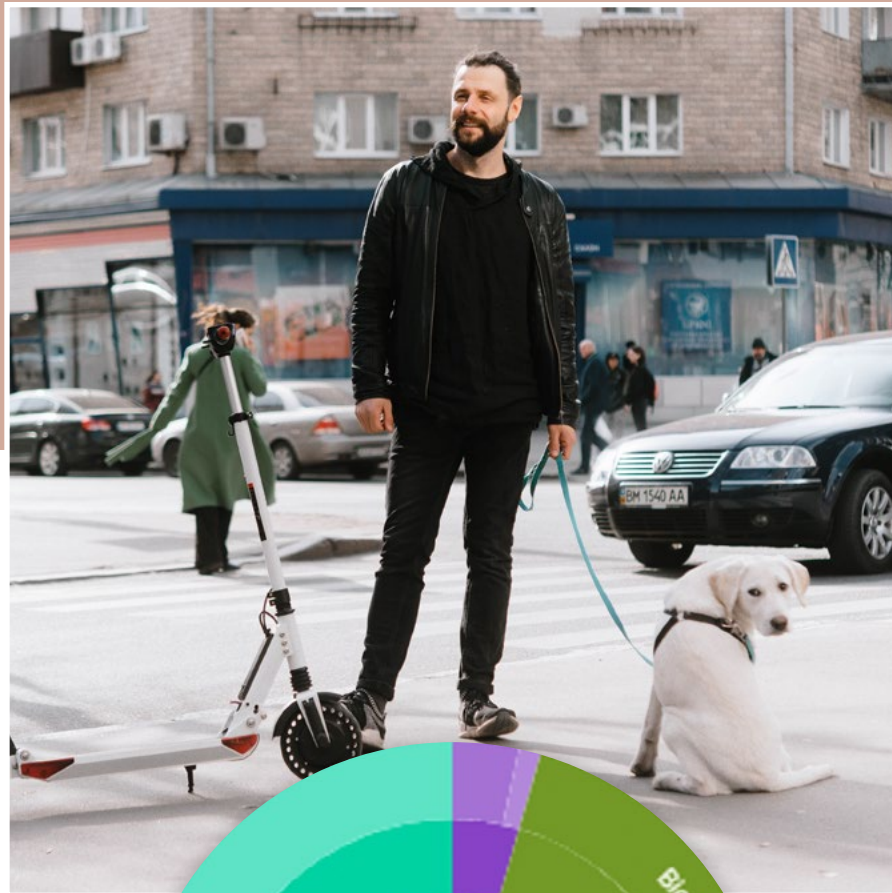
Mark
@CodingMark

How is it possible that [@Tesla](#) has such a devoted following? 🤔

When a company creates the best product ⚡, while supporting the biggest mission of our time 🌍 for the greater good ♻️, people will come together and support that.

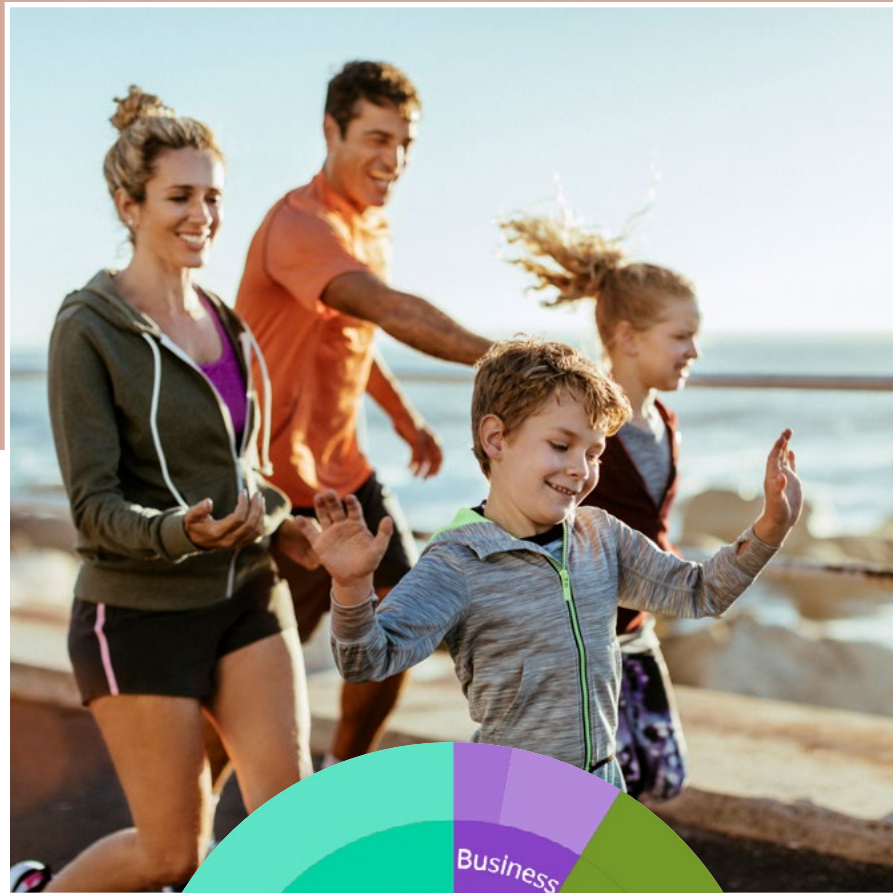


THE 5 E-MOBILITY TRIBES AND THE ISSUES DRIVING THEM



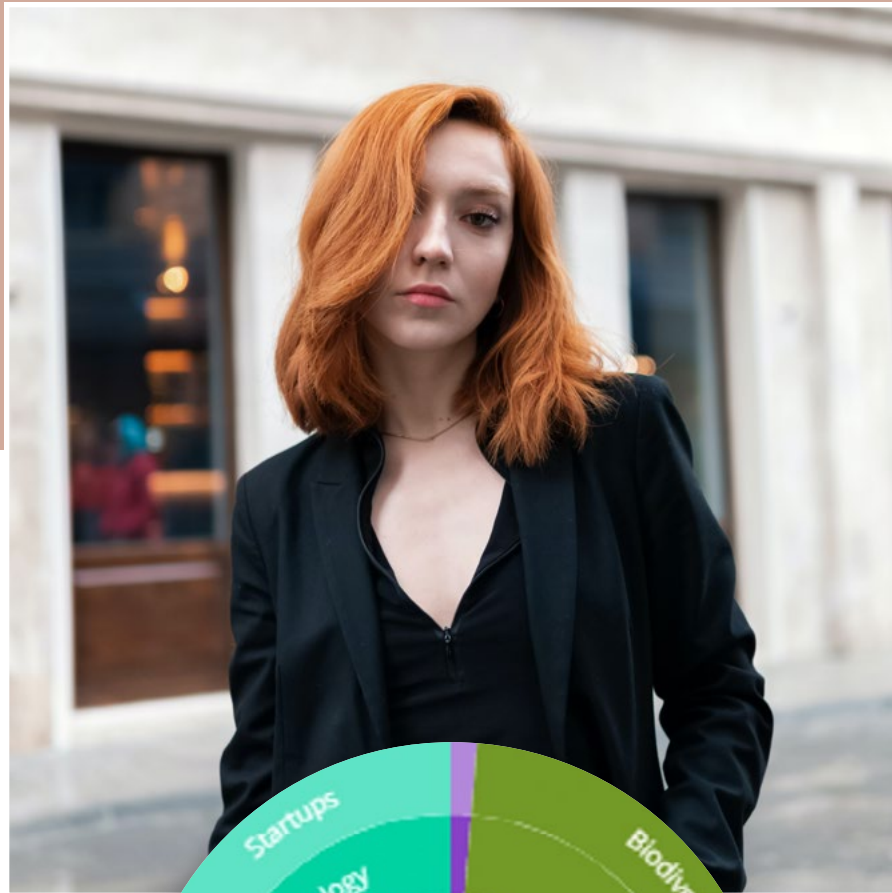
URBAN TECHNOPHILES

Whether they are driving their EV to work at a tech startup or using seamless app integration to track their nightly run from their smartwatch, Urban Technophiles are always connected.



GOGREEN FAMILIES

Safety, reliability, tax exemptions, or environmental impact? Gogreen Families consider it all on their hunt for mid-priced EVs. Their car is an investment in their families and the future of the planet.



DIGITAL LEADERS

Ambitious and status-driven, these connoisseurs of the 'modern luxury' experience are always on the cutting edge of lifestyle trends. Stylish innovation is the key to winning this tribe over.

A blurred image of a person holding a smartphone. A yellow overlay box is positioned in the upper right corner of the image, containing a lock icon and text about accessing the full report.

TO ACCESS THIS DATA AND MORE, GET THE FULL REPORT AT
info.linkfluence.com/report-future-emobility



A LINKFLUENCE SOCIAL INTELLIGENCE SAMPLE REPORT

Want the full report?

Request the full 42-page in-depth report produced by expert researchers in the automotive industry, with deep-dive analytics and insights, including:

- The impact of of the COVID-19 pandemic on consumer sentiment towards e-mobility.
- List of the top performing brands within e-mobility conversations, and the drivers of perception.
- Identification of the five digital tribes shaping e-mobility, with details on the preferences for each.
- An additional analysis of the Driven Females segment and their attitudes towards e-mobility.

Get the full report via the QR code or at info.linkfluence.com/report-future-emobility

