

PHANTASIA



1-Minute Automotive Brand Strategy

Why Electric Mobility Is Misunderstood



The new era of mobility is presumably electric.

A vastly improved second generation of products is already available – why does demand still favor petrol cars?

If costs were the answer, the current hefty discounts would solve the problem.

But the problem is emotional, and it's not engine sound.

Traditional OEMs switched to electric only to meet regulations.

They were driven by outside, legal requirements – not excitement for the technology.

The forced transition led to misconceptions about the true potential of electric mobility and its real customer benefits.

What's more, the OEMs aimed right at the volume market, not at their enthusiasts.

Electric SUVs might deliver the highest overall profit in the short run – but these models actually harm the brands.

SUVs are probably the worst segment to stir excitement for electric mobility.

Their higher drag requires larger, heavier batteries, outweighing the electric dynamics and ease.

A new and exciting technology
should first create desire, not
rationality.

Electric mobility is fun, not sacrifice.

Its abundant torque, its linear power delivery, and its ease are customer benefits disguised by compulsory sustainability.

It's time for a new generation of BEVs that fully play to the strengths of the technology and create true excitement for electric mobility.

It all starts with the brands and their meaning. How can electric mobility embody their DNA in a sustainable future?

PHANTASIA is a creative consultancy building holistic marketing strategies for the automotive and motorcycle industry.

We help automotive brands decode their meaning beyond technology to continue their legacy in a new era of mobility.

Thank you for reading

*Why Electric Mobility
Is Misunderstood!*

If you want to learn more, read
"Automotive Darwinism: How Petrol Brands Can Evolve Into Electric" on our website.

If you have specific questions regarding your brand, contact us at info@phantasia.consulting.

Coming up next week:

Why Have Car Ads Become So Generic?

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Automotive Brand Strategy and
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