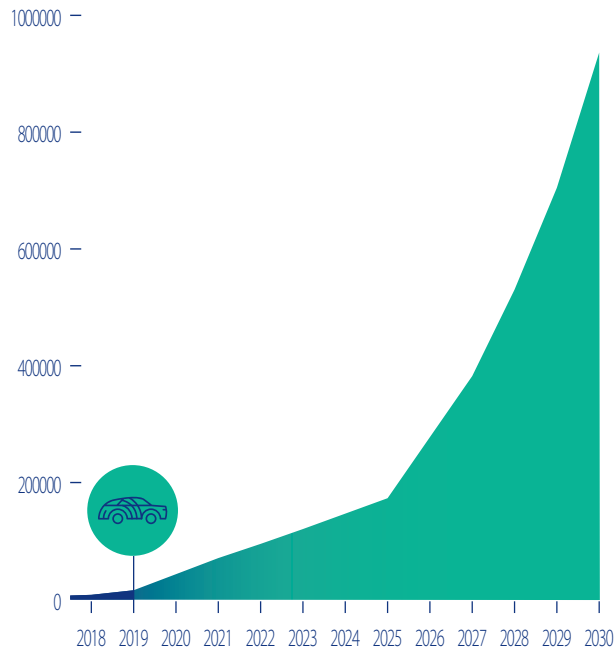


Driving purchases of electric vehicles in Ireland

A Behavioural Economics Perspective

A step change in electric vehicle purchases is required to meet the Climate Action Plan target



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www.seai.ie

Sustainable Energy Authority of Ireland (2020). *Driving Purchases of Electric Vehicles in Ireland. A Behavioural Economics Perspective.*
Dublin: Sustainable Energy Authority of Ireland.

Electric vehicle customer journey

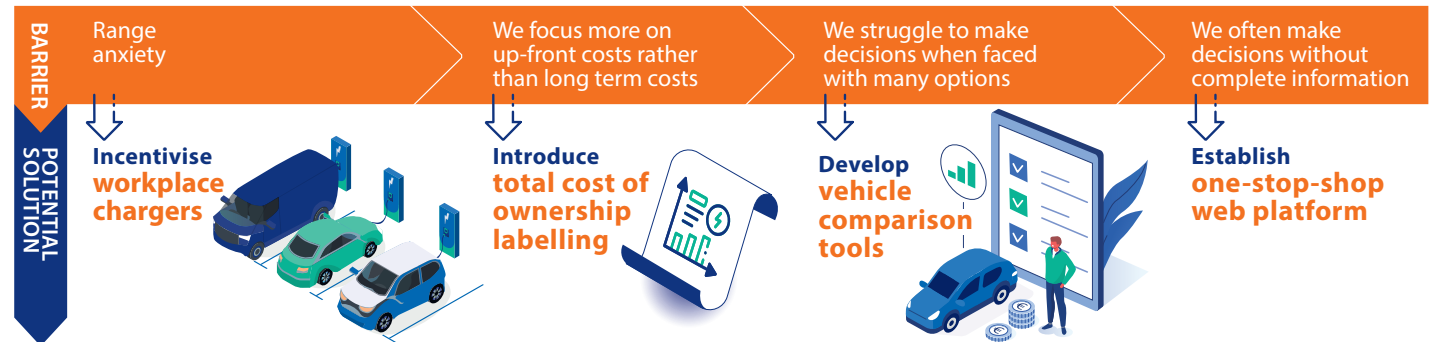
STAGE 1: CONTEMPLATION

Not actively looking for a new vehicle, but forming opinions



STAGE 2: INVESTIGATION

Gathering information and forming vehicle preferences



STAGE 3: DECISION

Finalising vehicle choice or deferring purchase



The potential solutions identified here will require further consideration prior to implementation.